

**AN ASSESSMENT OF CURRENT PRACTICES AND  
NEEDS ANALYSIS OF USERS IN UNIVERSITY-  
INDUSTRY LINKAGES: A STUDY IN UiTM**



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## PENGHARGAAN

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## ABSTRACT

UiTM has set up a centre called the UiTM-Industry Linkages Centre or UILC in mid-2003. The main role and function is to enable the university to provide a platform for a concerted and coordinated effort in addressing the various demands and needs of such linkages on the diverse requirements of the industry and various faculties of the university. The Center needs to conduct a pilot study to evaluate the extent of linkages so far attained by the members of the different units or faculties, the curriculum so far implemented or the extent of the teaching staff's attachment to industry, among others. As such this study aims to assess: (i) to assess the extent of current practices and (ii) the status of university-industry linkages of UiTM lecturers and how they would view the role of the Centre.

The first stage of the research was to conduct a focus group dialogue followed by the development of the research instrument and the field survey. A focus group dialogue was conducted with 6 companies representing the various sectors on 25 February 2004 at UiTM Hotel. Some of the knowledge transfer issues that emerged during the discussion are:

- Industries should be involved in universities' curriculum development as a form of social service
- Universities should designate chairs for corporate bodies that would comprise of both senior and upcoming new managers.
- Universities need to report the progress of their training programs, champion or reach out to industries about the course/training they can provide
- UiTM need to seriously conduct aggressive marketing of its available resources in order to compete with its competitors
- Students' ability to speak and write in English is important to industries.

- Universities must come out with a research that has the potential to be commercialized, only then will industries be willing to foot the bill (research grants)
- The importance of research outcome relevancy and commercial value to the industry at that point in time

For the pilot, 40 sets of questionnaires were distributed to lecturers at random. Four thousand and twenty-nine sets of questionnaires were distributed to all Faculties and branch campuses via UiTM's Center of University-Industry Linkages (UILC) associates. Five hundred and forty five questionnaires were returned for analysis.

The study findings indicated that a majority of the lecturers who participated in the survey were not involved in the U-I linkages. However many of those who were involved in the U-I relations claimed that the relations were self-initiated and many were engaged mostly with the private sector. Most lecturers' involvement with the industry was relatively new as compared to the 49 years in existence of UiTM's establishment. Most lecturers agreed that among the most beneficial contribution gained through the U-I collaborations is getting the students employed. Students are easily accepted into the market if the university has already created an image, established a relationship or are being trusted and referred to by the industry. In UiTM, the workload and administrative duties differed vastly from other local universities therefore it is not surprising if the respondents agreed that this would be the main constraining factors in establishing U-I collaborations. Findings from this research evidently show that these disparities stem from both parties' contrasting mission and objectives of establishment.

## TABLE OF CONTENTS

CHAPTER	CONTENTS	PAGE
<b>CHAPTER ONE</b>	<b>INTRODUCTION</b>	
	1.1 Preamble	1
	1.2 UiTM Industry Linkages Centre (UILC)	3
	1.3 Aim of The Study	6
<b>CHAPTER TWO</b>	<b>LITERATURE REVIEW</b>	
	2.1 Introduction	8
	2.2 The Role of a University Towards Achieving World Class and in Sustaining Competitiveness in a K-Economy	8
	2.3 Reasons for Establishing Linkages between the University and Industry (UI)	9
	2.4 Advantages and Disadvantages of university – Industry Linkages	11
	2.5 Gaps That Exist When Trying to Match Industry Needs with University’s Knowledge and Expertise	14
	2.6 Mechanisms	15
	2.7 Success Factors and Problems in University – Industry Linkages	18
	2.8 Dissemination of Research Outcomes	18
	2.9 Concluding Remarks	20
<b>CHAPTER THREE</b>	<b>RESEARCH METHODOLOGY</b>	
	3.1 Introduction	21
	3.2 Research Design	21
	3.2.1 Focus Group Dialogue	21
	3.2.2 Questionnaire Design and Administration	22
	3.3 Sampling Design	23
	3.4 Technique of Analysis	24