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**UNIVERSITY-INDUSTRY COOPERATION: PROBLEMS AND PROSPECTS IN CASE  
OF PAKISTAN**

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**ABSTRACT**

University – Industry cooperation have been talked about for decades, but the need has been extensively highlighted recently. Now, both higher educational institutes and industry experiencing cultural change, open market competition, and the development of technology – have brought the total new world. Most academic knowledge creation/generation is either not shared properly with corporate sector or it is not aligned with their practical needs. At the same time, the industrial owners/managers are reluctant to share their expertise, knowledge, and needs with academicians.

In developed and industrialized countries, the university-industry linkages are relatively much stronger and multifaceted. In developing nations like Pakistan the university-industry measures for bridging this gap.

In this connection, the study presents analysis of Lahore based business schools and industrial units to explore the gap between knowledge creation, exchange and utilization has been fully documented, and is framed to explore the university-industry cooperation for mutual benefits. Based on the empirical results, of current study, implications of the study are offered at the end.