



# Academia-Industry Linkages Gap Analysis Survey

M. Moazam Shahbaz

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# Executive Summary

My profession requires me to interact with Employers; Academicians & Students. I always hear from Employers that we have jobs but we do not find the right candidates while on the other hand I always hear from Fresh Graduates that we are unable to find jobs. This confusion encouraged me to find out the reasons and I thought of approaching recruiters requesting them to share their experience of interviewing fresh graduates and results are eye openers for our Policy Makers; Educationists (both Management & Faculty members); Students and Parents.

Here are the quick findings of survey:

1. 76.61% of the Employer Brands in Pakistan are not happy with the quality of graduates our Universities are producing
2. 70.18% of the recruiters do not consider grades while recruiting candidates for Jobs
3. 94.74% of the recruiters believe that students study the subjects that do not match their personality type resulting because they do not receive quality career advice
4. Relevant qualifications (86.55%); Personal Development (79.53%) and Soft-Skills (74.27%) matters during job interviews
5. These are the top ten soft-skills which employer considers students should develop during these studies:
  - i. Verbal Communication (83.63%)
  - ii. Positive Attitude (71.93%)
  - iii. Team Working (64.91%)
  - iv. Critical Thinking (59.06%) & Self-Confidence (59.06%)
  - v. Written Communication (57.31%) & Drive & Resilience (57.31%)
  - vi. Stress Tolerance (47.37%)
  - vii. Adaptability (46.20%)
  - viii. Time Management (45.61%)
  - ix. Self-Awareness (45.03%) and Planning & Organizing (45.03%)
  - x. Integrity (43.86%)

I believe that this information will help all stakeholders understand the gap and develop necessary policies and amendments not only in curricula but in teaching methodologies to help bridge the gap.

Kind regards,

**M. Moazam Shahbaz**

Founder & CEO

Career Advisory & Assessment Services

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# Academia-Industry Linkages Gap Analysis Survey

Career Advisory & Assessment Services conducted online survey via Google Docs, the link of which was shared with the CHROs/Director HR/Head HR/Manager HR of over 500 companies on Monday 6<sup>th</sup> June 2016. So far, 171 respondents from 160+ companies have responded and answers will be accepted till 30<sup>th</sup> September 2016.

## Survey Objectives

Purpose of the survey was to understand following from the Employers:

- Which of the factors employers consider while recruiting fresh graduates?
- Which of the soft-skills Academia should help develop during their studies or they think which fresh graduates lack?
- Are they satisfied with the quality of graduates our Universities are producing?
- Do they think that students are not provided with the quality career advice due to which they choose or either they are forced to study the subjects which do not match their personality type?

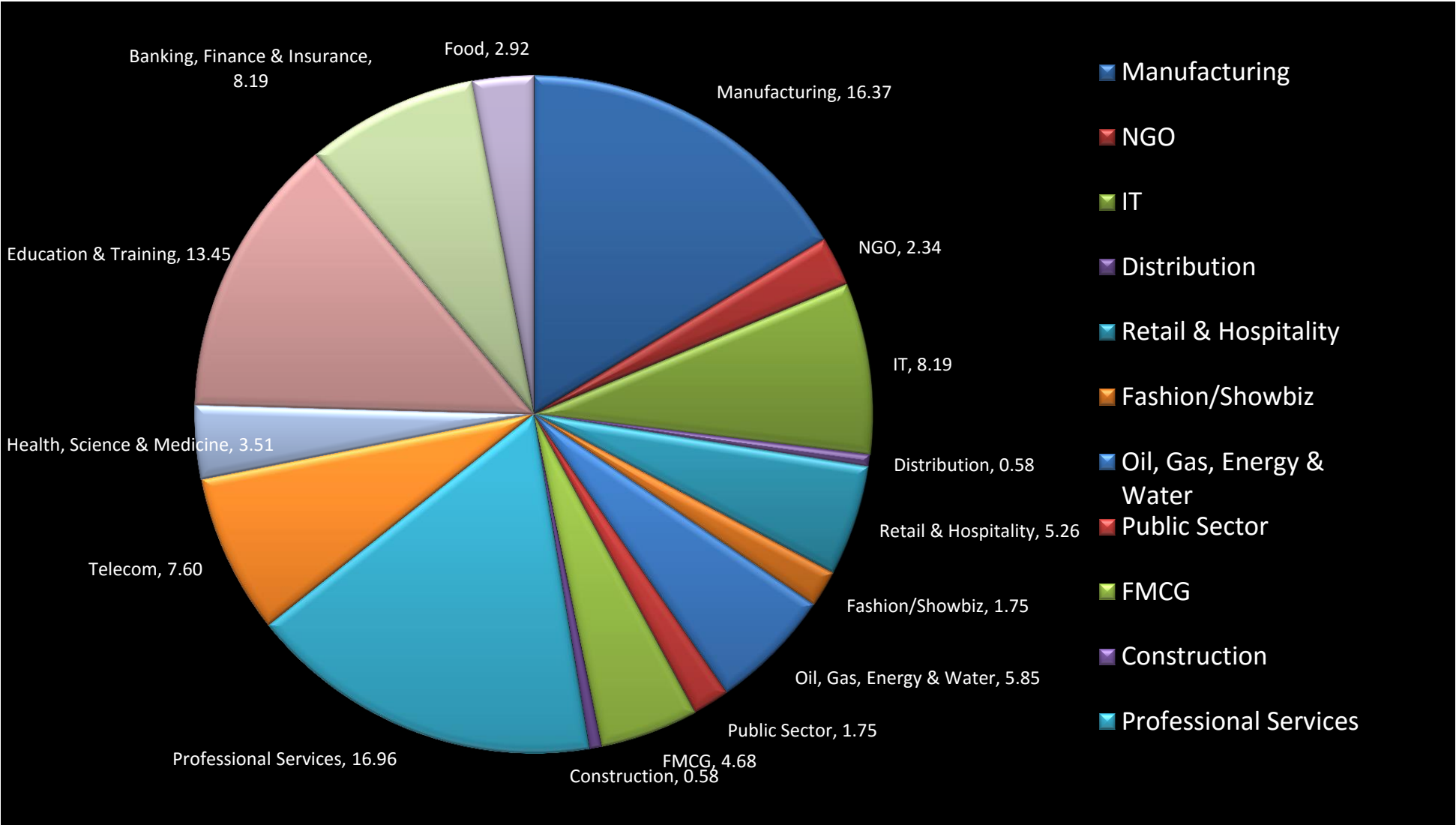
# Companies Participated in the Survey

1	A.I. MIR / ASMAAMMS	81	Macter International Limited
2	Academy for Management Excellence	82	Mayfair Group Of Companies
3	Acg Pakistan	83	Médecins Sans Frontières (MSF)
4	Advans Pakistan MF Bank	84	Medipak Limited
5	Advans Pakistan Microfinance Bank Limited	85	Metro Cash and Carry
6	AFAQ (Association For Academic Quality)	86	Mindstorm Studios
7	Agro Processors & Atmospheric Gases	87	Minhaj University Lahore
8	AHI Corp	88	Mobilink
9	AK Marketing	89	Mondelez Pakistan Ltd
10	Ali Gohar & Company	90	MSHG Consulting
11	ALJ	91	Mushawar Consulting
12	Allied Bank Limited	92	NADRA
13	Alpha Insurance Company Limited	93	NAFFCO GROUP
14	Alshaheer Corporation	94	National Logistics Cell
15	American Refugee Committee	95	NCS University System Peshawar
16	Aptech Computer Education	96	Nes-pak
17	Arrowsol8	97	NIB Bank Limited
18	ASK Development	98	Nishat Mills Ltd
19	Askari Cement Limited Wah	99	NorthBay Solutions
20	AYESHA KNITWEAR PVT LTD	100	NorthBay Solutions (Pvt) Ltd.
21	Bandhani Group	101	Not applicable
22	Beaconhouse	102	NPPMCL
23	Beaconhouse School System	103	NUST
24	Best Western Hotel Lahore	104	OD Consulting
25	Bling Drinking Water Company/The HR Consultant	105	Ora-tech Systems Pvt Ltd
26	Cattle Market Management Company Gujranwala Division	106	Ovex Technologies (Pvt.) Ltd.
27	Coca Cola Beverages Private Limited	107	Pak Elektron Limited
28	Chawla Group	108	PAK-ARAB REFINERY LIMITED
29	ChenOne Stores Ltd.	109	Pakistan Society for training & development
30	Coolpoint, Mah Plastic and Revive pharmakon	110	Pakistan Telecommunication Authority
31	Cornwall Education & Training Ltd	111	panther tyres
32	Cotton Web Limited	112	PE

33	CubeXS Weatherly (Pvt) Ltd	113	PEF
34	Culinary & Hotel Institute of Pakistan	114	PepsiCo International
35	Deloitte Pakistan	115	Pharmagen Limited
36	DevSol Managed Services	116	Private Consulting
37	DGS (TRG)	117	Private Power & Infrastructure Board
38	Din Media Group	118	Professional Employers Private Limited
39	Dolmen Real Estate Management Private Limited.	119	Pronto Promo Pvt Ltd
40	Dunya News	120	PTCL
41	Eamas Private Limited	121	Punjab Social Security Health Management Company
42	ECC Corporate Solutions	122	R&I Electrical Appliances (Pvt) Ltd
43	Engery Dept, Federal Govt, Pakistan	123	RA Consultants (SMC-Pvt) Ltd
44	EPIC Consulting Group	124	Recruiter 380
45	Ermine (Pvt.) Ltd.	125	Resource Linked
46	Fatima Group	126	Riphah International University
47	Fauji Fresh n Freeze	127	Roshan Packages
48	Fawad Enterprises	128	S&P Global Market Intelligence
49	FINCA International	129	Sapphire Finishing Mills
50	FINCA Microfinance Bank Ltd.	130	Sapphire Group
51	FML	131	Sefam (Pvt.) Ltd
52	Fresenius Medical Care Pakistan (Pvt) Ltf	132	Service Sales Corporation.
53	Gray Mackenzie Restaurants Intl. Ltd.	133	Shakarganj Mills Limited
54	GUGGU Limited	134	Shell Pakistan
55	Habib Bank AG Zurich	135	Silkbank Limited
56	Habib University	136	SNGPL
57	HAIER	137	Sports Star International Pvt. Ltd.
58	Haleeb foods limited	138	Sufi Group of companies
59	HANDS	139	TEAMWORK PACKAGES
60	HASCOL Petroleum	140	TUSDEC
61	HG Markets (Pvt) Ltd.	141	Telenor
62	Himont Pharmaceuticals (Pvt) Limited	142	The University of Lahore
63	HRPlus	143	TPS Pakistan Pvt Ltd
64	HTA	144	TRACON SERVICES PVT LTD
65	i2c inc.	145	Trafco Logistics (Pvt) LTD.
66	ICI Pakistan	146	Treet Corporation

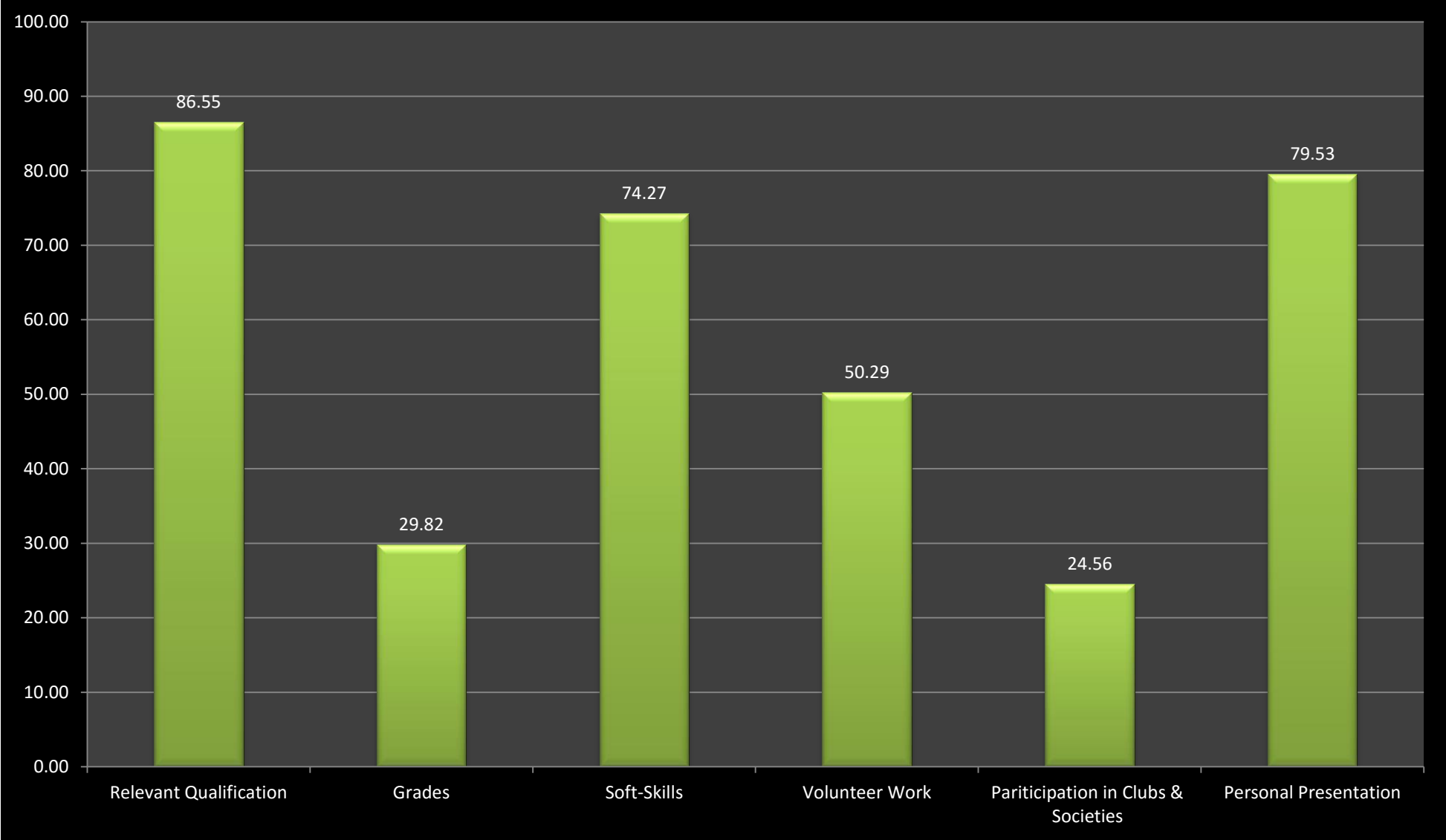
67	Idara Taleem-o-Aaghai	147	U Bank
68	INFOTECH	148	United Bank Limited
69	Innovation World	149	United Snacks
70	Institute of Business & Finance (IBF)	150	University of South Asia
71	Institute of Business Administration Karachi	151	US Apparel & Textile
72	Institute of Commercial Management, UK	152	Vopium A/S Ltd
73	Ittehad Life Sciences-ILS	153	Warid Tel
74	Jaans trading company	154	Warid Telecom
75	Jobs n Career	155	Warid Telecommunications
76	K Electric	156	Wateen Telecom
77	Khushhalibank limited	157	World Educational Services
78	Khyber Tobacco Company	158	Zealcon Engineering Pvt Ltd
79	Lafarge Pakistan	159	ZTE Pakistan
80	LMKR Pakistan (Private) Limited		

# Sector Wise %age of Companies Participated in Survey

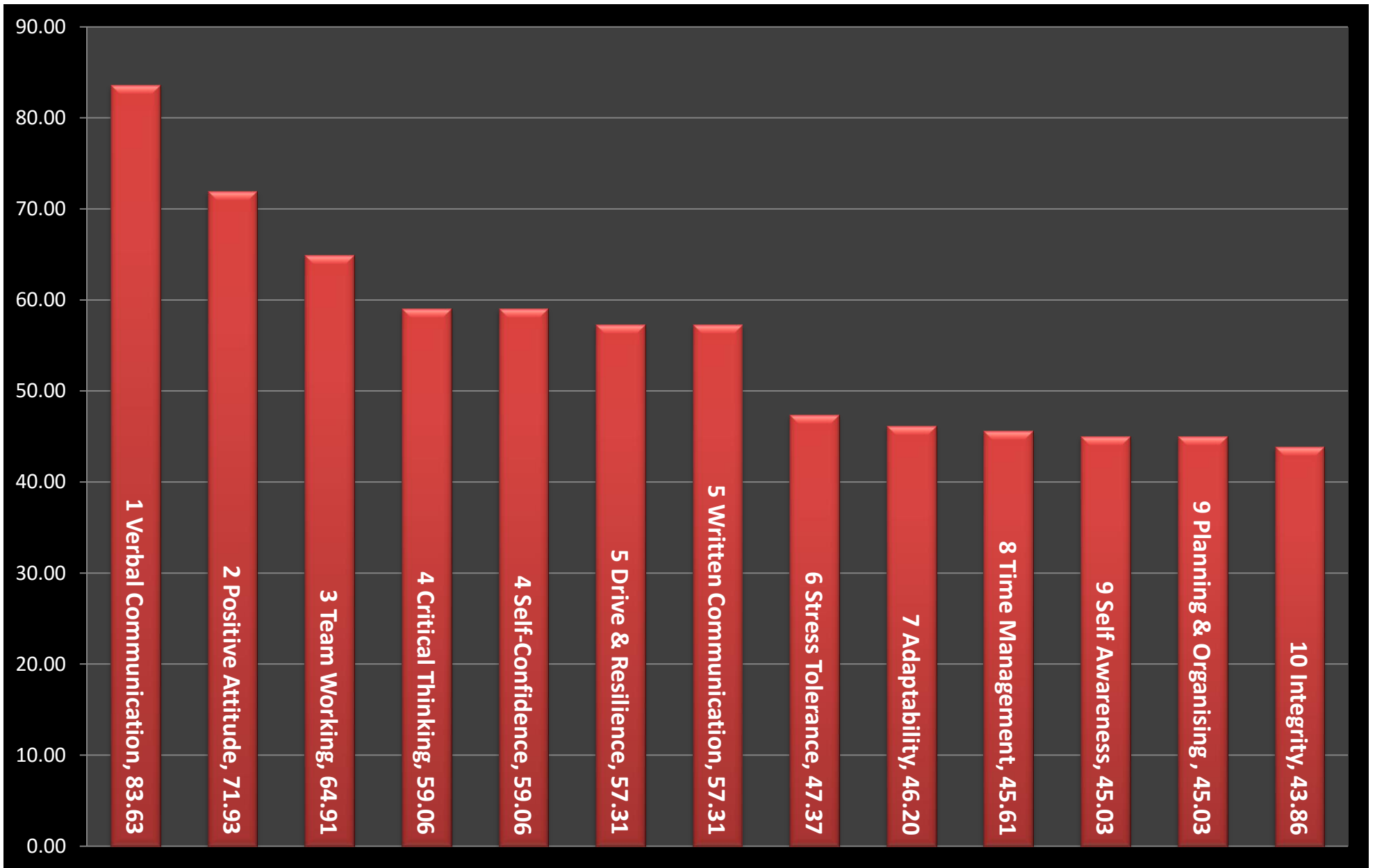




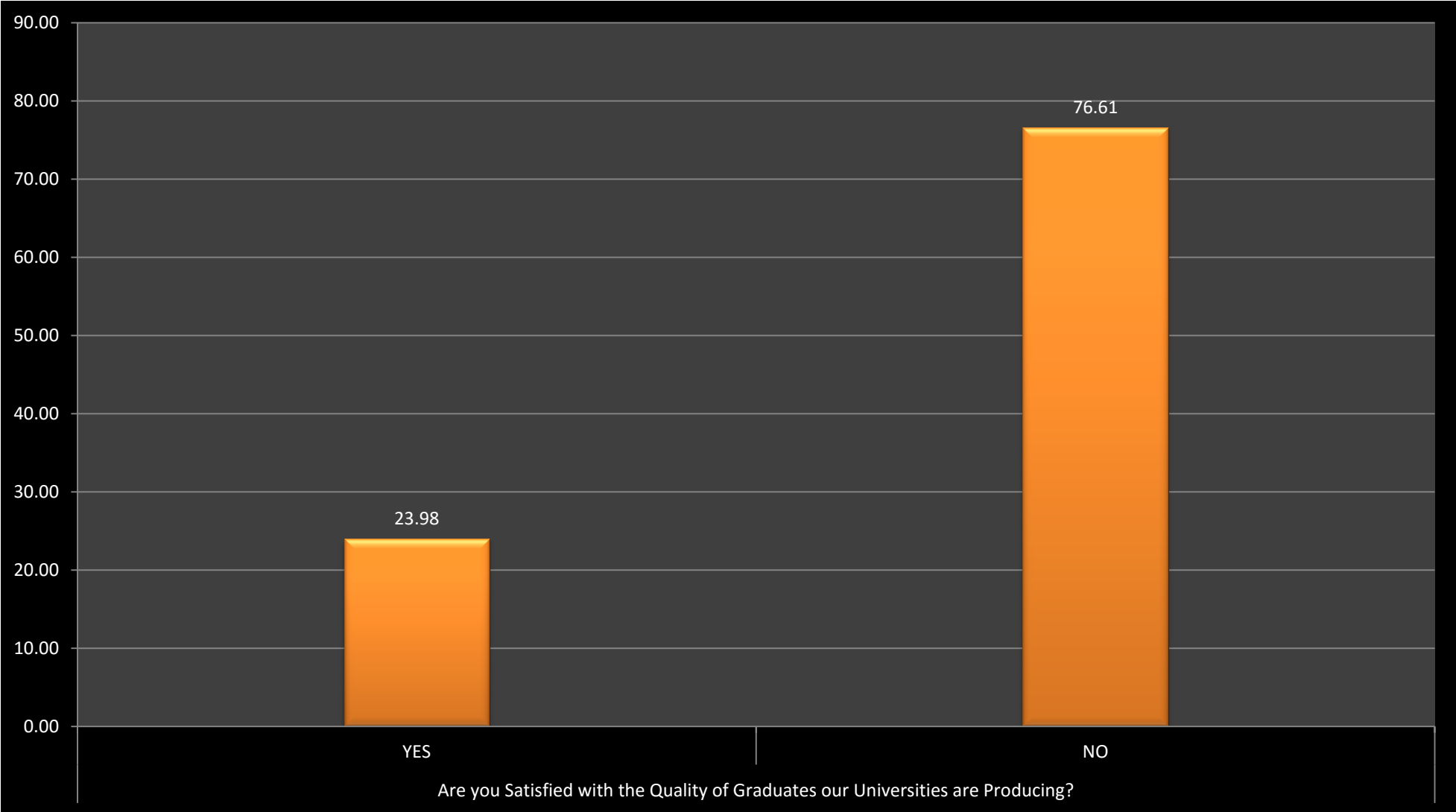
# Factors Employers Consider while Recruiting Fresh-Graduates



## Top Ten Soft-Skills (lacking in Fresh Graduates)



# Quality of Graduates



# Quality of Career Advice

