



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(AUTONOMOUS)

Department of Management Studies

FACULTY ADDRESS & INDUSTRY CONNECT REPORT

Type of Activity: Faculty Address & Industry Connect Session

Title of the Activity: Bridging Academia and Industry: Faculty Address on Collaboration, Research, and Professional Growth

Date and Venue: 13th and 14th March 2026

Organized by: Department of Management Studies

Participants: Faculty Members and MBA Students

Speakers: prof. Suja S Nair & Dr D. Vivekananda

Introduction & Objectives

The Faculty Address and Industry Connect session was conducted as part of an academic initiative to strengthen the relationship between academia and industry. The session featured **two distinguished speakers**, who shared valuable insights on industry engagement, research development, and institutional collaborations.

Objectives:

- To enhance industry-academia collaboration
- To encourage faculty participation in professional bodies
- To promote research, consultancy, and funding opportunities
- To guide faculty on MoUs, global outreach, and institutional growth

Description of the Activity

The session was delivered by **two speakers**, each focusing on different aspects of academic and professional development.

Speaker 1: Faculty Address (Academic & Research Focus)

The first speaker emphasized the importance of **industry connection and professional memberships**. Faculty members were encouraged to actively engage with industries, participate in seminars, and maintain real-time collaborations. The importance of memberships in professional bodies such as IEEE and CII was highlighted.

The speaker also stressed the need for **impactful research and publications**, encouraging faculty to work on real-world problems. Opportunities for funding through consultancy, research grants, and international collaborations.



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Speaker 2: Industry Connect & Collaboration focus

The second speaker focused on **institutional collaborations and MoUs**, highlighting partnerships with reputed institutions and global outreach initiatives such as collaborations with Singapore and African universities.

Key points included:

- Establishing MoUs with industry and academic institutions
- Organizing seminars, workshops, and conferences
- Encouraging participation in expert talks and knowledge-sharing sessions
- Promoting short-term training programs (STTPs) and certifications

Additionally, the importance of **interactive teaching methods** such as debates, Q&A sessions, and real-world application-based learning was emphasized. Faculty were also encouraged to pursue certifications like cyber security to stay updated with industry trends.

Learning Outcomes & Conclusion

Learning Outcomes:

- Improved understanding of industry–academia collaboration
- Awareness of professional memberships and certifications
- Enhanced knowledge of research, funding, and consultancy opportunities
- Exposure to global collaborations and MoU frameworks
- Adoption of innovative teaching and engagement methods

Conclusion:

The session successfully provided a comprehensive roadmap for faculty development and institutional growth. The insights shared by both speakers emphasized the importance of staying connected with industry, enhancing research quality, and building global collaborations. The program served as a valuable platform for aligning academic practices with industry expectations and future opportunities.

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HoD/MBA