



GRADUATE SCHOOL OF MANAGEMENT STUDIES GUJARAT TECHNOLOGICAL UNIVERSITY

Report On "AIM" 2021

The "AIM 2021" Academia-Industry Meet was organized by the Industry Interaction & Placement Committee, GSMS GTU on 30th December 2021 at Acharya Chanakya Hall, GSMS, GTU. The main objective of the meet was to bridge the gap between academia and industry and to plan constructive developments for strengthening the academic-industry association.

GTU is one of the largest technological public universities in India in terms of enrolled students and affiliating institutions. It has emerged as an international innovative university in its pursuit of bringing innovation and internationalization in professional education. Graduate School of Management Studies (GSMS) is one of the postgraduate business schools operating under the flagship of Gujarat Technological University established in the academic year 2018-19. GSMS has started AICTE approved MBA (International Business), Unique Startup track course MBA (Innovation, Entrepreneurship, and Venture Development), Post Graduate Diploma in Digital Marketing, and Full-time Ph.D. in Management. GSMS also enrolls full-time International Students (sponsored by ICCR) for its various Programs i.e. Ph.D and MBA (IB).



The program started with the Lamp lighting by the guest industry experts with Vice Chancellor Dr. Navin Sheth and Director of GSMS Dr. Pankajray Patel. The proposed agendas for the Round Table Interaction were strategic collaboration, industry expectations from management aspirants, industry mentors for career planning and development, industry internship opportunities, centralized

placement initiatives for management trainees, and academic-industry training. The meet aimed to provide a platform for academia and industry to discuss these agendas and find ways to work collaboratively towards achieving them.

The meet was attended by various industry experts and academicians. The discussions centered around the importance of collaboration between academia and industry to bridge the gap and to bring innovative and practical solutions to the problems faced by businesses. The industry experts shared their expectations from management aspirants and the skills required to succeed in the industry. They also discussed the importance of mentoring and internship opportunities for students to gain practical knowledge and exposure to the industry. The academia representatives shared their initiatives and efforts to promote research work and joint research projects with foreign university partners. They also highlighted the importance of academic-industry training to equip students with the necessary skills required to succeed in the industry.



In conclusion, the "AIM 2021" Academia-Industry Meet was a successful initiative by GSMS, GTU to strengthen the academic-industry association. The meet provided a platform for academia and industry to come together and discuss the agendas proposed for constructive developments. The discussions and ideas generated in the meet will help in bridging the gap between academia and industry and bring innovative solutions to the problems faced by businesses.