

### **Trigger Question: Prof. Bholanath Dutta—Academician in Top Corporate Position**

Dear Esteemed MTCians:

Greetings for the day!

This is a common trend that people from corporate come and join as a faculty in B-schools. The reason may be different but there is still a good demand for people from corporate and definitely they bring experience and excellence. But the reverse trend is not so popular. I strongly believe that there are academicians with very strong fundamental subject knowledge, expertise, interpersonal skills, understanding, empathy, research orientation and can do excellence in Corporate, if , given opportunity.

I request Corporate to pick up academicians in top position and thus bring excellence and change the conventional method.

Request esteemed learned member's views on the subject.

#### **Interaction: Prof. G Krishna Mohan Rao**

Good morning sir,

I strongly agree with you sir, there are many faculties who are looking for corporate experience but many of them are not getting right breakthrough.

#### **Interaction: Prof. K Sreekumar**

You are absolutely right .I had an opportunity to work abroad in one of the largest petrochemical companies in the world as Sr.Budget Controller. Being there was a great experience and could contribute a lot for the data quality improvement of the company in an SAP environment. It was a challenging assignment. I thoroughly enjoyed working with the practitioners by questioning the statusquo with the conceptual knowledge thus helping them to improve financial and cost reporting,increase profitability and also better negotiate with business partners.In the beginning there was reluctance to accept what we said but later on things fell in line.

#### **Interaction: Prof. Geevarathna**

Dear

Sir!!!

There is a point in that. Most of the corporates feel we are book worms and not up to the mark. But until someone or one company initiates this, it won't happen i guess. Many of the professors from World class universities are also associated with some leading companies. We don't find much of this trend here in India.

#### **Interaction: Prof. Santhosh Kumar S**

I strongly agree with you, in fact to management subjects practical exposure plays vital role. But in turn corporate does not give much attention to academic experience. They also should know that subject knowledge also plays a vital role as for as strategies are concerned. Hence value should be given at par.....

**Interaction: Prof. Anil Aggarwal**

I, too, believe that the issue raised and concern expressed by Prof. Bholanath Dutta is the prevailing trend of Transitioning from Corporate to B-Schools or Academics for livelihood in most of the cases but the “Reverse” scenario is not so popular.

During my consultancy assignments, I have observed sometime, the reverse trend which only opens the door for such academicians or Teachers as a corporate education/employee development or HR Trainer irrespective of their Expertise and Experience Domain.

The corporate perception so far has not been blended to employ Higher education Teachers with rich and fruitful Expertise and Experience Domain in the similar domain or job positions within the prevailing organizational hierarchy.

This is timely Discussion initiative by Prof. Dutta to deliberate upon the exploration of possibilities or creating the opportunities for such aspiring people from education/Academics and let the corporate Think-Tank or thought leaders to ponder upon this issue and start acting accordingly making “The Transition of Academicians into Corporate” a possibility.

**Interaction: Dr. SN Ghosal**

I agree with u that there should be constant exchange of academics and executives in Management schools as that would only make it more useful and purposeful.

**Interaction: Prof. Anish K**

I completely back on this aspect. Management faculties should be given suitable opportunities in Corporate for applying their solid learning into practice. What can be done to attract Corporate into engaging Faculties? Any useful suggestions, guidance will be highly appreciable.

I also appreciate the group for initiating practical discussions on various topics. Lets learn to apply the discussions. Its time for us to do/ apply what we say.

**Interaction: Prof.S.Subramanian**

It's really a "Wonder' ful subject for discussions. Irresistible as ever, Prof. Dutta has thrown gauntlet of sorts in this general melee. Truly merited one that requires to be responded cannot be given a 'go by'. Industry men treading into Academics is just not a one way traffic. Major organizations with a broad base and caring for a wide intake, do indulge in recruiting the best

and suitable qualified research scholars with necessary aptitude to switch over from pure academics to commercial or administrative environs. This has been in vogue for decades now. Except for those hesitant persons for a big jump as switch over from tutoring into handling of field applications, interalia, on grounds of, a) future unknown, b) location shift, c) present secure chair, d) unwillingness to test unfamiliar arena, e) unwillingness to lose 'respectful teacher status' to 'employee under less qualified as their masters or peers', etc, large numbers of pure scholars have been migrating to industries with renewed advantages. The last two decades has shown an increasing trend but not researched well enough to be visible as a phenomina. Like Dr. Rangarajan, who was picked from IIM, Ahmedabad to secured gates of RBI as Dy.Governor, many have moved over this way. I have seen as part of recruitment process in RBI, SBI, private banks, IT organizations, Public sector companies, Administrative services, and many MNCs, professional consultancy bodies, etc. eminent and less eminent academic scholars found their way into non-academic institutions with attendant benefits. But what is visible is the presence of a few of industry experienced persons like me, who have 'intruded' into facultyship-adjunct, guest or occasionally visiting ones on passion-all those industry persons touting among pure academic faculties. While industry linked professionals and qualified in their own way, who come with a barrage of real life field experiences but with less of structured tutoring skills except a very few, bring with them the knowledge over the process and background of policy making, planning and operational implementation skill-sets, others lack such expertise. We need to blend as we aim towards strengthening of sincere 'Faculty Development' initiatives, especially in the areas of professional and management educational and research services. We should not be shy or wary of this necessity, which has to be mandated. May be compensation and perks as also conducive working environment for nurturing the creative, merited and passionate faculties, would require to be looked into for bridging the gap between the pure theorists and rugged industry commercial leaders. Two way movements by way of short 'sabbatical' must be encouraged and necessary systems are put in place for that. Sustained approach is called for.

2. Incidentally, I had advertised through this platform for recruiting an IT Architect but only a single application came with a mere commerce graduate background..!! As Executive Chairman of Kensho Information Technology Solutions, I have invited and added five of Doctoral Research Heads from national and international scholar community excelling in diverse fields, as members to my Company's Hon. Advisory Board. All are pure academicians but highly merited and standing.

I do trust that necessary talent building and 'mentoring' of faculties ready to exploit spectrum of job markets. may be less difficult but can be achieved with requisite 'Will'.

Even today, I welcome merited professionals to approach me for manning competently the position of Data Base Management as also another one for marketing of BFSI IT Products and Services to be based in Nigeria to handle entire African Continent jurisdictions with lucrative benefits. These two are long term requirements. This is not a challenge but requests before MTC ians. Any takers, please..

**I**

### **Interaction: Shri Virendra Goel**

My compliments to Prof. Subramanian not only in putting the subject into proper perspective but also to give opportunity to any competent academicians to try his/her hand on corporate working.  
Dear Sir,\*

I think a major component for a successful transition is adoption to change of culture - be it academics, industry, trade organizations, NGOs, forces or any other environment there is bound to be a difference of culture. It becomes the responsibility of a new entrant into any environment to adjust him/herself to the culture of that environment, then only a successful transition can take place. Normally, the resistance at both ends both from prospective employers and employees is because of this perceived or observed or experienced problem.

### **Interaction: Prof. Anil Agarwal**

The opinion of Goel sahab, correctly unfolds the root cause related with the perception of prospective employers at the corporate end that entails their observation and experience with such sort of "socio-cultural adaptability failure" on the part of the academicians or the teachers moving from academic contexts and mindset.

Interaction: Dr. SN Ghosal

My Hearty Greetings to all.

It is true that there is need to have a mix of academics and entrepreneurs as management teacher and it is also equally true that it would not only benefit students but also the faculty as because they would learn and unlearn from their knowledge, experience and passion to pursue the profession to heighten its level of excellence. However in practice it has been observed that such admixture often leads to suspicion, acrimony and jealousy and that obviously harms all. In fact the need is to respect each other and bring out the best from them by developing harmonious relationships and emphasis the need of interdependence. Much depends on leadership of the Director but most of them are the cause of such acrimony as they side with one group or the other where from they come. I personally went thru this drama.

### **Interaction: Prof. K. Harigopal**

Hai fellow academicians: Until we create or utilize opportunities for cross-fertilisation of ideas with industry, undertake serious case studies of some of the current industries and be able to tell them how they can improve their products, processes and services, they fail to realize the importance of academics in improving the industry. Let us not forget the so called managers of industry have been our earlier students at the academia. Students, what ever their current positions, respect good teachers and want to benefit by their wisdom, always.

**Interaction: Dr. Ashok Daniel**

I beg to differ with your view. It may be true in India. But here in the US most academicians are a part of some corporations or non profit and contribute to the industry in many ways. I have my faculty friends in my department, each and every single one is in some corporation or other consulting, working, having business etc.,

I am not sure about this issue in other countries. I m glad you brought this point up.

**Interaction: Shri Virendra Goel**

I think Prof. Hari Gopal has put the things in right perspective.

**Interaction: Prof. Neeraj**

The ongoing discussion is very thought provoking and may impel the corporate think-tank to ponder over the emerging issue.

Expecting fruitful results in future