

## Abstract

Nowadays, ORIC (Office of research and commercialization) is playing a vital role in creating a bridge between academia and industry. Most of such studies were conducted in the perspective of academia and industry collaboration. This research aims to study the role of ORIC in technology transfer and commercialization and also to know the perception of industry and attitude of faculty. This study targets to offer a comprehensive understanding and evaluating the achievement of Academia-Industry linkage and to analyze a series of barriers that could be further examined in future research towards mitigation. To achieve the objectives of this research, a literature review was conducted to provide better understanding of the research study. Mixed methodology approach has been adopted to gather data. Semi-structured interviews were conducted from 6 CEOs and Directors, 2 Scientific Researchers and 2 Technology Managers, and 40 questionnaires were received from universities' faculty. The data was analyzed through Manifest Content Analysis and statistical tools and techniques to establish findings. The findings suggested that several constraints are faced by Academia and ORIC however, Academia is playing a vital role in providing services and programs to support students and faculty through capacity building. Besides, ORIC helps in promoting collaboration between these two actors (University-Industry). Therefore, majority believes that their ORICs have been effective in the domain of research commercialization. Thus, the study recommends that universities should strengthen ORICs for university-industry collaboration which is possible through impactful research i.e. transferrable to community.