



The implications of Acadustry® in African Aviation



AUTHOR:

Dr. Nadiir Bheekhun
 Founder CEO of
 AERONAD Group

AFRICA is a single colossal continent which consists of fifty-four separate countries. Amongst them, there is a huge disparity in the sense that some operate a relatively developed aviation industry while in others, services are far more limited. Although much effort is being made to realise a healthy and harmonised African Aviation, the latter indispensably requires highly trained staff and visionary leadership to transform the industry into an engine which generates prosperity. In addition, with the ever-evolving external environment, from technological improvements to unpredictable shocks, the need of upskilling and reskilling has become almost compulsory for organisations to experience continuous growth and sustainable profitability.

On the other hand, there are two main entities which are as different as land and sea, yet they complement each other, if properly interconnected. They are the

academia and industry and a combination of the two is primordial to enhance the operational efficiency and productivity of the air transport sector in Africa. Acadustry® is a portmanteau of these two words. In principle, the acadustry® model harmonises academic deliveries and industry-driven experiential-focused mentorship thereby creating a new synergic characteristic. One of the key issues within the African Aviation context which the concept of acadustry® can resolve is the inefficiency in the optimisation of human resources related to expertise sharing. On one side, the industry (1) tends not to harness the expertise incubated within the academia, and (2) is strongly reluctant to contribute financially to the preparation of relevant and essential training programmes, whilst on the other hand, the academia (1) dedicates ample time and effort for deriving better pedagogical methods

and fortifying delivery expertise, and (2) invests financially into seeking new knowledge through academic research. With their respective strength, a symbiotic partnership for an acadustry® platform can eventually cater for a sustainable Executive Education, thereby preparing holistic managers with all-round capabilities to navigate the industry ahead, whilst creating competitiveness.

The acadustry®-oriented Executive Education shall be of two modes: open sessions and in-house training. An open executive education programme will put the candidate in the same room with other experts who are not only from industries, but also from academies. Working on cases, debating collaboratively, and developing new best practices with amongst them will create strong and valuable relationships. These sessions provide not only an expert taking on current hot topics, but also an excellent occasion for networking. In the second mode, the Executive Education are offered to organisations which are in quest for specific expertise

to meet organisational strategic and operational objectives. Corporations find themselves increasing their learning efforts not only to provide managers with a personal development path within the organisation but also to strengthen the organisational alignment between those managers and the company's strategy. Because of this, customised executive programmes must be carefully designed according to the needs of a particular company, and the academia component becomes complementary herein. Another differentiation in an acadustry®-organised Executive Education is that the recognition goes beyond the industry space, and reaches out into the academia dimension whereby the participants are able to get certified academically.

For the benefits of acadustry® to be harnessed to its fullest, the notion of Continuous Professional Development (CPD) needs to be inculcated into the mindset of leaders within the African Aviation community, to enabling advancement at both individual and corporate levels. 🌐

