

Review of: "Measuring the Effectiveness of Internship Programs in Aligning Education with Industry: A Comprehensive Analysis of Internship Outcomes in the College of Communication and Media During COVID-19"

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Potential competing interests: No potential competing interests to declare.

First of all, let me congratulate you for the efforts in writing this article, which is a concern for industry and academia. Having said that, I would put forward my observations for improvement for future publication:

1. The topic is related to measuring the effectiveness of the internship program in aligning academia. However, the research question posed by the author seems to be the reverse. The author attempts to evaluate how the academic curriculum aligns with the industry.
2. Though the topic is of interest to the stakeholders, the introduction needs substantial improvement. The authors are advised to make it interesting with the latest published reports and articles where the misalignment between academia and industry is highlighted.
3. The manuscript should have a review of literature section where the variables of study should be discussed in detail. The conceptual model needs to be presented with the theories underlined in the study.
4. The Methodology section requires the data collection process in detail and how the qualitative data is being assessed, and which research analysis tools have been used.
5. There should be a separate section for Discussion and Research Implications and Future Research in this area.

I would advise the author to study more research papers in this area and prepare a thorough review of the literature and identify the research gaps at present, as a lot of studies have investigated in this domain.

I would suggest a read from the internship research which I had undertaken a couple of years back.

How is the influence of hotel internship service quality a measurable factor in student interns' behavioral intentions? Mediating Role of Interns' Satisfaction <https://doi.org/10.1080/15313220.2021.1912688>

Looking forward to your continued hard work.

Best wishes!