

AN ANALYSIS OF REVIVING ONLINE BRAND BUILDING IN HIGHER EDUCATION FOR MANAGERS

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ABSTRACT

Higher education plays a crucial role in any country's development. The country's highly educated class is helping to build the country and raise people's standards of living. A higher education institution serves more purposes than only imparting knowledge in particular fields of study. There could be a lot of causes for that. These may be found in the context of society, culture, or economy. Higher education and its social environment are inextricably linked. A nation's enlightening plan is permeated with religions, histories, and social ethos. Higher education examines the intricacies of the environment, politics, communities, health, and companies. The value of higher education in society has grown and continues to grow. Today's higher education is dynamic and ever-evolving. The Nepalese system of higher education did not develop before to the 20th century. Higher education was initially restricted to the privileged. Tribhuvan Chandra Intermediate was the first post-secondary institution in Nepal to be founded in 1918. The Rana prime minister at the time, Chandra Shamsher, opposed higher education and thought it posed a threat to the state. Still, he honored the growing demand for the college's establishment from Nepalese people and oversaw its founding. The establishment of Tri-Chandra College paved the way for higher learning in Nepal. More and more colleges were founded over time. Established in 1959, Tribhuvan University was the inaugural college in Nepal. After 1971, Nepal's intentions for schooling accelerated.

KEYWORD: Higher Education, Online, Associate Framework, Gigantic, Enrolment

INTRODUCTION

Associated arrangement framework is noteworthy general structure which characterizes Indian advanced education. These associated colleges can't grant their own degree and can convey courses educational programs composed by college. Examination methodology is likewise indicated and controlled by State University. Boundless quantities of understudies are concentrating on in these partnered compositions and this segment is extremely gigantic. Around 90% undergrad, 70% of post-graduate and 17% of doctoral understudies are been selected in these subsidiary arrangements/foundation. Disregarding these, state colleges are basically underfunded over most recent 20 years. This happens in light of fact that; state colleges are reliant on alliance expenses paid by schools. State government subsidizing are generally been utilized to pay rates and to run regulatory instrument. Because of this, numerous state colleges have poor foundation and low measure of asset to direct different examination exercises. To allow college status to private schools' enactment has been set up with numerous state governments. Under this enactment around 100 such private colleges are working in India which represents 16% of degree-recompensing establishments. Tertiary instruction is becoming quickly and private area has outpaced state part. 40% development for each annum is been accounted for by private advanced education colleges and is worth of \$ 6.5 billion.

Discussing development of advanced education in India, Gross Enrollment Rate (GER) expanded from 6% to 18% from 1991 to 2012 .With expansion in GER, more number of colleges began working in advanced education division. Colleges developed at CAGR of 5.3% with 31 million enlistment there are around 700 colleges and 33,023 or more schools. As interest for advanced education builds, state private college's course is additionally opened up and Public Private Partnership (PPP) made is likewise

set up. Around 20IITs, 200 junior colleges and 300 Polytechnics are been wanted to set up in PPP mode. India's National Knowledge Commission evaluated that around 1,500 colleges are required contrasted with current 700 and wanted to open up 800 more colleges and 35,000 universities by 2020. Goal is to accomplish 35.9 million enlistment of understudies in advanced education, with GER of 25.2%. In spite of fact that there is 10 fold increment in twelfth five year arrangement, open spending is low. There is 356 billion (INR 2.2 trillion) shortage for arranged extension of advanced education as evaluated by arranging commission. Quantity of private foundations developed speedier contrast with quantity of government organizations in middle of 2007 to 2012. Private organizations developed by 10.3% CAGR contrast with government foundations in 2007. Which were developing by 8.3% CAGR. According to understudy enlistment is concerned, private establishments saw 11% CAGR in enlistment contrast with 7% in government foundations. Regarding quantity of foundations and enlistment, offer of unaided private segment has expanded fundamentally since 2001. State private colleges saw on yearly development of 44% since 1995.

Problem on Hand:

One side India has top of line colleges giving world Class, much focused instruction and other side, there are number of colleges which have been established with sole target of making pain free income. Quality confirmation system has neglected to stop distortions and acts of neglect in advanced education and administrative bodies have been blamed for debasement. In numerous state colleges arrangements, including that of bad habit chancellors have been politicized and have ended up subject to standing and mutual contemplations. India's advanced education framework is underweight from state and undeniably instructed youth populace. To accomplish numerous targets, for example, development, quality and fair get to, India is turning into trillion \$ economy and rising as nation running on most optimized plan of attack. To develop in exceptionally unpredictable worldwide environment, nation needs high number of talented laborers. India has high number of youthful populace. 58% of India's childhood witness some type of ability hardship. On off chance that we consider nature of graduates and post graduates going out, more than 60% of managers are not fulfilled and 25% of specialists discovered unemployable by business. Indian advanced education is confronting three fundamental difficulties i.e. Extension, Excellence and Equity. In event that we consider development perspective, just 16% Ger in Indian Higher instruction and it is much beneath than world normal of 27%. Other developing nations, for example, China and Brazil had higher GER in advanced education which were 26% and 36% individually by 2010. Perfection side absence of exploration and deficiency of great office are tormenting part. State colleges have 40% and focal colleges have 35% lack of office separately. In most recent 30 years. Indian advanced education has grown six times where staff quality has developed just four times. India is falling behind in different examination ranges contrast with created nations like US, UK and so forth... relative effect of references for India is half of that of world normal. 62% of Universities and 90% of schools being normal or beneath normal in 2010 on premise of their NAAC accreditation and just 32.3% (159) of aggregate number of Indian colleges and 13.1% (4,094) of universities in nation had been certify. There are just 2 brands of India in QS world college positioning.

Out of 48 nations concentrated on, India rank toward end in W21 positioning of National advanced education framework. For bosses, it is hard to discover gifted ability and they additionally challenge nature of Indian advanced education. Employability issues increased by business reports and reviews which states absence of astounding aptitudes in understudies qualifying from advanced education foundation. According to IT/ITES commercial ventures, just 25% of specialized graduates and 10% - 15% of different graduates are viewed as employable. President Pranab Mukharjee expressed that "We can't hope to confer quality training without educators who are most prepared to give direction to understudies and empower research". Female proficiency rates indicates huge divergence between diverse states. Around 55 - 60% female education rate have found in Bihar and Uttar Pradesh, while in

Kerala it is around 86%. 6 states out of 24 states, reported beneath 60% female proficiency rates and it is under 12% in Rajasthan. Just 7% of building understudies and 1/3 of science understudies are ladies. Indian advanced education is frequently reprimanded for its repetition adapting instead of critical thinking. New Indian Express says that Indian instruction framework is by all accounts delivering zombies as they don't invest energy in exploration, undertakings and revelation based inventive learning. Larger part of understudies invest their energy in get ready for focused exams as opposed to learning or playing. UGC discovered 39 fake foundations working in India and scholarly contemplations were not being kept and organizations were being keep running as family fiefdoms. Indeed, even on ability advancement front in administration preparing in India is offered by just 10% of makers contrasted and more than 90% in China. In coming decade Indian advanced education framework is confronting on exceptional change. High populace development and demographic profile is critical driver for instructive change. India will have one of most youthful populaces on planet on grounds that more than half of India's populace is less than 25 years old. By 2020 India will outpace China as nation with biggest tertiary – age population.

1) Tangibility Aspects – Perception about infrastructural parameters of institution/ university.

Area of establishment or college is one of prime parameter. Foundation must be situated at vital area. There are adequate neighborhood transportation offices accessible to reach at institutional area, accessibility of institutional transportation office, organization is arranged at green and eco-accommodating environment and so forth parameters give adequate significance to area parameter. Aside from area, base and classroom offices are likewise imperative. Tremendous section of land reason, cutting edge engineering configuration, accessibility of adequate parking spot, adequate number of classrooms, intelligent and compelling learning environment and numerous such different variables likewise assume fundamental part in confining positive recognition. Computerized infrastructural and library offices like; adequate PCs in PC lab, all around prepared and propel programming, Wi-Fi offices, IT interface administrations in middle of understudies and different partners, adequate number of books, diaries, magazines, case banks, inquiry papers and research venture database and so forth make learning environment are make society of organization which thus outlines positive observation in brain of understudies and different partners.

2) Reliability Aspects – recognition about nature of supplier characteristics offered by foundation/college.

Offices assume indispensable part as information benefactors in establishment or in college. Foundation ought to have adequate number of full time resources. Exceedingly qualified resources having specialist information in branch of knowledge is important. Aside from that resources having more number of mechanical experience or as administrative affair is critical on grounds that they know how subject information can be changed into everyday work angle and overcomes challenges while working in different expert zones.

3) Responsiveness and Empathy angles – Perceived experience with respect to nature of administration gave by managerial individual and their conduct.

Aside from resources, nature of administration gave by managerial office individual and their conduct/mentality toward understudies and different partners is essential. To make constructive observation and fortify that recognition authoritative individual ought to be – brief in going to clients (understudies) and serving their prerequisites, show issues settling state of mind, exceptionally prepared and co-agent and effortlessly open. Foundation ought to have co- appointment between different divisions.

4) Assurance Aspects – Perceived experience with respect to nature of situation administrations gave by establishment/college.

It is very evident that any understudy taking affirmation in administration establishment has/her own assumption with respect to wanted employment, fancied compensation bundle, craved post. We have taken couple of parameters with respect to position viewpoints like; Does institutional brand satisfy all dedication identified with arrangement given to understudies at time of affirmation? Do dominant part of understudies are been set in their craved association? Does foundation has separate position and preparing division? Does organization has expansive number of standard enrollment specialists? Do situation offering match with understudy necessities? What's more, numerous such others?

Giving address arrangement on different themes, pragmatic and learning based temporary position program, accessibility of different live tasks to build information and ability accreditation additionally gets craved situation and expand positive jolts to casing coveted discernment.

5) Perceived experience about marking and promoting exercises completed by organization/college.

a. Perception with respect to PR division – It is demonstrated by examination that open connection endeavors put sent by organization makes positive observation by brain of partners. Foundations ought to have separate PR division, ought to make socially mindful picture instead of simply degree allowing institutional picture, ought to direct exercises that elevate advanced education in urban and additionally provincial ranges, and ought to continually endeavor to kill unfriendly popular supposition.

b. Perceived Experience by Alumni – Institution or college must have brilliant graduated class system, ought to go about as interface in middle of corporate and graduated class on arrangement and occupation advancement angles, ought to welcome graduated class on all its significant events and so on. Such sort of exercises make solid brand linkages and positive recognition around institutional brand.

c. Perception with respect to Symbolic Attributes – Institutional logo, image, outline, shading mixes, building configuration of foundation, situating articulation ought to symbolize its chronicled values and culture, center advantages offered and ought to touch enthusiastic parts of different target group of onlookers. Institutional brand must need to satisfy everyone of responsibilities given to its stakeholders.

6) Seen experience in regards to self-improvement by contemplating in organization/college.

Keeping in mind end goal to guarantee proficient and powerful research investigation, we have to lead our study planning to break down and assess on taking after angles;

- ✓ Location of institute,
- ✓ Infrastructure and classroom facilities of institute,
- ✓ Digital infrastructure of institute,
- ✓ Library facilities of institute,
- ✓ Knowledge contributors or faculties of institute,
- ✓ Behavioral aspects of administrative personnel,
- ✓ Quality of placement services,

- ✓ Industrial interface,
- ✓ Perception regarding PR department,
- ✓ Perceived experience regarding after sales services,
- ✓ Perception regarding symbolic attributes,
- ✓ Perceived experience regarding personal development etc.

Secondary Objectives

In order to understand and analyze primary objective of study, it is very important to classify main objectives into various related and associative goals. Following are secondary objectives of study;

- ✓ To understand present scenario of higher management education in India
- ✓ To cultivate ideology of theoretical framework/ model of brand creation for higher management education institution
- ✓ To identify various influential factors of higher management education institutions that helps to create brand image
- ✓ To measure impact of institution's environment, positioning, personality, promotion and place in creation of brand building
- ✓ To study effect of university/ institutional uniqueness on image creation process for higher management education institutions
- ✓ To study various parameters which branded institutions have already established to be in invoke set in stakeholder's mind

CONCLUSION

Primary objective of our research is to understand higher management education system, effectiveness of its quality mechanism in current market scenario and analyze various factors influence process of branding in higher management education. In our research we have collected opinion of 1022 respondents.

Major Findings of our research is given below.

Findings of categorical analysis –

- 463 respondents i.e. 45.3% are existing students.
- Around 124 respondents i.e. 12.1% are working in corporate sector.
- 10% populations of sample size i.e. around 102 respondents are parents of existing management students.
- 8.9% populations of sample size i.e. around 91 respondents consist of ex-student of management education program.
- 6.2% populations of sample size i.e. around 63 respondents are faculties of management program

- 4.4% populations of sample size i.e. around 45 respondents are people from senior level management.
- 3.1% populations of sample size i.e. around 32 respondents are entrepreneurs.
- 2.8% populations of sample size i.e. around 29 respondents are chairman and trustees of management institutions.
- 2.4% populations of sample size i.e. around 25 respondents are recruiters.
- 2.1% populations of sample size i.e. around 21 respondents are working in regulatory bodies of management institutions.
- 1.5% populations of sample size i.e. around 15 respondents are working in government sectors.

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