Impact of People mix-Teaching Staff on Admissions of management Institutes in Maharashtra

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Abstract

The management institute must have bright and intelligent management faculties so that the students will be fascinated towards the management institutes. While selecting the management institute (admissions), students focus on the faculties of the management institutes. Here in this research paper, researcher made an attempt to study the Faculties and its impact on Marketing and Admissions of management Institutes in Maharashtra. It is found that there is impact of faculties on marketing and admissions of management institutes in Maharashtra.

Keywords: Management Faculties, Admissions and Management Institutes.

I. INTRODUCTION

The term *marketing concept* holds that achieving organizational goals depend on knowing the needs and wants of target markets and delivering the desired satisfactions. It proposes that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors.

Marketing Mix is a modern concept in modern marketing and involves practically everything that a marketing company can use to influence consumer perception favorably towards its products or services so that consumers and organizational objectives are attained. Marketing mix is a model of crafting and implementing marketing strategy.

The Major marketing Mix elements as designed by Prof. E. McCarthy are as follows: Product, Price, Place and Promotion:

The faculties are the product or service providers of the management institutes. If good faculties are recruited then definitely the performance of students will be enhanced. The students always look for faculties while selecting any management institute in Maharashtra.

Objectives of the study

To study the responsibility of faculties in marketing of management institutes.

1) To analyze the importance of faculties in the marketing and admissions of management institutes.

Hypothesis of the Study

Null Hypothesis: Faculties of Management Institutes were not responsible in marketing of Management Institutes.

Alternative Hypothesis: Faculties of Management Institutes were responsible in marketing of Management Institutes.

Research Methodology

In this research an interview and questionnaire solicited for survey were taken in to consideration as a primary source of data. . This research was based on deductive reasoning i.e. from more general to more specific (Top-Down approach). The elements of research design are explained as follows:

Sample Size/ Universe: - 95 respondent institutes (each for 4 students, 4 faculties and 1 director & 1 management) around 25% of 389.

Target Customers: - Aspiring students, existing students, alumni, faculties and management.

Research Design: - Descriptive, Diagnostic and experimental design.

Sample Design: - Probability random sampling design.

Population: - Heterogeneous population of the respondents.

Sampling Design Method: - Probability stratified random sampling design.

Measurement and Scaling Techniques: - Nominal scale, ordinal scale, rating scales and Likert Scale.

Data Analysis and Interpretation

The study of the responsibility of faculties in marketing of management institutes and importance of faculties in the marketing and admissions of management institutes are studied through the following tables(Where SA denotes Strongly Agree, A denotes Agree, N denotes Neutral, D denotes Disagree and SD denotes Strongly Disagree)

Table No. 1.1

| Respondents	SA	A	N	D	SD	Total
Students	192	161	9	12	7	381 (100%)
Faculty	179	167	14	15	8	383 (100%)
Director	37	43	7	5	1	93 (100%)
Management	31	39	11	6	4	91 (100%)
Total	439 (46.30)	410 (43.24)	41 (4.32)	38 (4.00)	20 (2.10)	948 (100%)

Source: Field Survey and Excel output

From the above table, it was observed that 89% Management Institutes in Maharashtra State agreed or strongly agreed that Faculties of Management Institutes were also responsible in marketing of Management Institutes where as remaining 11% Management Institutes in Maharashtra State disagreed or strongly disagreed or neutralized that Faculties of Management Institutes were also responsible in marketing of Management Institutes.

Table No. 1.2 Cross tabulation

Faculties * Type of Respondents Cross tabulation							
			Type of Respondents				Total
			Students	Faculties	Directors	Management	
Faculties	Strongly Agree	Count	192	179	37	31	439
		% within Type of Respondents	50.4%	46.7%	39.8%	34.1%	46.3%
	Agree	Count	161	167	43	39	410
		% within Type of Respondents	42.3%	43.6%	46.2%	42.9%	43.2%
	Neutral	Count	9	14	7	11	41
		% within Type of Respondents	2.4%	3.7%	7.5%	12.1%	4.3%
	Disagree	Count	12	15	5	6	38
		% within Type of Respondents	3.1%	3.9%	5.4%	6.6%	4.0%
	Strongly Disagree	Count	7	8	1	4	20
		% within Type of Respondents	1.8%	2.1%	1.1%	4.4%	2.1%
Total		Count	381	383	93	91	948
		% within Type of Respondents	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Field Survey and SPS Soutput
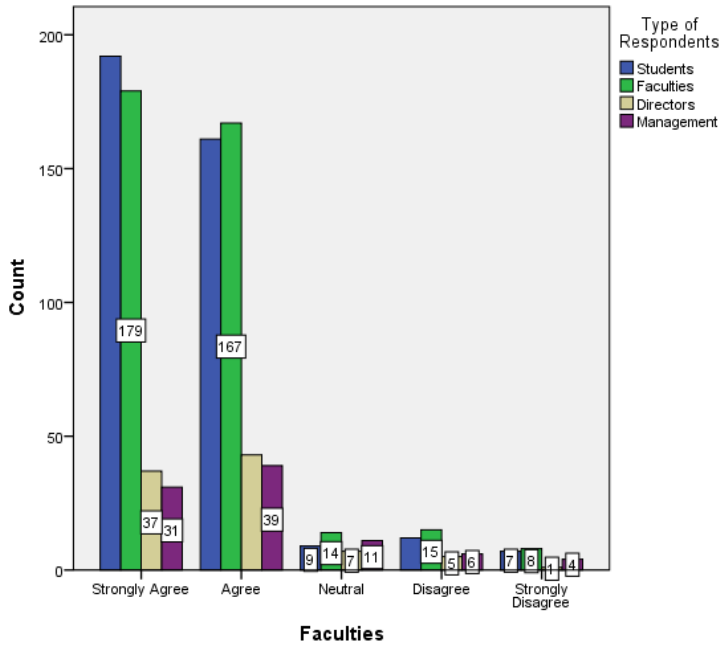
Faculties of Management Institutes were also responsible in marketing of Management Institutes where as remaining 11% Management Institutes in Maharashtra State disagreed or strongly disagreed or neutralized that Faculties of Management Institutes were also responsible in marketing of Management Institutes.

It had been proven with the help of chi square test and Levene statistics.

Table No. 1.2 Levene statistics

Test of Homogeneity of Variances			
Faculties			
Levene Statistic	df1	df2	Sig.
.855	3	944	.464

Source: SPSS output

From the above Levene statistic value, as the calculated signi, value is greater than the standard significance value, hence variances are unequal, it is suggested to use ANOVA test as follows

Table No. 1.3 ANOVA

ANOVA					
Placements					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	14.825	3	4.942	7.700	.000
Within Groups	605.804	944	.642		
Total	620.629	947			

Source: SPSS output

From the above ANOVA table, it is clear that the calculated sympotic significance value is less than the standard significance value. Hence the null hypothesis is rejected, accepting the alternative hypothesis 'Placements given by Management Institutes had played the important role in marketing' It is supported with the Pearson Chi Square test as follows

Table No. 1.4 Chi Square Test

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.677[a]	12	.003
Likelihood Ratio	25.410	12	.013
Linear-by-Linear Association	15.407	1	.000
N of Valid Cases	948		
a. 6 cells (30.0%) have expected count less than 5. The minimum expected count is 1.92.			

Source: SPSS output

From the above Pearson Chi square test, it is clear that the calculated sympotic significance value is less than the standard significance value. Hence the null hypothesis is rejected, accepting the alternative hypothesis 'Placements given by Management Institutes had played the important role in marketing'.

II. CONCLUSIONS

Faculties of Management Institutes were also responsible in marketing of Management Institutes where as remaining 11% Management Institutes in Maharashtra State disagreed or strongly disagreed or neutralized that Faculties of Management Institutes were also responsible in marketing of Management Institutes. From the above ANOVA and Pearson Chi square test, it is clear that the calculated sympotic significance value is less than the standard significance value. Hence the null hypothesis is rejected, accepting the alternative hypothesis 'Placements given by Management Institutes had played the important role in marketing'

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