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**Industrial Relation and Institute Industry Interaction
of Management Institutes in Maharashtra**

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Abstract

Industrial Relations is a multidisciplinary field that studies the employment relationship. Industrial relations is increasingly being called employment relations or employee relations because of the importance of non-industrial employment relationships, the industry institute interaction involves the interaction or MoU or Relationship of management institutes with the corporate industries. Here in this research paper, researcher made an attempt to study Industrial Relation of Management Institutes and Institute Industry Interaction in Maharashtra and its impact on marketing strategy. It is found that Industry relations and industry institute interaction a part of public relation had NOT persuaded on Management Institutes marketing strategy in Maharashtra State.

Keywords: Industrial Relation, Institute Industry Interaction, Marketing Strategy and Management Institutes.

I. INTRODUCTION

Industrial relations is used to denote the collective relationships between management and the workers. Traditionally, the term industrial relations is used to cover such aspects of industrial life as trade unionism, collective bargaining, workers participation in management, discipline and grievance handling, industrial disputes and interpretation of labor laws and rules and code of conduct.

In the words of Lester, "Industrial relations involve attempts at arriving at solutions between the conflicting objectives and values; between the profit motive and social gain; between discipline and freedom, between authority and industrial democracy; between bargaining and co-operation; and between conflicting interests of the individual, the group and the community.

The Industry-Institute Interaction Cell (IIIC) of the college is a dedicated cell to promote the close interaction of industry and various departments of the institute. The IIP Cell facilitates consultancy, sponsored R&D projects and industrial and academic trainings those are not prescribed in the syllabus in addition to conducting industrial exhibitions and interaction meets.

The initial focus of this cell was to closely interact with industries situated in and around State and later expand the efforts to move the partnership and activities across India and Abroad. Industries and Technical Institution have a strong mutuality of interest which forms the basis of a partnership between them. This cell will enable the people and industries in particular to know about the facilities on training, testing and research activities in the college's departments.

The objectives of III Cell are:

1. To arrange industrial training for students and identify student project work in Industries. To encourage Industry to collaborate in Industry Study Tour Programmes (ISTP) and placement of students in Industries.
2. To interact with R&D Organizations for conducting joint research work involving faculty/scientists and students/research scholars etc.
3. Faculty exchanges - getting professionals from industry as visiting faculty or adjunct professors for short or long periods and deputation of faculty to industry to gain industrial experience and/or work on projects in industry.

4. Curriculum development- associating experts from industry in curriculum planning and review. Personality development workshop for students relating with soft skills (communication skills / personality development).
5. Guest lectures by eminent personalities, academics, leading industrialists at regular intervals to update the students knowledge.
6. To arrange technical festivals/open houses/student design competitions.
7. Institute can provide services to industry such as Library and information services to the industries for better Industry -Institute synergy.

Objectives of the Study

- 1) To study the Industry relations and industry institute interaction a part of public relation in Management Institutes in Maharashtra State.
- 2) To analyze the relationship of Industry relations and industry institute interaction with the marketing strategy of management institutes in Maharashtra.

Hypothesis of the Study

Null Hypothesis : Industry relations and industry institute interaction a part of public relation had NOT persuaded on Management Institutes marketing strategy in Maharashtra State.

Alternative Hypothesis: Industry relations and industry institute interaction a part of public relation had also persuaded on Management Institutes marketing strategy in Maharashtra State.

Research Methodology

The research methodology is explained with following research design

Table No. 1.1 Research Design

Sr. No.	Parameter	Description
1	Universe	Indian Management Institutes
2	Population	Maharashtra State Management Institutes
3	Sampling Frame	students, faculty and Directors
4	Sample Size	Total 386 students, 386 faculty and 94 Directors and 94 Management Members.
5	Sampling Method	Multilevel Non Probability Convenient Sampling
6	Type of Research	Ex post Facto descriptive research
7	Research Instrument	Structured questionnaire, observation and interview
8	Sources of Data Collection	Primary and Secondary sources
9	Primary Sources	Structured questionnaire, observation, interview and field survey
10	Secondary sources	Journals, Articles, Magazines, Digital library, e resource database ebsco, proquest, open j gate, emerald, science-direct, Harvard Business Review case study, articles and many other published data
11	Measurement Scales used	Nominal, ordinal and interval scale
12	Questions Types	Likert scale, Dichotomous, open ended, multiple responses, ranking and differential scales
13	Data Interpretation	Through graphs, descriptive statistics and inferential statistics
14	Statistical Tools	Z test, chi square, ANOVA, factor analysis and multiple regression and descriptive statistical tools and parametric and non parametric statistical tests

Source: Researchers' Compilation

Data Analysis and Interpretation:

The study of the Industry relations and industry institute interaction a part of public relation in Management Institutes in Maharashtra State and the relationship of Industry relations and industry institute interaction with the marketing strategy of management institutes in Maharashtra are studied through the data analysis and interpretation as follows

Table No. 1.2 Cross Tabulation

Respondents	SA	A	N	D	SD	Total
Students	123	161	49	35	13	381 (100%)
Faculty	145	172	31	19	16	383 (100%)
Director	34	45	7	5	2	93 (100%)
Management	31	39	11	6	4	91 (100%)
Total	333 (35.12)	417 (43.98)	98 (10.33)	65 (6.85)	35 (3.69)	948 (100%)

Source: Field Survey and Excel Output

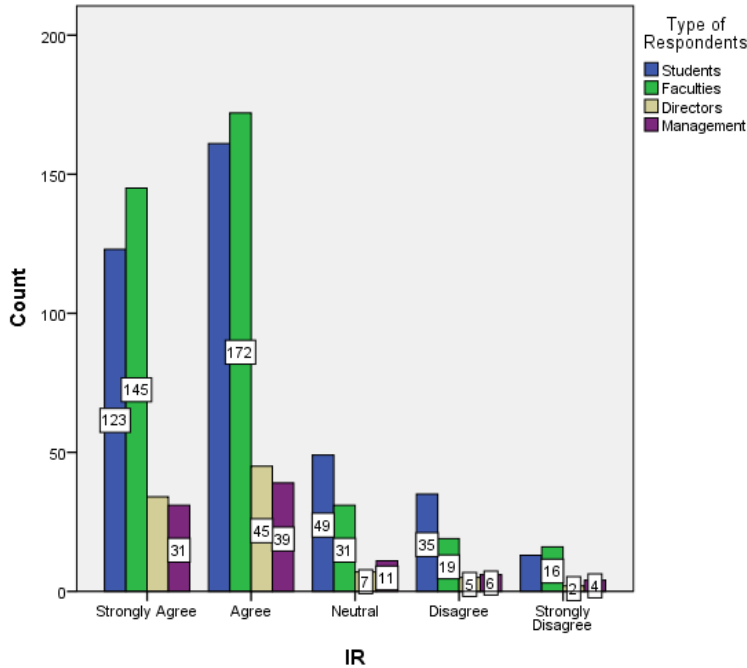
It was interpreted from the above table that the 79% Management Institutes in Maharashtra state that Industry relations, a part of public relation had also persuaded on Management Institutes marketing strategy in Maharashtra State whereas 21% Management Institutes in Maharashtra neutralized, disagreed, strongly disagreed that Industry relations, a part of public relation had also persuaded on Management Institutes marketing strategy in Maharashtra State.

From the SPSS output, the cross tab is as follows

Table No. 1.3 Cross Tabulation

		IR * Type of Respondents Cross tabulation					Total
		Type of Respondents					
			Students	Faculties	Director s	Management	
IR	Strongly Agree	Count	123	145	34	31	333
		% within Type of Respondents	32.3%	37.9%	36.6%	34.1%	35.1%
	Agree	Count	161	172	45	39	417
		% within Type of Respondents	42.3%	44.9%	48.4%	42.9%	44.0%
	Neutral	Count	49	31	7	11	98
		% within Type of Respondents	12.9%	8.1%	7.5%	12.1%	10.3%
	Disagree	Count	35	19	5	6	65
		% within Type of Respondents	9.2%	5.0%	5.4%	6.6%	6.9%
	Strongly Disagree	Count	13	16	2	4	35
		% within Type of Respondents	3.4%	4.2%	2.2%	4.4%	3.7%
Total	Count	381	383	93	91	948	
	% within Type of Respondents	100.0%	100.0%	100.0%	100.0%	100.0%	

From the above table, it is observed that the nearly 75.1% of all respondents (Students, Faculties, Directors and Managements) agree and strongly agree that Industry relations, a part of public relation had also persuaded on Management Institutes marketing strategy in Maharashtra State.



It had been proven with the help of Chi square test and z test or ANOVA test.

In order to check the applicability of z test or ANOVA test, we use Levene Statistics as follows

Table No. 1.4 Levene Statistics

Test of Homogeneity of Variances			
IR			
Levene Statistic	df1	df2	Sig.
1.329	3	944	.264

Source: Field Survey and SPSS Output

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

Table No. 1.5 ANOVA

ANOVA					
IR					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	6.739	3	2.246	2.122	.096
Within Groups	999.261	944	1.059		
Total	1006.000	947			

Source: Field Survey and SPSS Output

From the above ANOVA test, it is observed that calculated significance value is greater than the standard significance value, hence the null hypothesis is failed to reject, accepting the null hypothesis ‘Industry relations and industry institute interaction a part of public relation had NOT persuaded on Management Institutes marketing strategy in Maharashtra State.’

This is supported with the Pearson Chi Square test as follows

Table No. 1.6 Chi Square Test

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.111 ^a	12	.294
Likelihood Ratio	14.186	12	.289
Linear-by-Linear Association	1.645	1	.200
N of Valid Cases	948		
a. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 3.36.			

Source: Field Survey and SPSS Output

From the above Pearson Chi Square test, it is observed that calculated significance value is greater than the standard significance value, hence the null hypothesis is failed to reject, accepting the null hypothesis ‘Industry relations and industry institute interaction a part of public relation had NOT persuaded on Management Institutes marketing strategy in Maharashtra State.’

II. CONCLUSIONS

It is concluded that the 79% Management Institutes in Maharashtra state that Industry relations, a part of public relation had also persuaded on Management Institutes marketing strategy in Maharashtra State whereas 21% Management Institutes in Maharashtra neutralized, disagreed, strongly disagreed that Industry relations, a part of public relation had also persuaded on Management Institutes marketing strategy in Maharashtra State. From the ANOVA and Pearson Chi Square test, it is observed that calculated significance value is greater than the standard significance value, hence the null hypothesis is failed to reject, accepting the null hypothesis 'Industry relations and industry institute interaction a part of public relation had NOT persuaded on Management Institutes marketing strategy in Maharashtra State.'

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