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ROLE OF EDUCATIONAL SERVICE MARKETING IN THE ECONOMIC GROWTH OF INDIA

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Abstract: Educational sector is part of service sector and looking at the growth rate of India as well as also GDP contribution of service sector is increasing. India being populated country human resource development has wide scope, the study is concentrated its work on marketing of the educational services. There is shift from convectional mouth to mouth publicity to use of various marketing tool by educational institutes. Educational sector is capital intensive and break even is very long to make it short marketing tools help a lot. With raising competition, rising expectation and rising opportunities educational institutes has to generate new courses according to industry demand, new changes to remain comparative in market and to attract talent educational institutes require more efforts then their past record. This study emphasis above points in details, the study concludes that importance of marketing has increased manifold in recent past and will also important in future.

Keywords: Educational Service, Economic Growth

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INTRODUCTION

Today economic growth is major concern for every country in the world, India is one of them. From 8 percent GDP growth in year in 2008 has been decrease to nearly 5 percent in year 2013. Major contributor of growth is service sector, It contribution is 55 percent in 2007. To increase the rate of growth service marketing will help in greater way. For real growth in service sector Real Avenue is opening up i.e. Private University and foreign university contribution will add to further growth in service sector. Recent bill passed by government has open door to foreign university top 400 ranking in the world. With large population of intellectual capability opportunity in education, competition in education, Innovation in education increased capability, skill, knowledge of masses their by resulting in better work resulting in economic growth. Scenario has change student approaching to educational institutes to Educational institutes approaching to students. This has increase role of marketing not only national boundary but also internationally, for quality student quality material and quality staff.

Education system has been expanding globally more people investing more of their time and money in education now than in past. Although all level of education have experience expansion, the rate of growth, perhaps been greatest at the management education level. Expansion of system due to several factors. First, there is pressure resulting from expansion at the lower level of education. While part of this expansion is in response to voluntary demand for education, another part of it is in response to public action. The promulgation of law governing compulsory primary education has increased national commitment and international support to achieve education for All (EFA) goals. These initiatives have generated demand for primary education even from the most disadvantage groups and from those living in remote area. As result of expansion of the lower level of education system demand for education at secondary and post secondary level has intern increased. The move, many countries, towards universalization of secondary education has increased the number of candidates eligible to enrolled in higher education, thus putting additional social pressure to expand the higher education sector as management studies have entry of student from all section of education i.e. Art, commerce, Medical, Science, Engineering expansion in management education is very rapid than other section of education.

Second, the rapid expansion of higher education in the recent past is also a reflection of increasing employment opportunities for university graduates. The public sector used to be the largest employer of university graduates in developing countries. Employment in the public sector as declined and many countries, in the context of globalization, have promoted the private sector of their economies. The slowdown is employment generation in the public sector

has, very often, been offset by employment creation in the private sector. Furthermore, recognizing the changing skill requirement in the context of globalization, many countries not only universalized that school education but also massified their higher education system. Now it is globally recognized that expanded higher education sector has become a necessary condition for a country's growth in the present environment; it is important in promoting faster technological catch up and in improving a country's ability to maximize economic output (World Bank, 2002).

Third, recent trend in expansion fast growth of government aided and private education. The number of student perceiving study in government aided and private institutes has increased and private institutes has almost multiple in last decades. Although better job opportunities and higher salary expectation can be important reasons, the growth also reflects changes in provision of higher education facilities.

In recent decade marketing principle has been increasingly popular topic for more management institutes. As any other organization educational institutes developed specific activities in very dynamic and social environment. Demographic trend technological evolution changes occurred in global economic, international labor market and citizen living standards all are significantly affected higher education system and its image in society. Furthermore, In the context of economic crises both business and individual assign greater responsibility to higher education institution regarding graduates and post graduates efficiency and their adaptability to employer requirements. Obtaining management degree has become almost naturally goal of every graduate wishing to have access to safe and well paid job. This opportunity was quickly noticed by private institutes and unaided institutes which have developed educational program and communication campaign in order to achieve greater market share by attracting numerous student or candidates.

In today's globalised world its quite demanding to having image and maintain image. Student have so many choice and easily defected any time so encouraging student to join institutes and institutes professor have to try hard because keeping student is go more beneficial cost effective and profitable than acquiring new one. Image building is starting years cost but it can reduce institutes every year image maintenance and student generation cost low thereby sustaining in longer tem institutes image is important factor in overall evolution of service quality. Student or stake holder will judge the institutes on everything from prospectus, infrastructure, staff behavior, treatment to student, web side page etc. Good image fetches talent from society to the institutes there by helping good quality image of institutes. Also

industry gets good candidates from institutes as employee thereby giving further good image to society and circle gets complete.

Literature review

Hani (2012)

This study highlights role of marketing system in Bangladesh by analyzing case of Grameen Check, which produces environmentally friendly fabric working with people in rural community under role of marketing in the economic growth of developing country.

Sirgy et al (2011)

This paper try to find the answer of question whether marketing activity contributes society well being? The role of economic efficiency. Results in increase marketing activities and economic efficiency in county characterized low in both dimension show significantly increase quality of life in those countries.

Williams et al (2011)

The study explore whether service dominant logic needs to be modified, if one wishes to construct theoretical frame work for analysis of marketing that has ethical consideration fully integrated. It critically evaluates the claim that foundational premises are inherently ethical and conclude that S/D logic should be modified.

Peloza et al (2009)

This paper is extension of argument that employee volunteerism is motivated by egoistic, altruistic and organizational citizenship motives. The paper finds that volunteer opportunities that fulfill egoistic and organizational citizenship motives will be effective, but that the altruistic motive is not significant.

Borland et al (2012)

Article examine the relationship between marketing and sustainability through dual lenses of anthropocentric and ecocentric epistemology. Also article outline several opportunities for management practices and further research

Vanhamme et al (2011)

Experiment in the Netherland examine the influence of three core cause attributes – Cause type, Cause scope, Cause acuteness on consumer perception of corporate image. Results into negative direct relationship between cause scope and corporate image. Cause acuteness only marginally influence in corporate image perception.

Carrigan, Morees, Leek (2010)

This article examine weather small organization can foster societal change towards more sustainable mode of living by synthesizing 4 key stands of literature – Small business corporate social responsibility, ethical consumption, Community marketing and diffusion innovation using case of Modbury town.

Hassan (2012)

The study helps to understanding of value proposition from academic prospective as regards actual understanding at what customer perceive about the organization. the result is value can be created through one than more element such as price, quality and location.

Filip (2012)

Aim is to highlights which a major components of the educational market environment what specific opportunities and threats can be created for educational institutes and what market research methods and tools can be applied to investigate them.

Varghese (2009)

This paper emphasize on active state intervention in higher education. Needs to redefine the role of state in the change circumstances. Given limited resources at its disposal, the state may better target it limited resources to disadvantage group of society to improve overall quality of higher education.

Filip (2012)

Marketing role is analyzed from both social and service prospective in order to explain its utility to individual; universities and communities as a hole.

Makienko et al (2012)

This paper describes a class project designed to teach students how to apply marketing research concepts in the context of surveys developed and used by local small businesses to assess their customers' views of the company's products and services.

Rudd et al (2012)

This study is an exploratory research consisting of 51 interviews with Chinese students enrolled on the course at a Business School. An integrated model reflecting influences on decision making was developed from the analyzed data that are contextualized for this particular market segment

Becket et al (2012)

In this paper the findings identified potential benefits such as enhanced student motivation, satisfaction and achievement. However, it also identified a number of challenges, including the attitudes of staff and students, which must be overcome if potential benefits are to be achieved.

Boulton (2011)

In this paper U-Map is an attempt at classification describing the diversity of universities by mapping activities, not quality: its purpose being transparency for stakeholders. U-Multirank is an attempt at ranking evaluating quality in dimensions analogous to those of U-Map: its purpose. LERU applauds the attempt to create U-Map as a description of diversity, but is less enthusiastic about U-Multirank

Alniacik et al (2011)

Accordingly, in this study, we examined the independent and joint effects of (a) company's perceived reputation (b) employees' affective commitment and (c) job satisfaction on turnover intentions of its employees. For this aim, we conducted a field research on 220 employees working in the higher education industry.

Dorri et al (2012)

This paper aim to review researches on value chain in higher education and related fields. Some of these researches applied the basic Porters value chain model in explaining part of the activities. But some of them believe that the Porters model is designed specifically for business

enterprises not social services organizations, and higher education as a service sector needs a specific value chain model which can explain process and components of value adding in this sector.

Alkhalaf et al (2012)

This paper presents findings from a study evaluating eLearning systems in the Kingdom of Saudi Arabia (KSA). E-Learning Systems are a technological development that have reformed and restructured the delivery and interaction of students and teachers with course materials and related resources. E-Learning systems have been widely used in developed countries and have recently become more popular in many developing countries.

Gunes (2012)

This study is about a discussion on building entrepreneurship skills in design education. With the changing role of the designer, the study supports the idea that teaching initiative entrepreneurial skills is essential as design skills for design students to survive in business world. For this study will define design entrepreneurship with its sui generis requirements. The study also discusses ways for design students to improve their entrepreneurial capacity via specialized courses and proposes an initiative–intensive skillful curriculum

Supriyadi R (2012)

In this paper role of universities local economic development and triple helix has explain with co- relation with each other to social upliftment.

Meek et al (2011)

In this paper this reflects a major change in attitude towards investing in higher education - a greater recognition of the contributions of higher education and research to economic growth and national competitiveness. Thus, education, especially higher education, is now seen as part of the solution and is being included as an element in recovery plans and stimulus packages.

Green et al (2007)

This book examines the role that education has played and can play in ‘successful’ engagements with the global economy. Its regional focus is East Asia and its country focus China, India, Kenya and Sri Lanka. It is based on secondary evidence drawn from the academic social science literature and from surveys and reports produced by governments, multi-and bi-lateral lateral agencies and NGOs.

Kezar (2001)

This work focuses on providing the reader several key insights into the change process by (1) presenting a common language for organizational change; (2) describing the multidisciplinary research base on change; (3) highlighting the distinct characteristics of higher education institutions and how this might influence the change process; (4) reviewing models/concepts of organizational change derived within higher education, comparing and contrasting different approaches; and (5) providing principles for change based on a synthesis of the research within higher education.

Rainisto (2004)

The aim of the present study is to evaluate which are the most critical success factors in place marketing, and how these factors could be utilised in place development. The study builds a framework and analyses place marketing practices from the perspectives of the process, assessment criteria and success factors. The main research focus is on marketing management aspects in place marketing.

Kotler (2002)

In this book satisfy the target market's needs, wants, and demands, marketers create a product, one of the 10 types of entities (goods, services, experiences, events, persons, places, properties, organizations, information, and ideas). Marketers must search hard for the core need they are trying to satisfy, remembering that their products will be successful only if they deliver value (the ratio of benefits and costs) to customers.

Salmi (2009)

The report starts by constructing an operational definition of a world-class university. It then outlines and analyzes possible strategies and pathways for establishing such universities and identifies the multiple challenges, costs, and risks associated with these approaches.

Educational environment importance of marketing tools is emphasis.

Objective & Hypothesis

• **Objective**

1. To study economic growth opportunities
2. To study contribution of educational services in economic growth

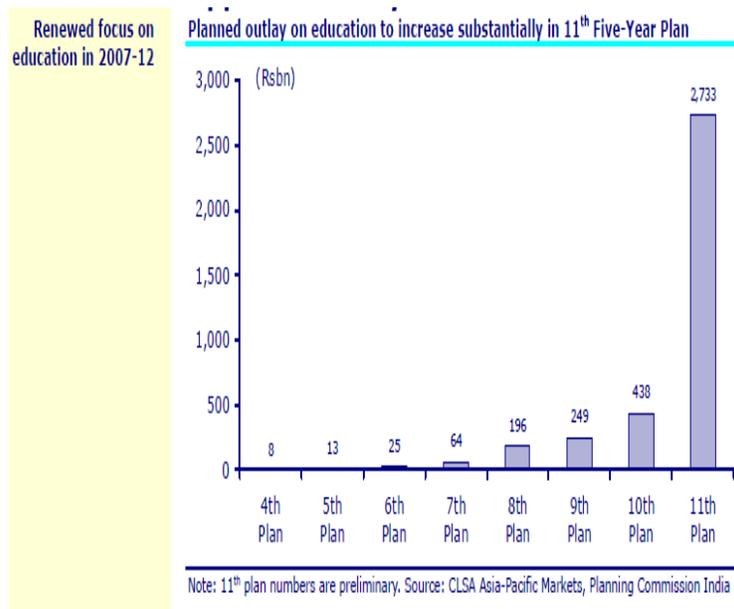
3. To study environment acceptance of private and foreign university

• **Hypothesis**

1. There is significance co-relation between economic growth and education
2. Large intellectual population available
3. Government support for primary and secondary education

Data analysis & interpretation

Year ⇄	Growth (real) (%) ⇄
2000	5.5
2001	6.0
2002	4.3
2003	8.3
2004	6.2
2005	8.4
2006	9.2
2007	9.0
2008	7.4
2009	7.4
2010	10.1
2011	6.8
2012	6.5
2013	4.4



Year Wise GDP Growth

Planned Outlay on education

School enrolment in India

(m)	Primary (Grades 1-5)			Middle (Grades 6-8)			Secondary (Grades 9-12)			Total enrolment		
	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Total
1950-51	13.8	5.4	19.2	2.6	0.1	2.6	1.3	0.2	1.4	17.6	5.6	23.2
1951-52	13.8	5.5	19.3	3.0	0.7	3.7	1.7	0.3	1.9	18.5	6.4	24.9
1956-57	18.5	8.3	26.7	3.6	1.0	4.6	2.0	0.4	2.4	24.1	9.7	33.8
1961-62	26.0	13.1	39.1	5.6	1.9	7.5	3.0	0.7	3.7	34.6	15.7	50.3
1969-70	34.8	20.7	55.5	9.3	3.7	13.0	5.5	1.8	7.3	49.5	26.2	75.7
1974-75	40.3	24.6	64.9	10.6	4.8	15.4	6.5	2.4	8.9	57.3	31.8	89.1
1980-81	45.3	28.5	73.8	13.9	6.8	20.7	8.4	3.5	11.9	67.6	38.8	106.4
1985-86	52.3	35.2	87.4	17.7	9.6	27.3	11.5	5.0	16.5	81.5	49.8	131.3
1992-93	60.5	44.9	105.4	23.7	15.0	38.7	15.0	7.7	22.7	99.2	67.6	166.8
1995-96	62.4	47.4	109.8	25.0	16.0	41.0	16.1	8.8	24.9	103.5	72.2	175.7
1996-97	62.5	47.9	110.4	24.7	16.3	41.0	17.2	9.8	27.0	104.4	74.0	178.4
1997-98	61.2	47.5	108.7	23.7	15.8	39.5	17.1	10.2	27.2	102.0	73.5	175.4
2002-03	65.1	57.3	122.4	26.3	20.6	46.8	19.5	13.7	33.2	110.8	91.6	202.4
2004-05	70.0	61.0	131.0	29.0	23.0	52.0	21.0	15.0	36.0	120.0	99.0	219.0

Distribution of schools by management type

(%)	Primary			Upper Primary			Secondary		
	Govt + local body	Private (aided)	Private (unaided)	Govt + local body	Private (aided)	Private (unaided)	Govt + local body	Private (aided)	Private (unaided)
1973-74	93.3	5.0	1.6	77.6	17.8	4.7	37.4	57.0	5.6
1978-79	94.0	4.4	1.6	78.4	16.9	4.7	39.2	57.3	3.6
1986-87	93.1	4.3	2.6	75.1	16.3	8.6	45.2	44.8	10.0
1993-94	92.1	3.8	4.1	79.5	9.5	11.0	47.1	37.8	15.2
1996-97	91.7	3.3	5.0	75.5	10.3	14.2	45.7	36.2	18.1
1997-98	91.3	3.8	4.1	74.5	9.7	15.9	45.8	34.9	19.4
1998-99	91.3	3.3	5.5	74.0	9.2	16.8	45.2	34.1	20.7
2001-02	90.9	3.1	6.0	76.4	7.8	15.8	42.5	34.0	23.6
2002-03	88.8	3.6	7.6	72.6	7.4	20.1	42.8	29.3	28.0
2003-04	90.7	2.9	6.5	72.3	6.7	21.0	39.3	28.7	32.0
2004-05	90.2	2.6	7.2	72.2	6.4	21.4	41.1	29.4	29.6

Source: CLSA Asia-Pacific Markets, Department of Education

Educational institutions in India

	Primary	Upper Primary	High/Inter/Pre Deg/Jr College	Colleges for general education	Colleges for professional education	Universities
1950-51	209,671	13,596	7,416	370	208	27
1956-61	278,135	21,730	10,838	466	218	31
1960-61	330,399	49,663	17,329	967	852	45
1965-66	391,064	75,798	27,614	1,536	770	64
1970-71	408,378	90,621	37,051	2,285	992	82
1975-76	454,270	106,571	43,054	3,667	3,276 ¹	101
1980-81	494,503	118,555	51,573	3,421	3,542 ¹	110
1985-86	528,872	134,846	65,837	4,067	1,533 ¹	126
1990-91	560,935	151,456	79,796	4,862	886	184
1991-92	566,744	155,926	82,576	5,058	950	196
1992-93	572,541	153,921	84,086	5,334	989	207
1993-94	572,923	155,707	88,411	5,639	1,125	213
1994-95	581,305	163,605	92,252	6,089	1,230	219
1995-96	590,421	171,216	98,134	6,569	1,354	226
1996-97	598,354	176,772	102,183	6,759	1,770	228
1997-98	610,763	185,506	107,100	7,199	2,075	229
1998-99	628,994	193,093	112,050	7,494	2,113	237
1999-00	641,695	198,004	116,820	7,782	2,124	244
2000-01	638,738	206,269	126,047	7,929	2,223	254
2001-02	664,041	219,626	133,492	8,737	2,409	272
2002-03	651,382	245,274	137,207	9,166	2,610	304
2003-04	712,239	262,286	145,962	9,427	2,751	304
2004-05	767,520	274,731	152,049	10,377	3,201	407

¹ Includes institutions for post-matric courses.

As GDP growth has increased year 2000 plan outlay for education has also increased, this has increased enrolment at primary and secondary level resulting into increased in Private institutes in educational service sector from above data it is very much clear that economic growth has supported educational service sector and to maintain the economic growth educational service sector helped to economic growth. This data generates hope that recent economic slowdown can overcome quickly with support of educational sector. Further expansion by entry of foreign university will generate more intellectual power to sustain economic growth of India.

CONCLUSION

In this paper role of services marketing in Economic growth of India is accessed. Relation between Marketing and Economic growth is discussed with length. It would be hard to conceive of a greater fluctuation in theories than that which has taken place within the past twenty years. Education, which was at first ignored as a force in development, then became the magic key to attaining economic growth. It is impossible for educators to ignore the critical question of the relationship between education and overall development, and unwise for us to see only a little bit of the question. Perhaps this survey will help us gain a larger perspective

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