



A Study of Effect of Socio-Economic Trends on Managers of Quality Education Institutions

KEYWORDS

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ABSTRACT *Quality Institute Managers have aim to maintain quality of Educational Institution and qualitative development of students, Teaching and Non-teaching, Ministerial staff and Society. These trends present current scenario of world. Social trends guide managers to plan further processes. Social trends give anticipation of future challenges. If Institute is providing quality education, it is necessary about meeting the exceeding needs and satisfaction of students, staff, parents and society. The ability to connect face-to-face virtually is becoming a reality in education, and will only expand over time as the comfort levels with the technology increases among educators. Trends used for synchronous chat and video conversations are common. It seems that students seek not only a connection with faculty and peers, but want a humanized experience, including personal feedback, especially in online learning.*

Introduction:

Managers convey the worth of Quality of Education to the society. Any Institution if is associated to the Quality, communicates that it would not compromise in terms of the standards set. In ancient and medieval times, education was a privilege which usually went to the elites. Quality Institute Managers are the key persons who manage for the educational institutes the important components viz human resources, parents requirement, students needs, affiliation requirement, inspection process, admission process, exit process of students and staff both etc. Since these aspects are responsibly taken care by the Manager of the Educational Institution there are two dimension which are very important-

1. The Manager is affected by the socio-economic trends by way of its profession.
2. The Manger implies the concept visualized by the socio-economic trends prevailing.
3. The Manager is key person, so far the, execution part of the Quality Education in its school /college/ coaching /Training center or any other venture is concerned.

Concern for quality has remained vague and weakly anchored in social aspect. The processes and imperatives associated with global competitiveness in the face of rapid technological change and financial uncertainty have taken their toll on children's right to grow up and be educated in a protective ethos. The knowledge and training are affected by so critical factors as current political & social, economical at all level is called upon to be market oriented and market worthy.

The Principles of the market and its mangers are more and more the managers of the policy and practices of education. Market relevance is becoming the key orientation criterion. This movement has profound implications from the primary school to the university. This can be seen in the stress on basic measurable skills at the primary level, vocational courses and specialization, and the new instruments of state control over higher education and research. Thus in the light of socio economic trends, the role of managers being affected by the socio-economic trends, is pivotal.

Methodology:

To find status of institute manager trend, managers of educational institutes were selected randomly for study. Managers are divided by age group as 25-30, 31-35, 36-40, 41-45, 46-50, 51-55, 56-60 years old. Members of each age group are divided according to gender as male and female. To study about institute they are running, data is divided according to student strength of institute. Strength of institute is divided as under 500 students, under 1000 students, above 1000 students. In view of institute management, staff strength is also important. It is divided as under 20, 21-40, above 40. Type of Institute related data is also studied in this database. Institutes are divided as school, college, and coaching institute.

Result & Analysis:

Table-1: Year wise Manager's awareness towards quality management in (%)

S.N.	Year	Manager Concerned For Quality Management %
1	2009	32
2	2010	38
3	2011	44
4	2012	52
5	2013	61

Source: Data collected from institutes

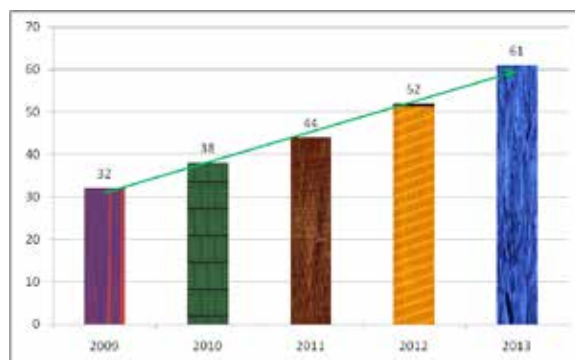


Chart-1: Year wise Manager's awareness towards quality management in (%)

Table-2: Institute Manager's Role toward Quality Management

S.N.	Quality Aspects	Concerned Managers (%)	Not Concerned Managers (%)
1	Career Prospective	68	32
2	Focus on welfare by Investors	76	24
3	Developmental Rate of Institute	46	54
4	Regards for members	62	38
5	Salary Prospective	77	23
6	Long term goal of Institute	41	59
7	Quality Teaching	63	27
8	Market Value of Institute	58	42
9	Continuous Improvement	62	38
10	Team Member's Progress	71	29

Source: Data collected from teachers through interview

Table-1 i.e., Institute managers related past 5 year data shows their efforts towards quality management. In 2009, only 32 % managers were concerned but in 2013 year 61% managers are committed for quality management. Institute managers are doing serious efforts for quality as competition among institutes is increasing and quality is only weapon to win battle. They are concerned to provide facilities, computerisation of working, smart teaching for making successful to their students. They are doing hard work for institutes to reach at high position in market.

Institute Managers related data shows that % of managers who are concerned to provide quality education is high. 68% managers found concern for career prospective, 76% are focusing on welfare by investors. Developmental rate of institute is criteria for managers, 46% are found as agreed with this. Salary prospective is matter of concern for 77%. Long term goal of institute and quality teaching are concerned for 41% and 63% respectively. Market value of institute, team member's progress found value 58 & 71 %. Continuous improvement is necessary for quality management as 62% managers expressed wish.

Conclusion:

Study shows that number of quality concern managers is increasing. Managers are focusing on quality tools. Students and parent's satisfaction has become important. Level of study, facilities, infrastructure, multi facet development of students are agenda of managers.

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