Effect of Promoters’ Value System on Private Management Institutions in India: An Impact Study

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ABSTRACT
This paper investigates the effect of corporate culture on private management institutions in western U.P., it is to identify the effect of promoters’ value system on private B-Schools. In the paper we emphasize promoters’ value system effects on quality education and employee growth. A few studies have introduced evidence on the corporate culture effects on private B-Schools (Richard B Ronald, 2007), (Ng’ang’a James Muya & Nyongesa Justus Wesonga, 2012). Furthermore, to test the hypothesis, 10 places were chosen from western U.P. and the 34 private management institutions were chosen as sample unit. The data was collected from 270 respondents i.e. (Faculty members). The data has evaluated on the basis of these following tools; percentage analysis, Five point Likert scale, and Factor analysis to evaluate the open ended questions. According to the analysis promoters’ value system has a great impact on employee performance and quality education.

Keywords: Promoters’ value system, Corporate culture, Quality education.

INTRODUCTION
India is increasingly being hyped as an emerging economy. There are various predictions which show India will be one of the leading economies in the global knowledge. The knowledge economy, which is increasingly dominated by services sector, needs and depends on knowledge workers. Institutions of higher learning, like business schools (B-Schools), have a critical role in creation of knowledge and supply of knowledge workers. B-Schools are going to face a lot of challenges and opportunities in the global knowledge economy. The big issue is how to compete in this changed scenario and take advantage of emerging opportunities. Now we have to know about the effect of corporate culture on faculty members and quality education. It consist of a big issue is how promoters’ value system...
effects organization personnel and quality education. Teachers or any other employee's attitude towards their work can be best measured through their work performance, achievement, motivation and job satisfaction. The main focus, specifically in educational research, is on the grades of students in order to formulate ranking of particular private sector universities. In any organization Promoters’ value system affects directly or indirectly to the faculty and education quality through its vision, mission, values, strategies and policies made by the promoter of organization or institution. As such there is no study has conducted on promoters’ value system but few studies are related from this topic such as: Hackman and Oldham (1975), Mowday, Porter & Steers (1982), Schhneider (1983), Schein, Krefting and Frost, (1985), Venkatraman & Ramanuiam (1986), Kerr and Slocum (1987), Breif, and Guzzo (1990), Mayer & Schoorman (1992), Spencer (1994), Hosmer (1995), Harvey and Knight (1996), Owlia and Aspinwall”s (1996), Stannack (1996), Rich (1997), Bardool and Sohal (1999), Kopelman, Detert et al (2000), Waugh (2001) , Blass (2003) , Sahney et al. (2004), Paul Green Bank (2006) , Stewart(2007), Parasuraman, Zeithaml and Berry, Fathiya Abubaker,Barjoyai Bardai (2012) having some relevance regarding quality education, organizational culture effects on employees, policies and strategies effects on employee performance, profitability and non-profitability organizational policies affects on performance and quality education, importance of employee good performance, and also job satisfaction policies effects on faculty in education sector. And it is found that the promoters’ value system effects education quality, faculty’s performance, job satisfaction factors and policies and strategies which can affect the organization.

RESEARCH METHODOLOGY
In present study 270 management faculty members are involved and give their suggestions and responses. In this study 10 places of western U.P were selected through Random sampling, and under these 10 places 34 management colleges/ University have been chosen through convenience sampling technique. In order to study the promoters’ value system effects on education quality and faculty’s performance, some open- ended questions and close ended (Yes or No) questions were constructed to find the responses and some more points. The questionnaire was developed after
conducted *Pilot survey* by administering the questionnaire to 50 respondents in 3 private management colleges in Gr. Noida. After that the edited questionnaire version was administered to the sample.

**DATA ANALYSIS AND INTERPRETATION**

Being a qualitative data as in terms of percentage (%) from the collected database based on open-ended questions as well as close ended question (Yes or No), through factor analysis and percentage analysis were calculated. The findings and interpretation of study are as follows:

*Chart 1: Indicates the percentage of effectiveness of promoters’ value system.*

As per the responses 90% faculty members aware from the promoter’s value system, means what are the promoter’s background, their policies, strategies and how they can effects the employee performance or organizational performance; very few are not aware that what is promoters’ value system. Every employee has to know about his/her organization’s promoter, means who made policies for them and who encourages to employees through the better strategies of job satisfaction for better output.

*Chart 2: Indicates the promoters’ value system factors that will affect the college management*
As far as is the promoters’ value system affects college/ University? In regards 89% respondents said “Yes” and 12% said “No” to the promoters’ value system effectiveness on organization; in terms of policies, strategies, job satisfaction, performance, value, mission, vision, work culture and also management system of college. Now, how the promoters’ value system will effects college management and in which manner? Here, the respondents give some suggestions and their point of views regarding value system effectiveness through: (a) Discipline & integrity (6%); (b) College image and Reputation (7%); (c) Admissions, Placements & Results (9%); (d) Academic & Administrative decisions (7%); (e) Employee Motivation (8%); (f) Provide Better value of Education (4%); (g) Organizational Performance or Academic Performance (5%); (h) Excellence through following values, norms and policies (6%); (i) Establish healthy environment (9%); (j) Customer loyalty (7%); (k) Maintain Resources (5%); (l) Quality education (9%); (m) Provide direction to proceed value system in a systematic manner; (n) Maintain harmony between employee and students; (o) Provide right guidance to do better; (p) and Make things systematic and planned. These points have included value percentage results as per the number of responses given by the respondents (Management Faculty). It means that the admissions, placements and results; Employee motivation; policies, norms and standards; and quality education more effected by the promoters’ value system.

![Chart 3: Indicates promoters’ value affects on quality education](image)

In the response of promoters’ value effectiveness on quality education of private management college or University, 92% respondents have agreed that value system affects the education quality, whereas 8% respondents felt “No” to the effectiveness of value system on quality education in private management institution.
Chart 4: Shows that the promoters’ value factors affect the quality education of college

In this regard another thing has occurred that in which manner promoters’ value system affects quality education of any college or University. In this regard, there are some factors or points given by the respondents are as follows: (a) Promotions, placements & results (6%); (b) Good study material, new & innovative learning aids (7%); (c) Result oriented efforts (2%); (d) Accept changes & competition (8%); (e) Employee satisfaction, commitment & development (9%); (f) Develop employee skills & abilities (12%); (g) Encourage employee act according to the current scenario (7%); (h) Make effective goals & objectives (9%); (i) Promote faculty as per the performance & time (8%); (j) Maintain harmony, sympathy & satisfaction among employees (9%); (k) Salary increment (8%); (l) Performance measurement of employees (7%); (m) Provide sufficient resources (9%); (n) Focus on maintain the image of brand name of college; (o) and Apply effective norms, strategies and policies. These all the factors have given by the respondents and analysis done by the factor analysis including percentage analysis to make the actual results. It has found that some of the factors have actually more effected by the value system of promoters’, those factors are: development of skills and abilities of employees; effective goal and objectives; employee satisfaction and commitment; salary increment; healthy harmony and satisfaction among employees and also sufficient resources provide to the employee and students to make the effective learning, that will ensures the best quality education.
In response of relationship between corporate and quality education in private management institution; in this regards 82% respondents said that, there is a relationship between corporate culture and quality education, where as 19% respondents have not agreed with this point. It reflects that the corporate culture effect the education quality in private management institutions and the corporate culture enhance the students’ abilities as well as performance by its new trends, activities & policies as well.

In corporate sector a special team involved to enhance the work quality, where as many colleges have also a team involvement to enhance the education quality. In this regards 77% respondents agreed with the point that there are the special teams involved in their organization, but more of the colleges have not any special team involvement to maintain quality level. The motive of making a special team for coordination of quality education improvement is to balance the emerged competition and education quality for students. But 30% respondents said that in their colleges have not any special team arrangements for quality education, in that case there is management has responsibility to manage these things.

**CONCLUSION**

It is clearly defined by the findings that the promoters’ value system has positive effect on employee performance and quality education in private management institutions in India. Institutional values, vision, mission, objectives and strategies made by the promoters’ all are very helpful to enhance organizational performance as well as faculty’s performance. College management is doing great effort to enhance
the organizational performance through conduct development activities and motivational activities. Undoubtedly the efforts made by the college management to enhance the organizational performance were appreciated and found to be inspiring, yet as mentioned by the great scholars. There is a great scope of improvement in better to be turned into the best results.

**SUGGESTIONS**

After a careful analysis of data collected from the faculty members and the conclusion drawn there from, further suggestions are presented for the future modification in the present study. As per the study college management were doing a great job to improve organizational performance. But some points have very needed to further improvements in quality education i.e. for better quality education management should be improve teaching quality, focus on research programs for better and innovative quality development programs, provide better facilities for faculty’ and students’ learning. For better enhancement in organizational performance promoters’ have to maintain and plan effective work policies, strategies and objectives; for quality improvement they should maintain positive leadership and system oriented & well organized work culture among faculty members, so they can perform their work effectively and efficiently. For employee development management has to conduct some innovative and effective programs or activities, so they can upgrade their knowledge, improve skills and learn new ideas. Through employee development an institution can enhance its’ education quality. Institutional goals and policies should be clear, effective and fair for all the personnel also maintain unbiased work culture. Management has to maintain a healthy environment in college for all. Promoters’ has made unbiased policies in favor of promotions, salary increments, incentives and recruitment process. This is to find that newly appointed teachers have also gone through Induction Training Program before joining the teachers’ profession as per the other professions to give their better. And it will help them to learn basic fundamental skills and depositions them for becoming effective teachers. To enhance the employee performance organization’s promoter has to maintain performance based salary structure; this will motivate the employees to give their best in the work. For organizations’
well being promoters’ should be clarify the norms and standards.

REFERENCES