



STUDY ON INFLUENCE OF INDUSTRY - INSTITUTE INTERACTION ON BRAND BUILDING OF MANAGEMENT INSTITUTE

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Abstract- Higher education is extremely important for a growing country as India as it promotes in increasing human development. The bigger education sector has experienced substantial expansion since independence. As mentioned previously the Indian Schooling system being the 3rd most well-known education system within the entire world seems to have its very own issues and challenges. The University Grants Commission (UGC) may be the primary governing body of Schooling in India. It's the highest power as much as the Higher education is concerned, Set up with the Indian Union government in accordance to the UGC Act 1956 under Ministry of Human Resource Development (MHRD). UGC is charged with coordinating, maintaining and determining the requirements of schooling in India. It's the regulatory body for Institutes of National Importance, Deemed Universities, State Universities, Central Universities, and State Private Universities within the domain name of standard as well as distance higher education in the nation. Determined by the monetary requirements of universities, UGC allocates and then disburses grants to the educational institutions. Higher education that is likewise known as Post-Secondary education or maybe third degree learning will be the last recommended learning which happens after secondary education. So many a time's folks become unclear in understanding the actual context of the word Higher education. The myth about the word may be the education performed after completing degree education whereas, the basic significance of the word is, an optional last stage of traditional learning which happens after secondary education. Often presented at institutes, colleges, or universities of technology, higher education is offered through specific college level institutions, which includes vocational schools, trade schools, along with additional job colleges which award academic degrees or perhaps professional certifications. Though India makes considerable improvement in conditions of improving access to plus involvement in many levels of training, by as well as large the photograph of training growth within the nation is blended and currently there are lots of established issues as well as problems connecting to use of and participation in training, quality of the training imparted, fairness in education, method efficiency, management and governance, development and research, along with monetary commitment to training development. Therefore use of Strategic management in advanced schooling could be a highly effective instrument in an effort to conquer the difficulties of today. Strategic management is, "The method of constant planning, monitoring, assessment and analysis of all that's needed for a company to meet up with its objectives" and goals. Different factors are accountable in shaping an institutions brand name including the academic standing of the institute, Distinguished Alumnae, place of the institute, the training courses offered, many others and fee structure. The proposed research study seeks to recognize the different features of Strategic Management and the application of it's in the institutes of Higher education and the impact of it's on the brand Image of the colleges. Most notably, branding in higher education isn't just limited to what a specific item provides available though it's also approximately Who we're, what's the Unique selling proposition of ours and How can we build a big difference. An informative product typically equals to an institution's academic track record. If we think of a college or maybe faculty brand name as simply being associated with the institution's personality; it's congruent with the vision of its, mission and it is identified by its values. Perhaps most important advantage of branding in advanced schooling will be the emphasis it brings to an institution to produce a singular picture to create a competitive edge in a progressively competitive marketplace.

Key Words-Best Practices, Brand Building, Industry-Institute Interaction, B-Schools.

1. INTRODUCTION

India is home to among the complex and largest education systems in the community. Accompanied by the ancient Gurukul System, India makes extraordinary progress after freedom in the area of training. Better education process of a nation plays a tremendous part within the development of competent human resources. Learning is a fundamental instrument that can help a person to lead for the new generation. Learning is definitely the uninterrupted method of learning issues from simple knowledge to complicated info. The Indian schooling system has showed amazing development during the last ten years to become the 3rd biggest structure of Higher education in the community. This education market has an enormous potential being brand new engine of development in the record of the competitive worldwide scenario. The Indian Education system now finds itself in a dichotomy where by, on a single hand, the literacy rates are a crucial reason for problem whereas on the additional the outstanding human resource performance made by several of the Indians across the globe has put several places in awe. Plagued with the task of inadequate access and brain-drain to training because of its population; India, however aims to become an understanding economy, whose development rather is determined by the quality, accessibility and quantity of the info readily available, aside from the way of product. In a quickly globalizing world, it's a struggle for increased educational facilities to deal with development, economic, political, and social relevant issues. Higher educational institutions are envisioned to prepare Students being extremely able and also cause them to become ready to adjust the powerful global challenges.

1.1 Overview of Higher education in India

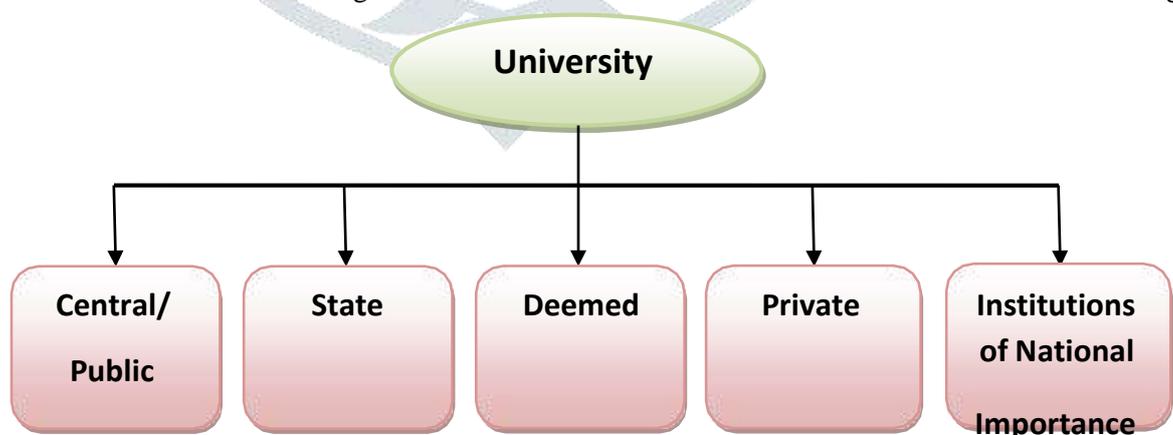
The bigger education sector has experienced substantial expansion since independence Higher education is extremely important for a growing country as India as it promotes in increasing human development. As mentioned previously the Indian Higher education process being the 3rd most well-known education system within the entire earth seems to have its very own issues and challenges. The University Grants Commission (UGC) may be the central body, governing Higher education in India. It's probably the topmost authority as much as the Higher education is concerned, Created with the Indian Union government in correspondence on the UGC Act 1956 beneath Ministry of Human Resource Development (MHRD). UGC is charged with coordinating, maintaining and determining the requirements of higher education in India.

1.2 History of Higher education in India

Higher education is affected by many historical forces across the world. Thus, although past isn't intended as the main emphasis of the analysis, this particular food section covers the historical perspectives of higher education in Indian perspective. The saga of Higher education in India has developed through various times. This may be largely divided into 2 phases that are Pre Independence and Post-Independence period. This trip commenced with an old education system in Vedic period wherein Bramhinal and Buddhist systems prevailed. The Bramhinal structure became a household program whereby the pupils, after performing an initiation ceremony named as Upanayna being used to remain at the house of the Guru (teacher).This home was referred as Ashram in that the Guru is being used to impart them training in mixed areas as religion, history, medicine, arts, philosophy, astrology and even more.

1.3 Types of Higher education institutions in India

You will find various kinds of institutions of higher education across the nation. These include main and state colleges,



private colleges made under state laws, deemed being universities', independent colleges, and various other kinds of education.

Figure 1.1 Types of Universities

Source: Own Analysis

1.3.1 Central University

Central universities would be the people that are started through an action in Parliament and are funded by the Union Government. Older universities have been started through specific acts as Delhi University Act. In the entire year 2009, the Central Government has put together a selection of universities collectively from the Central Universities Act.

1.3.2 State University

State universities would be the people that are started by the Act within the State Legislature and also receive funding in the respective State Governments, moreover occasionally from the Central Government, typically from UGC. There are 215 state universities in the nation. 3 of the country oldest institutions of higher learning, University of Calcutta, University of Madras, and University of Mumbai would be the state schools. State governments are responsible for establishment of state universities and supply program grants for the development of theirs plus non plan grants for the maintenance of theirs.

1.3.3 Deemed-To-Be-A- University

Institutions of higher learning, that are not universities, are usually in recognition of the high calibres of theirs of education given the condition of a university. Such institutions are referred to as deemed being university, or perhaps deemed university. Private universities and both government may be deemed universities. Gandhi Institute of Technology and Management and also Symbiosis International University, Rashtriya Sanskrit Vidyapeeth a are good examples of government and personal deemed universities, respectively.

1.3.4 Private University

Private universities would be the people that are started through an Act in State Legislatures. As of today, virtually no private faculty continues to be started at the Centre through an Act in Parliament. The Private Universities Bill was created in the Parliament in year 1995 for regulating the entry plus operation of individual colleges, though it received a good opponent. Several states in America had contended that the costs was unconstitutional and also challenged its constitutionality.

1.3.5 Institutes of National Importance:

An Institute of National Importance, in India is described as the I that functions as an important participant in developing highly trained personnel within the specified area of the state or the country. Only number of institutes ensures it is for this selected list and are often backed by the Government of India or maybe every other overseas institutes to produce canters of excellence in investigation, academics, and many other such elite institutions of training. In India, every one of the IITs, NIPERs, AIIMS, NITs, ISI plus various other institutes as Institutes of National Importance.

Table 1.1- Higher Education Institutes by type.

Number of Higher Education Institutions by Type (2014-15)			
Higher Education	University	Central University	43
		State Public University	316
		Deemed University	122
		State Private University	181
		Central Open University	1
		State Open University	13
		Institution of National Importance	75
		State Private Open University	1
		Institutions under State Legislature Act	5
		Others	3
		Total	760
	Colleges		38498
	Diploma Level Technical	3845	

	Stand-alone Institution	PGDM	431
		Diploma Level Nursing	3114
		Diploma Level Teacher Training	4730
		Institute under Ministries	156
		Total	12276

Source: Ministry of Human Resource Development, GoI (<http://mhrd.gov.in/>)

Apart from the above mentioned institutes there are several Colleges which are not recognized by the AICTE, However over the years, they have been built as world-class institutions.

1.4 Some emerging problems in management education

B Bowander and also SL Rao, Chairmen, Board of Studies, AEMA CME in a published report by AIM A in 2010, have determined the following issues:

- Using changes in management education: Measures need to be recognized for upgrading quality of research and faculty in view of business must have.
- Ensuring quality: Only 10 % institutions update their teaching methodologies and programmes. Mechanisms for guaranteeing quality of faculty as well as generating pupil centred learning are necessary.
- Developing material applicable to Indian context: Good teaching and cases material specific and appropriate to Indian context must be designed.
- Promoting research culture: Research lifestyle must be created at b school level.
- Developing interaction with industry: There needs to be an institutional mechanism for developing liaison with market in every b school through teaching, student placements, research, problem solving and also case study preparation.
- Bringing in specialization: Businesses need tailored management education. Hence, specialised education in quickly growing areas must be thought of. E.g. agricultural services, hospital management etc
- Broadening the perspective: B schools must believe on just how they are able to inculcate multiple perspectives thinking in management education; since the supervisors of today have to understand and understand interpersonal relations, feelings, conflicts, communication, politics etc.
- Learning serious business issues: Experiential learning must be stressed. Education on critical management learning is essential.
- Creating an international mind-set Managers thinking globally and also acting locally are essential in today's challenging and changing world. Along with knowledge, value must be given to abilities and attributes [16]

1.5 Human Resource Development (HRD) programmes by AICTE'

Under programmes and policies of AICTE, you will find numerous programmes such as for instance planning and regulation of excellence, quality assurance, HRD, and technical education, promotion of R&D, linkages with business, national R&D and labs institutions, institutional trust and up-gradation, rural development programmes, mission oriented programmes, strengthen in management and governance system, brand new schemes and enabling materials plus resource mobilization.

Under HRD, value is provided to the following initiatives plus programmes:

- 1) Faculty and staff development Doctoral fellowships and career awards
- 2) Quality improvement programmes
- 3) Emeritus fellowships, chairs and visiting professorship
- 4) Dissemination of technology through seminars
- 5) Continuing education programmes
- 6) Advanced technician programmes
- 7) Technical teacher education and learning centres
- 8) Award for best Research

Thus, it could be observed from the above that AICTE has created several programmes and awards to encourage research activity amongst faculty. It really encourages joint R &D projects with industry, to ensure that the gap between academia and industry is bridged. The school can easily be updated with current trends in market and also have hands on expertise that will contribute to their theoretical knowledge base. [18]

1.6 Issues in management education concerning Industry-Institute collaboration

B-schools are pivotal in developing managerial manpower. But exclusive focus on teaching is not prone to progress management training as being an academic discipline they have to give adequate focus on application and research. B-

schools in India, in sharp contrast to this have placed themselves as placement agencies; securing attractive jobs for graduates. According to BOMS, the business organizations plus market in the country of ours is able to show their interest and commitment through far more active involvement in management programmes.

This may be completed in the following ways:

- 1) Sponsoring executive trainees on the courses.
- 2) Providing facilities including review time, allowances, books, fees, transportation etc.
- 3) Sparing the professional services of company professionals to get involved in research and teaching.
- 4) Demanding much better as well as a maximum of date courses.
- 5) Participating in framing curriculum along with other academic programs.
- 6) Cooperating in offering the required information for research studies.
- 7) Providing economic support for academic and research programs.
- 8) Initiating different and improved management methods through interaction with academia.
- 9) Participating in seminars, symposia and also seminars organized by b schools.
- 10) Encouraging and taking part in short term training programs.
- 11) Providing scope and opportunity on the trainees to utilize their to experiment and knowledge within the company sector.
- 12) Suggesting methods of enhancing the quality and requirements of management training in the country.

1.7 Elements of Brand Management

Branding will be the art and foundation of online marketing. With no brands, individuals will be as fish without drinking water. Brands are special in ways that are many as they're indicated by overwhelming level of complexity that results from the program characteristics of the merchants and from the multiplicity of the company attributes. Following diagram represents the 7 major components of Brand Management.

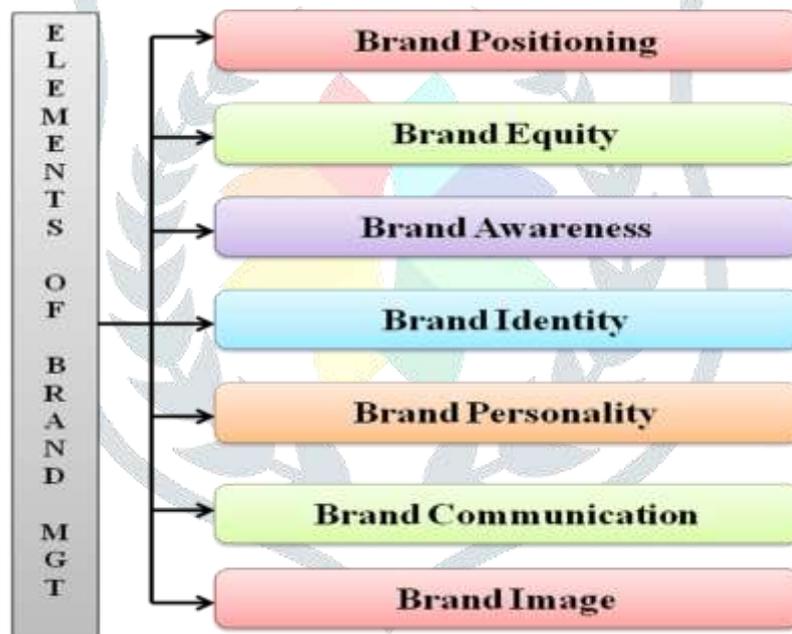


Figure 3.1- Elements of Brand Management
Source: Own Analysis

1. Brand Positioning
2. Brand Equity
3. Brand Awareness
4. Brand Identity
5. Brand Personality
6. Brand Communication
7. Brand Image

1.8 The Importance and Need of Branding in Higher Education

You will find much more than 760 universities and 12,276 Standalone institutes in the Higher education sector of India. (MHRD report: 2015 16) with such figures, one particular might picture the amount of competitiveness within the area of Higher education in India. Despite the simple fact there are plenty of colleges in numbers that are good; not one Indian university continues to be equipped to obtain an area within the top 200 world university rankings 2015 to 2016.

2. LITERATURE REVIEW

Increasing demand and interest in the Higher education sector has caused several reports which target on numerous facets of Higher Educational services. This particular chapter offers an extensive analysis of empirical studies on Strategic management of Higher education, Branding of Higher education along with other connected topics. The goal of this particular literature assessment is offering an overview of substantial literatures posted on the associated study topic. This literature review surveys scholarly articles, other sources and books e.g. dissertations, working papers, journals, conference proceedings, financial portals etc. are applicable on the problems of higher education along with other search phrases of the research. This chapter comprises research, description, theories, critical evaluation and summary of every work in the region of higher education expertise.

2.1 Background of the Study

From the time of the Indian Economy is now an open economy; the revolution of expertise has had a stimulant job for the boom in Indian Higher education sector. The growing amount of Indian and international multinationals has powered the need for skilled graduates in Indian corporate sector. This ultimately has grown student's interest in courses regarding Commerce and Management. In spite of this absence of practical knowledge and industry exposure has resulted in the issue of unemployability for some of the small students. So as to get out a means to fix this issue collaborative energy has to be considered by the key stakeholders of the academic community which are; Government, the academic institutions and Industry. Right now there probably will be coordinated integration between all of these stakeholders. Academic institutions are the people that are in immediate link with the pupils and therefore are accountable in identifying the profession of a student therefore these institutions should must embrace innovative techniques and methods which can certainly assist the student to conquer the difficulties of today. Strategic Management of the taller Educational Institutes means, use of effective and systematic approaches by the institutes of and that will help them to do much better within the context of producing a brand image as well as enables them to have naturally competitive edge over their opponent Institutes. The primary reason for this particular analysis is studying as well as fully grasp such policies strategies and applied by the management colleges as well as how can these techniques assist the institutes of higher learning to create a solid Brand Image. An effective brand generally produces good opinion in the brains of individuals who are connected with it. Effective Brand Management can be achieved if the University leaders assure implementation of an organized strategic management process.

2.2 Study of Literature

This chapter features an evaluation of literature associated with earlier scientific studies on Strategic Management of Higher education and Branding of Higher educational Institutes.

Rajkumar.N, and Brahadeeswaran.D et al. (2018) This paper defines the criteria and parameters, newly introduced by NBA (2013) for accreditation of programmes conducted in engineering colleges, requires the involvement of industry in developing and validating Programme Educational Objectives and Outcomes, identifying the curriculum gaps and formulating content beyond syllabus. Further industry's inputs are essential for assessment of accomplishment of the objectives and outcomes of the programme. For this purpose engineering colleges should have a structure and system. This paper describes an innovative model –titled “Sustainable Institute Industry Partnership (SIIP) Model” – developed and validated by the authors. The strategies for effective implementation of the model are also discussed.

Mr. Pankaj Sharma et al.(2013) This paper focus on Industry Institute interaction can be defined as a systematic way to identify the common areas of interest of industries and institutes and work together for mutual benefit. To survive in the competitive market, production of „quality product“ is very essential. Industries have accepted the fact but the technical institutes have not yet realized this. For the technical institutes, the final product is engineers/technocrats either for employment or for self-employment, whose skills and attitudes meet international standard in relevant technologies established by the industry, which will contribute to the society actively.

Prof. B.M.B.Patil et al. (2014) This paper defines Technical education forms the backbone of development of any nation. The journey of cooperation between Industry and Institute has taken different forms at different times. Historically it started with simple interaction and gradually evolved to very close partnership overtime. India has one of the largest technical manpower in the world. But compared to its population, it is not significant and there is a tremendous scope of improvement in this area.

Swati Yeravdekar, Abhishek Behl et al. (2017) This paper focus on Colleges and educational institutions across the globe use a branding tool to attract students and create a brand image for themselves in the education sector with their unique selling points (USPs). Management institutions in India have grown in popularity in recent times. The trend of enrollment of students and the rate of increase of aspirants indicate that management institutions in India have grown in popularity amongst career-minded.

Rameshwar Dubey et al. (2015) This paper defines Theory building in green supply chain management (GSCM) has in recent years received increasing attention from academia and practitioners. There are numerous published studies that have adopted a quantitative research methodology for building and testing theories in the fields of green supply chain management or environmental supply chain management. The aim of our paper is to build a GSCM theory using total interpretive structural modelling.

CA (Dr.) Sanjeev K. Bansal et al. (2014) This paper focus on the education sector in India offers a huge untapped market due to low literacy rate, high concentration in urban areas and growing per capita income in the country. India's aspirations to establish a knowledge society in the wake of increasing liberalization, privatization and globalization, is based on the assumption that higher and technical education essentially empowers people with the requisite competitive skills and knowledge. That is why increasing attention has also been given to quality and excellence in higher education. Keeping in mind the scope and growth in the education sector in India, a number of private sector educational Institutes/universities have mushroomed across the country.

Pragya P Harsha et al. (2011) This paper defines In today's higher education landscape, college and university leaders may well consider principles of brand management to assure their positions vis-à-vis their competitors. Although considerable differences between higher education and product brands exist, there are sufficient similarities to warrant a foray into issues of brand management. Higher education leaders may derive guidance to manage effectively what may be the most important intangible asset a college or university owns its long-term image and bundle of core meaning. Paul Herr, associate professor of marketing at the University of Colorado, discusses issues related to brand management and presents strategies for developing and extending brands in higher education.

Dixit Amit and Sharma Kapil et al. (2017) This paper defines The rapid changes in the global paradigm and demographic shifts have significantly transformed the people's attitude towards education. The cumulative effect of these events is pragmatic in experiencing how Management Institutes have transformed and are striving for a credible image and reputation. The concept of branding has become ubiquitous and has pierced in to the practices of Institutional Building.

Monika Bangari et al.(2017) This paper focus on the growing realization that brands are among the most important intangible assets that an organization have, branding has emerged as a top management priority. In higher education, branding is getting complex day by day. The real value of any higher educational institution is identifies only through the willingness of parents and students to pay for it and donors and faculty is willing to contribute to make it worth. One of the complexities set up today encompassing institutions image is that objective ordinarily as of now has an apparent idea of the association's offerings even before an official interaction happens. Over that, by and large, the genuine effect of an institutions branding on the consumer most of the time is very hard to quantify. With the huge number of correspondence channels today, a key brand system for organization is more critical than any other time in recent memory. The advanced education colleges and other higher education institutions (HEIs) are progressively compelled to change to associations that go about as organizations in a focused market. Therefore, branding and marketing activities are progressively vital for building image in consumers mind. From several years higher education institutions are capitalizing on their brand identity either unconsciously or consciously. The goal is to identify indicators of branding that higher education institutions are using to improve their quality, brand building and continuous improvement processes. Branding should be an imperative part of any business growth strategy. Branding in higher education, as an area that may be questionable, has so far received limited scrutiny among academics.

Chin-Tsu Chen, et al. (2016) This paper focus on the progress of corporate brands in Taiwan and their participation in international markets, brands have turned from business circles to the educational world, and the era of educational brand operations has arrived. Universities and colleges have gradually become business operations with their students as the customers. Student customers' satisfaction has thus become important in academia. Universities have to pay attention to student satisfaction.

Abhijeet Pandurang Khonde et al.(2014) This paper defines The industry-institute collaboration is one of the major concerns which an engineering institute is currently facing. As we all know the institute's aims at creating new knowledge and providing fundamental education to student, whereas industry focuses on application oriented knowledge which can be transformed into profits of business goals. But the major challenge over here employability for the graduates to transform their knowledge gathered into an application which has industrial need. Industry-institute collaboration is not new concept, as we all know the world is being more competitive to remain sustain there is need for both industry-institute get involve into collaboration to encourage innovation and competitiveness in global economy.

Catherine DiMartino and Sarah Butler Jessen, et al.(2016) This paper defines Although these newer schools are public institutions, there are several significant differences between them and the schools they have replaced. Unlike the large schools, these newer schools are open for citywide choice through a mandatory public high school choice system. In addition, drawing in part of the charter school model, over 200 of the small schools have been co-founded with a private-sector partner. This confluence of reform efforts choice, public private partnerships, and small schools has created a marketplace so widespread that many students no longer have a zoned or neighborhood school. Thus, Pune City provides a unique laboratory for examining mandatory public school choice and the growing educational marketplace. As in all markets, information provided to consumers is a central component of a functioning choice system.

Zainab Kizilbash et al.(2018) This paper focus on the branding of national higher education systems is a global trend that has become increasingly common over the last decade. One of the main motives driving this trend is the view that branding a national higher education system will increase that country's market share of international students. This is evident as national higher

education systems compete against one another in a high-stakes battle for international students by attempting to differentiate themselves in the marketplace of higher education.

Prachi Sood et al.(2016) This paper focus on the valuable intangible assets have assumed greater importance as far as modern Companies are concerned. Brand is a powerful differentiator indeed. In simple words, brand is a mixture of tangible and intangible attributes, a trade mark, a relationship, a promise, a reputation, an expectation, recognized symbol or name or term associated with a product in a unique way thereby providing it a specific identity. When it is properly managed, it creates influence and generates big values to the brand conscious customers. The American Marketing Association has defined brand as “a name, term, sign, symbol or combination of these intend to identify the goods and services of one seller or group of sellers and to differentiate from those of competitors”. Now days, the Universities have started understanding the value of brand, Where brand is considered to be the most valuable asset which is derived from various factors such as brand-customer relationships, brand-emotional benefits and its self-expressive benefits.

Shilpa Bhalerao and Jayant Bihare et al.(2014) The present paper discusses a case study of industry institute collaboration project for fulfilling curriculum on project-based learning of university students. The case study is conducted with objective to expose students with latest technologies; identify the practices to bridge the gap between institute and industry and implement industry interaction project. The project was developed in closed feedback loop to improve the quality.

Rita Bendaraviciene et al. (2013) This paper defines Realities of changing academic employment worldwide, affected by major developments of basification, globalization, internationalization, marketization, managerialism, shifts in funding, increased emphasis on relevance of knowledge, diversification of higher education systems, and Generation change have determined the deteriorating attractiveness of academic workplace. Academic profession, continuously experiencing increasing work load, loss of status, external scrutiny and accountability, gradual diminution of professional self-regulation, remuneration issues, rush towards part-time and short-term contracts.

Irshad Ahmad, Abu Bashar and Anurag Chandra et al. (2013) This paper focus on an era of technological advancement and wide availability of information about almost everything it is enormously important to address the marketing strategies and practices being employed for marketing of higher educational services. The recent massive expansion of education through private provision has introduced new horizons for marketers at the same time with the increase in number of educational institution continuously the competition is also increasing with same pace; it is surprising that more attention has not been paid to marketing issues that have been aroused as a result of increasing competition.

Dr.S.Franklin John and Ms.S.Senith et al. (2013), The study was designed to investigate the influence of Branding in higher Educational Institutions. The questionnaires were given to 26 engineering institutions with existence of at least ten years anonymity for all respondents and institutions was guaranteed. Reports of the study were promised to each participating institution, but respondents and institutional names were kept confidential. Respondents to the questionnaire were only students. Out of 1000 students contacted, 780 questionnaires were received with required coverage and details.

Alina Irina et al. (2012) This paper focus on globalization has allowed cities to compete with other cities from all over the world to attract resources: human, financial, and infrastructure. The image and the reputation of a city affect the attraction of the desired resources. This is why city managers in partnership with stakeholders have largely adopted marketing strategies. Branding strategies, initially developed for businesses, are now successfully used by public administration managers to create a powerful brand of cities. Globalization has impacted on the educational sector as well. Higher education institutions compete on the international arena to attract the best international students, teaching and research staff, and financial resources. Strong university brands have developed over the years, and are currently capitalized by applying branding techniques to universities.

Ms. Ushaprabha Kamath B and Dr. Sheena et al. (2015) This paper defines Many educational institutions all over the world are trying to create an image or reputation to attract students. Due to increased competition branding has become more relevant in promoting an institution's reputation. In India, as the state Karnataka is becoming an educational hub, there are an enormous number of institutes flourishing in this field, both government and private entities. In this endeavor the branding of educational institution helps in differentiating one institute from others.

Krishnamoorthy A, Srimathi H et al. (2019) This paper focus on the institutions make use of multi-channel for marketing outreach. However, some of the channels have preference over others due to several reasons including lead conversion and cost effectiveness. The study has been conducted with prospective applicants and admission team of private institutions. The questionnaire is framed carefully with different attributes to find the usage perception of digital media.

Viswanath Bellie et al.(2015) This paper focus on the technical manpower and who use them for manufacturing and services are involved. Both the entities have a major role to play and will continue their painstaking efforts in the forthcoming days. The bottom-line is to excel in their programs and show a continuous improvement of the results. Both cannot work in isolation as their tasks are interdependent. The need of the hour is to recognize each one's strengths and help each other for mutual benefit. Industry generally works on timely targets and commitment to their customers, but they should realize that they have a social obligation to extend a helping hand to their partners in progress-the institutions.

Anilkumar Nandi , Jyoti Bali , KuashikM and Suhasshirol et al.(2015) The paper is to discuss about the implications of industry-academia interaction used for effective learning process and skill development in students. Here we share the experience of handling of an event on analog circuit maker contest, designed and developed by Texas Instruments industry, Bangalore and

conducted and evaluated by a team of faculty in our academic institution. Here we emphasize on the benefits gained by students and faculty by undergoing the activity. The statistics regarding the level of performance and involvement of students and staff are discussed along with their feedback, which proves that Industry-Institute interaction as a very relevant process in an engineering institute.

Paul Clark & Chris Chapleo & Kati Suomi et al.(2019) This paper defines Although research on branding in higher education has grown, a specific focus on internal branding in this sector is still scarce. Brand support by mid-level administrative staff and deans is a key element in internal branding of a university. This study explores the extent to which internal branding contributes to this group's understanding of and engagement with a public institution's rebranding campaign.

Charles Dennis et al. (2016) This paper examines the effect of brand attachment and its antecedents on commitment, satisfaction, trust, and brand equity in the context of higher education institutions. The findings from an online survey with students and recent graduates (n = 605) in the United States indicate that brand meaning is the main antecedent of brand attachment strength that affects satisfaction, trust, and commitment as well as brand equity. The effect of the brand attachment antecedents on satisfaction is stronger for current students whereas the effect of brand attachment antecedents on commitment is stronger for recent graduates. The effect of attachment strength on brand equity is also stronger for recent graduates. The paper also highlights practical implications for higher education managers and policy makers.

Ramaswamy. C and Dr. Brahadeeswaran. D et al. (2013) This paper focus on the need for establishing partnerships between Industries and Engineering colleges is brought out by review of relevant literature. The Case studies of two centers established by Dr.Mahalingam College of Engineering and Technology, Pollachi in collaboration with leading industries namely Sakthi Auto Component Limited (SACL) and BOSCH Rexroth have been described in this paper. For each case the profile of the partnering industry, objectives of the partnership, inputs provided by the college and the industry, activities carried out, results accomplished and benefits to the college, industry & the society are described. Further the challenges faced and lessons learned and their usefulness to other educational institutions & industries have been highlighted

Valentina Arkorful et al. (2014) This paper focus on the learning for both teachers and students to share and acquire information. Technology-based e-learning encompasses the use of the internet and other important technologies to produce materials for learning, teach learners, and also regulate courses in an organization. There has been extensive debate about a common definition of the term e-learning. Existing definitions according to Dublin (2003) tend to reveal the specialization and interest of the researchers. E-learning as a concept covers a range of applications, learning methods and processes E-learning refers to the use of information and communication technologies to enable the access to online learning/teaching resources.

A.R. Meenakshi et al. (2013) This paper focus on in the present advanced science and technological climate, the industry–institute partnership is a necessary symbiosis. At the institute level, rigorous research takes place and the industry translates the research into products. Institute researchers are associating themselves with venture capitalist in establishing the industry and marketing the product leading to largest financial benefits. Institute-Industry research partnership poses some problems that need to undergo suitable “strategies and action plan”.

Dr. P.V. Raveendra et al. (2018) This paper focus on the question “Entrepreneurs born or made”. Approximately about 50 % of the people belonging to 38 countries consider themselves as potential entrepreneurs and a majority of them believe entrepreneurs are made, not born. The entrepreneurship development among youth is possible, only when the entrepreneurial spirit and skills are inculcated since school and college days.

3. RESEARCH METHODOLOGY

This chapter describes the methodology that has been used in this study. The adopted methodology to accomplish this study uses the following techniques the information about the statement of problem, objective, research design, data collection, sample size, questionnaire design, research instrument, pilot study and limitation.

3.1 Statement of Problem

Influence of industry - institute interaction on Higher education is a subject that's been well explored all throughout the globe. A lot of writers throughout the world have highlighted the ever increasing value of Influence of sector - institute interaction on in the real functioning of Higher Educational institutions. We have seen different studies concentrating on the demand of Branding of institutions of Higher education. This particular analysis mostly concentrates on the identification of best practices as well as powerful approaches in the area of Advanced schooling especially with the management colleges and the impact of it's on the brand Image of the academic institutes. The study additionally attempts to realize the perception of students about an educational institute as being a Brand. The study is going to make an effort to determine in case there's practical implementation of the Strategic Management strategy in management colleges in Pune and meanwhile what would be the problems experienced by these institutes while applying the procedure of strategic management. It is going to try to comprehend the characteristics of the planet where the institutes of Schooling works and eventually the outcome of excellent strategic management procedure on the development of the sustainability and brand Image of the institutes of higher education. On the foundation of the information collection along with analysis

the research can give recommendations, suggestion and inputs to advanced schooling Institutes for much better implementation of Strategies initiatives which could assist those institutes to make a successful and strong manufacturer of their very own.

3.2 Objective of Research

1. To identify different avenues of industry-institute interaction.
2. To identify the best practices in Higher Education and their impact on brand image of the institute in Pune.
3. To trace barriers in developing good industry-institute interaction.
4. To understand the perception of students for a good educational brand and its impact on the admissions
5. To find out the core competencies of the Higher Educational Institutes and its impact on the Brand Image.
6. To find out the challenges faced by Indian Higher educational Institutes while implementing strategic management process.
7. To study the impact of Brand Image on the sustainability of the Higher Educational Institute
8. To study the impact of Strategic Management process on the Brand Image of Higher Educational Institutes.

3.3 Hypothesis of the Study

Hypothesis 1:

H01: There is no significant impact of best practices in higher education on brand image of the institute.

H11: There is significant impact of best practices in higher education on brand image of the institute.

Hypothesis 2:

H02: There is no significant association between student's perception of a good educational brand and the admission process of the institute

H12: There is a significant association between student's perception of a good educational brand and the admission process of the institute

Hypothesis 3:

H03: There is no significant impact of Core Competencies on the Brand Image of Higher educational Institutes

H13: There is a significant impact of Core Competencies on the Brand Image of Higher educational Institutes

Hypothesis 4:

H04: There is no significant impact of Brand Image on the Sustainability of Higher educational Institutes

H14: There is a significant impact of Brand Image on the Sustainability of Higher educational Institutes

Hypothesis 5:

H05: There is no significant impact of Strategic Management Process on the Brand Image of Higher educational Institutes

H15: There is a significant impact of Strategic Management Process on the Brand Image of Higher educational Institutes

3.4 Research Methodology

The study followed the analytical/descriptive strategy along with the statistical analysis that is viewed as probably the most utilized in social studies and business. This particular technique provides the techniques utilized to handle the analysis and answer re-search questions, to gather the necessary details because of this analysis. The technique being used is a questionnaire. Collected information was examined by SPSS.

3.4.1 Research Design

A research design is a comprehensive outline which describes the way the study is going to take place. It's a scheduling of problems for the collection along with analysis of information in such a manner which strives at merging importance on the study concept with economic system in process. It usually attempts to reply to a few essential issues like what's the study about, what's the reason behind choice of the specific analysis subject, the place that the study could be performed, what must function as the sample size, How & from what sources the information is going to be collected, what tools is used, the way the tools is utilized as well as the planned ways for analyzing information collected etc. Analysis design is needed since it facilitate the smooth flow of the different exploration activities, therefore making investigation effective and perhaps yielding optimum info with minimum expenses of energy, money and time. Consequently a suitable investigation design should be ready very well before beginning investigation work, because it is going to help the researcher to manage his/her concepts in a type which will effortlessly assist finding out the imperfections as well as inadequacies in the analysis. This kind of styles may additionally be provided to others for the comments of theirs as well as crucial evaluation.

Data Collection is done in two stages in the first stage a pilot survey was conducted to ascertain the research parameters and to test validity and reliability of the instruments used in the study. In the second stage primary and secondary data was collected.

3.4.2 Understanding the issue

This particular analysis on — Influence of Industry - Institute Interaction on Brand Building of Management Institutes had being begun by knowing the principles of Strategic Management, Branding and current scenario and the past of Higher education in India plus with special focus on the control colleges, To become more exact especially in the spot of Pune found Maharashtra state. The study of ideas of Brand Image can't be finished with no secondary details, additionally the different figures and facts linked to the Higher education sector could be from information published by government authorities in the type of various accounts hence information from secondary resources had also been an extremely important part of the research also to recognize the particular application and use of strategic management idea in the management institutes from the selected location of the research, Primary data was collected from Students, Faculties as well as Directors/ academic Heads of the institutes.

3.5 Sources of data collection:

- **Primary Data:** The primary survey was critical component of the study as it would give the crucial data of the impact of concepts such as strategic Management and Branding on the main components of an Higher educational institute, which are the Students, Faculties and Directors or HOD's. Data was collected through students, faculties and Directors of various Management Institutes using a structured questionnaire. The study was conducted with a sample of 25 Institutes from Pune. Data analysis was done through SPSS on the basis of the data collection, a reliability test on Cronbach Alpha as 0.924 is received which proves reliability of the questionnaire.
- **Secondary Data:** The Secondary data provided details of the various state and National level policies and reports on Higher education like the National Policy on Education, various reports published By the University Grants Commission (UGC), The Ministry of Human Resources Department (MHRD) etc.

3.5.1 Techniques used for data analysis:

- **Descriptive statistics:** The data was coded and recorded with the help of SPSS. Frequency tables were generated and observations based on percentages were noted. Bar diagrams and histograms have been used to highlight the findings.
- **Statistical analysis:** The statistical analysis for testing the hypothesis is carried out with the help of SPSS software. Parametric statistical techniques like ANOVA are used to test the hypotheses.

3.6 Sample size

Consider $z = 1.95$ (it is standard for 95% level of confidence)

$$\text{Sample size} = (1.95 * 12.1 / 1.25)^2 = 356.30 \text{ (rounded to 357)}$$

Standard deviation calculated from pilot study = 12.1

Margin of error = 1.25

$$n = [(Z_{\alpha} \times \Omega) / E]^2$$

Minimum requirement of data is of 357 respondents

Cronbach Alpha Test: It is test of reliability of scale. For ten variables 70 questions are designed. Likert scale is used. Results of test are as follows.

Reliability Statistics

Cronbach's Alpha	N of Items
.924	70

Above results indicate that Cronbach Alpha value is 0.924. It is greater than standard required value 0.70. Therefore Test is satisfied. Conclusion is scale is reliable and correct.

Sample Distribution	Students	Faculties	Directors	Trustees	Total
Pune	357	65	30	06	458

3.7 Pilot Study

Pilot study is a very fundamental element of a good Research design. The conduct of a pilot study assures success in the main study. Pilot studies complete the range of important functions and provides helpful insights for other researchers. For the said study a sample of around 50 questionnaires were analyzed and the feedback obtained was incorporated in the final questionnaire.

3.8 Research Instruments

For any Primary Data Collection, three distinct questionnaires have been created for Management Students, Directors and faculties or maybe HOD's of the institute. The questionnaire for Students as well as Faculties made up of wide open and close finished questions figuring out information about different things such as for instance factors that are important which contribute in shaping an institution as being a Brand, Rating the amount of usage of ICT resources in research, understanding key elements while taking admission in a greater Educational Institute, essential criteria 's for evaluating a Institute, value of details for improving Industry Institute Interaction etc. Several of the inquiries had been framed on five point Likert Scale while a few were open ended. Almost all 3 questionnaires had its own segment on posting the views of the respondents with respect to the quality of academic program, the relevance of theirs on the market needs as well as the scope of improvement

3.9 Sampling Area

This study has been performed in the leading cities of Maharashtra i.e. Pune as per purposive and convenience sampling. Pune was chosen because apart from being the IT hub of India is also a major center for education. Pune was chosen as a representative of the second tier commercial hubs of the countries and also it being a favorite destination for students. The targeted populations for the study were the full time management faculty and students, Directors and Trustees.

3.10 Content validity of the questionnaire

The content validity of the questionnaire was conducted through the supervisor review in order to assure that the content of the questionnaire is consistent with the research objectives, and evaluate whether the questions reflect the research problem or not and provided valuable notes to improve its validity that their comments were taken into consideration

3.11 Limitations of the study

- The study is restricted to selected management colleges from Pune Region, which is the hub of many activities and is also the hub for large number of educational institutes.
- The study is also limited to only Management stream of the Higher Education sector.
- Subjectivity is an important element of qualitative research, there is a focus on the specific situations and experiences of the interview participant.
- Therefore results of the study would also affect if the study were based on views of respondents who played different roles in Higher Education system, such as Industry people, alumni, or members of the Board of Trustees, government officials, parents of students etc. Furthermore, different data collection methods, such as including participant observation or a review of program catalogues, could bring about different findings.
- The data collection, which included interviews and survey responses from participants, was very subjective. Consequently, participants received a definition of each skill included in the survey instrument to limit prejudice.

3.12 Variables of study

3.12.1 Variables for student's questionnaire

1. **Preference in selection HEI:** It consist study of several factors that students prefer, while taking admission in an educational institute.
2. **Brand creation:** Factors that students feel are important for making an educational institute a good brand.
3. **Usage of ICT:** Various Information, Communication and technology enabled services that help in enhancing the quality of education.
4. **Parameters in selection of HEI:** It consist study of parameters that students give significance to while taking admission in an educational institute.

5. **Assessing Criteria:** Factors that determines the goodwill or brand image of an institute
6. **Industry Institute Interaction:** Several factors that helps at improving the quality of teaching and learning
7. **Importance of CET:** whether students consider competitive exams as important or not.
8. **Purpose of Admission:** The main reason for which students have taken admission in their current institute.
9. **Satisfaction of HEI:** Students level of satisfaction with the current institute.
10. **Teaching and Learning Practice:** Which according to students are the effective Teaching and Learning Practices

3.13 Variables for Faculties' questionnaire

1. **Usage of ICT:** The usage and adoption of UCT tools by faculties in their teaching and learning practices.
2. **Criteria of assessing HEI:** Understanding the factors that faculties consider effective in assessing an HEI
3. **Enhancing the Industry Institute Interaction:** The tools, techniques, strategies adopted by faculties for enhancing the Industry Institute Interaction
4. **Brand creation:** What according to faculties are the important factors for Brand creation.
5. **Teaching and learning practices:** Understanding the various existing and new, modern Teaching and learning practices.
6. **Satisfaction HEI:** Understanding the level of satisfaction with their current institute.

CONCLUSION

Any of the higher academic Institute at any component of the world varies in terminology of different aspects as ownership, the affiliation of its, the management structure, Location along with numerous additional areas. There are many bad and good practices across the earth in managing education. India's management learning is recognized by the diversity of its, collective thinking, profound cultural base as well as possession of self-appreciate. For Higher academic Institutes, advertising will help as an asset which boosts within matriculating a lot of the best-suited and qualified students. The brand Image of an academic institute is exclusively associated with effective and time bound techniques implemented by that particular institute.

The demographic aspects of the study; Gender, age group along with community of respondents reflect various disparities with regard to different aspects as Preferences provided by Faculties and students in the number of a greater Educational Institute, benefits offered on the variables as well as things as Brand development, Usage of ICT, Teaching and mastering methods, Common Entrance Test, Industry Institute Interaction etc. Variants are discovered in the variables based on the age group, city and gender. It was discovered the new crowd was even more provides value to elements including extracurricular pursuits, Innovative Teaching, Quality infrastructure, Learning methods. On the opposite hand, the elder category of student was much more enthusiastic about the kinds of positioning supplied by the university or the college. The variations of viewpoint were additionally discovered among the gender of the respondents. The responses had been extremely situational & mixed in various contexts. The replies from the faculties likewise are different based on the gender of theirs, cities, age group, their teaching and industry knowledge etc. several areas which may be highlighted out of the faculty replies are; male faculties had been far more sharp on enhancing the market institute interaction as opposed to the female faculties while female faculties were far more apprehensive compared to male faculties about developing the skill sets of theirs and also enhancing coaching pedagogy to instruct better to the students of theirs. The coaching, studying methods were also discovered to be drastically different in female and male faculties. The notion regarding Brand Image and Brand development of faculties plus students all substantially are different based on their location, gender, and age. By the study conducted it could be stated the genuine essence as well as software of ideas including Branding simply prevails in the Indian Scenario of Higher education. Strategic Planning is much more noticed in Private Institutes as opposed to the Government Institutes. Many a colleges that were surveyed for the goal of review make attempts to apply modern techniques for enhancement of performance & making sure suitability. It was discovered that a lot of the Educational Institutes are in the system of determining as well as building the core-competencies of theirs. Some Institutes are attempting to cultivate the competencies by following the most recent technology while a few are applying Innovative techniques of coaching while a few produce powerful Alumni system associations. The different positions as well as accreditations obtained by the institutes likewise create a big effect on the company construction of the academic Institute. Accessibility and infrastructure also, create a good effect on the determination process of the pupils because of the number of the academic institute. Out all of the various other factors; Placements as well as Quality curriculum had a pivotal part in identifying the brand Image associated with a greater Educational Institute student these days tend to be more conscious of the different academic institutes and also the assortment of programs, and create a sensible choice by examining many properly identified details, which affect their decision making process. Federal initiatives as well as policy choices for enhancing the enrollment ration in Higher education has transformed the general performance of the Higher education sector. Consequently, it could be realized that when the Institutions of Higher education stick to the systematic and correct practice of strategic planning, in that case it won't just aid them to improve the Brand

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