
Management Education: Perceived Role of Social Media

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ABSTRACT

In the present competitive world of marketing, every organisation performs to sustain, thrive and grow in the business environment. The effective use of social media platforms has become an essential activity to create sustainability of the growing number of management institutes increasing the demand for management education. Organisations exist for achieving certain objectives. The objectives are to earn money, maintain customer relationship, and enhance quality which in turn leads to a high return on investment. The objectives can be attained through the effective use of social media platforms. The purpose of this research paper is to reveal the perceived role of social media in management education on four dimensions that is marketing, improving customer relationship management, increasing return on investment and quality assessment of management education and the institution's through seven p's that is product, price, promotion, place, people, process and physical evidence. Perceptual responses were gathered from 83 respondents which include undergraduate, faculties, alumni and marketing professionals of an Indian private university of Uttar Pradesh, India. Analysis of the responses has been done using the Chi-Square test. The results revealed the perceived role of social media to a great extent on marketing and customer relationship management.

KEYWORDS: Social media, Marketing, Customer relationship management, Quality, Management education.

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