7.2.1	Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual.
QlM	

7.2.1 Describe at least two institutional best practices (as per NAAC format)

1. **Title of the Practice – Research/Institute Publications**
2. **Objectives of the Practice –**
   1. To encourage academicians and professionals to conduct research.
   2. To improve and establish uniformity in research efforts.
   3. To encourage academics and professionals to write research papers.
   4. To encourage the professors of the institution to obtain funding for various projects (AICTE, UOP, etc.)
   5. To assistance with summer internship projects for students.
   6. To publish research (Journal, Monograph, Proceedings, Compendiums etc)
   7. To organise research-based workshops, seminars, and FDPs.
3. **The Context**

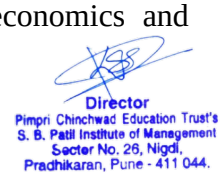
"Research must continue to be the centerpiece of intellectual life, and our commitment must grow, because our problems are growing."

- Ernest L Boyer.

In order to encourage a research culture among the staff and students, a research centre was eastablished at SBPIM in the year 2011–2012. The Savitribai Phule Pune University has authorised the centre as a Ph.D. research centre in Management. For the researchers, the research centre performs a variety of research activities.

4. The Practice

A biannual research publication called "Journal of Management and Administration Tomorrow (JOMAT)" with an ISSN is published by the research centre. Our publication of a manual on Ph.D. research work has received high praise from research scholars and supervisors all throughout the nation. We host research conferences on various topics in economics and



management to give young researchers, academics, and experts from industry a platform to present ideas, thoughts, and practises.

The details of the same for Academic Year 2021 - 22 is as under –

1. **National Conference –**

   Every year, the Institute hosts a National Conference where numerous experts from various fields present their research papers or interact with the attendees to share their knowledge. The Institute was unable to hold the meeting this year due to the pandemic.

2. **Book on Cases –**

   SBPIM published the book "Cases in Management" in 2021–2022, which includes cases in several management functions. In the following days, the Institute plans to release one more book on cases.

3. **Monographs -**

   With the goal of assisting MBA students in drafting their reports, SBPIM released an e-monograph.

4. **Journals -**

   The Journal of Management and Administration Tomorrow (JOMAT), published by SBPIM Research Cell with ISSN 2278-9316.

5. **Vruttant -**

   SBPIM released "Vruttant," its yearly newsletter, for the academic year 2021–2022.

6. **Conference Proceedings**

   Each year, conference proceedings are published with the abstracts of the papers that were submitted. Due to the pandemic, the Institute was unable to hold its Research Conference, hence its proceedings could not be published.

5. Evidence of Success –

The reaction to the National Conference held by SBPIM was astounding. There were accepted and presented more than 60 research papers. The chosen articles were published in the conference proceedings as well as the internal JOMAT journal and UGC care journal. Industry and academia both expressed their appreciation for the Journal and National Conference.

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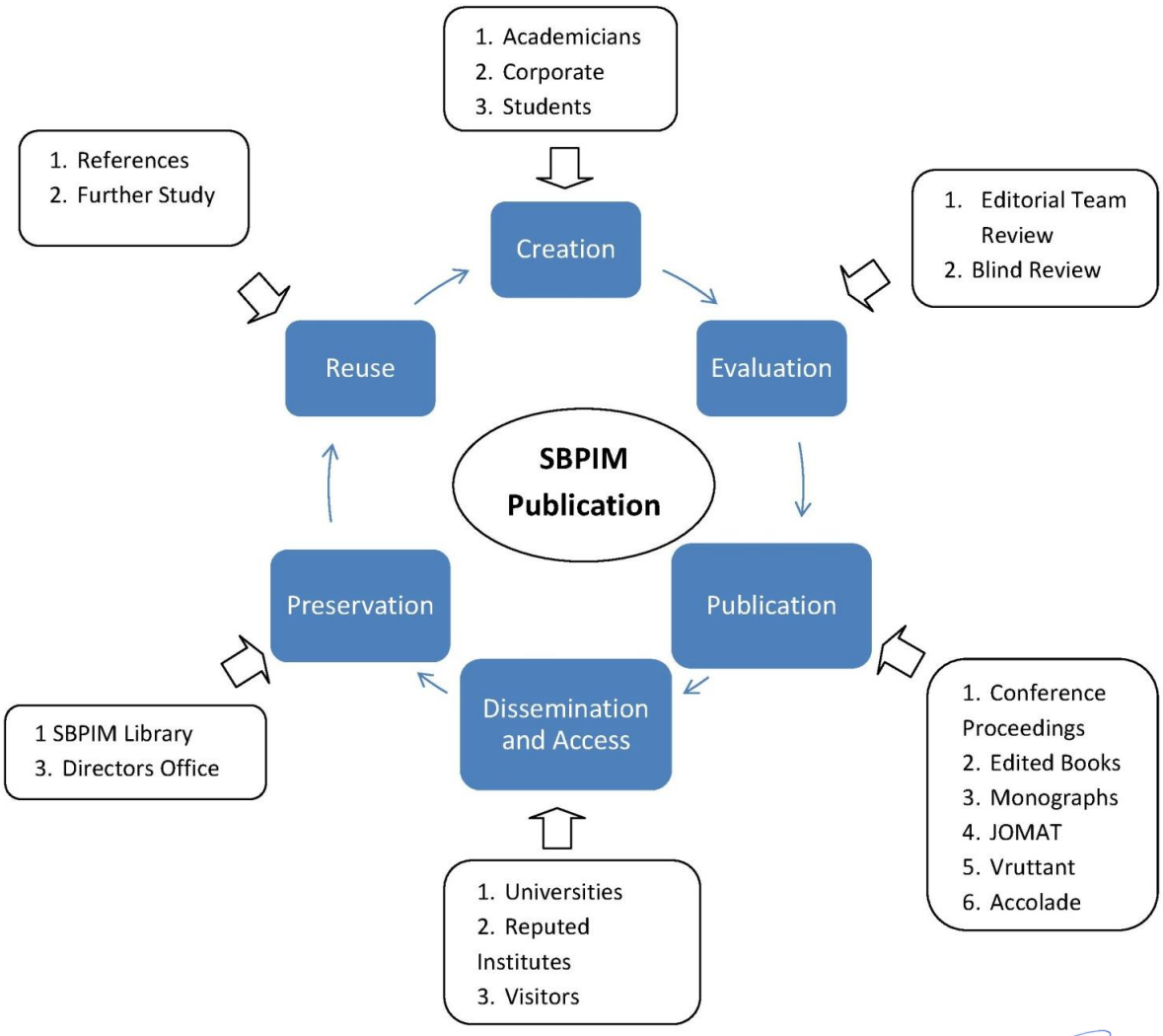
6. Problems Encountered and Resources Required

Plagiarism is the main issue the Research committee is dealing with. The study publication contains a lot of plagiarism, which is removed using a variety of tools.

The fact that so many papers lack socially useful ramifications is deeply regrettable. Such publications should be modified and resubmitted by the authors.

7. Notes (Optional)



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1. **Title of the Practice** – Institute Loyalty – Referrals by Siblings/ relatives / Friends for Admissions

2. **Objectives of the Practice –**
    a) The Institute aims to use its current student body to attract new ones.
    b) Current students are aware of the advantages of enrolling in the Institute and frequently have connections to others who might gain something from it..
    c) Students assist the Institute in referrals and admitting new students, which is advantageous to the Institute.
    d) The referred friend might feel good about the pupils, overall environment and return the favour in the future.
    e) Many students appreciate the trait of companionship and assistance from those who are close to them, therefore student referrals are supported.

3. The Context

The educational institutions are now a business industry. They use a variety of marketing tactics to promote themselves. Many institutions run marketing campaigns based on student referrals. In exchange for recommending a sibling, family, or friend for admission, students get rewards in the form of cash or credit against their tuition. At SBPIM, we don't run any sort of marketing strategy; instead, we rely on student referrals to bring in new students. We think that current students have an opinion on the Institute's assets, such as its faculty, infrastructure, record of placements, brand image, etc., and as a result, they spread good word of mouth about it.
By referring them to other students, this perception is spread to the new students. After 14 years since its founding, SBPIM is attempting to build a stronger peer group to work with society. Students are not only our finest spokespersons; they also comprehend the programmes' requirements and advantages and are aware of others who might gain from enrolling in SBPIM. The positive relationships that our current students have with the Institute are the result of strong psychological and emotional ties.

4. The Practice

The SBPIM students are possibly the best candidates since they are ambitious and have learned to value career training in a close-fitting job market. There is a chance that they have siblings, family members, or acquaintances who are eager to accept entry. In these situations, the happy students recruit more students. Without receiving any compensation, the students' recommendation behaviour contributes to the Institute's welcoming climate. When students first enrol at the Institute, our professionally trained staff members provide them with counseling. The course, Institute facilities, staff, placement statistics, co-curricular and extracurricular activities, and the tuition schedule are all fully disclosed to them. The entrance form, which asks for information about how the students learned about the Institute, must be filled out by the students. The different sources mentioned are from newspapers to television to the internet. The information may have come from the students' siblings, a friend, or their family. We can identify

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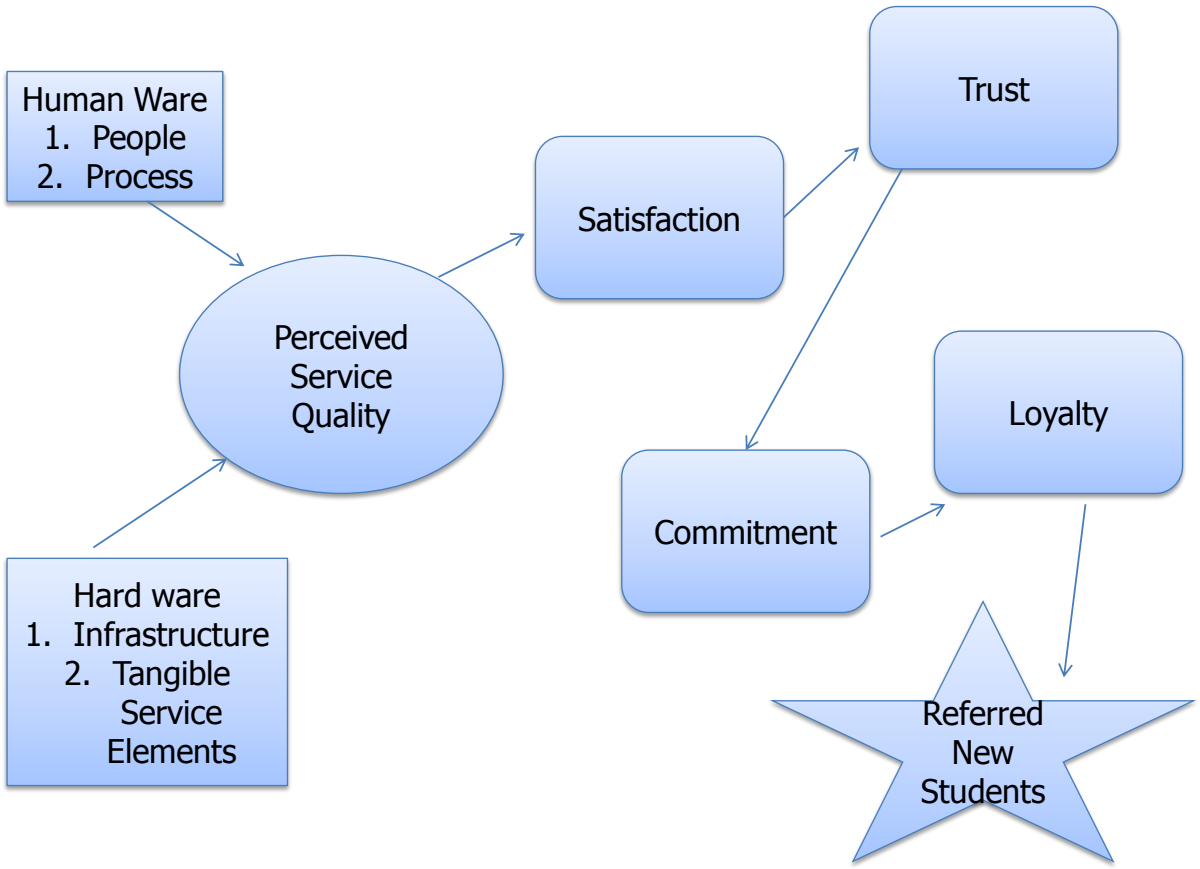
the currently enrolled students who are satisfied thanks to the source data. Several studies on students' loyalty to the Institute mention the perceived service quality, which promotes enjoyment, trust, dedication, and loyalty. Both hardware and software aspects affect how well a service is received. The proposed example for the pupil's loyalty is as follows:



(Based upon: Cronin, Brady & Hult 2000: 207 ; Kristensen, Martensen & Gronholdt 2000: 1010)

The student satisfaction studies illustrate the following factors –

Sr No	**Factor**	**Variable influencing Student satisfaction**
1	Teaching Staff	Feedback from teachers, easy access to teachers, quality of instruction, and Mentorship Program
2	Non Teaching Staff	A clear, rational, and logical administrative climate that supports academic advancement
3	Support Services	Availability of affordable hostel and canteen with all

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		the necessities
4	Infrastructural Facilities	Adequate computer and library resources, computers, the internet, software, and accessibility to current
5	Reputation of the Institute	The Institute's commitment to offering high-quality education, stature and reputation & ability to produce high-quality research

At SBPIM, the student satisfaction is the outcome of all the above factors which compel the students to loyalty towards the Institute and hence refer their siblings, relatives or friends.

5. Evidence of Success

In an effort to improve the students' perception of the quality of our services, SBPIM tries to offer both human and technological resources to them. This improves their happiness, trust, dedication, and loyalty as well as their ability to suggest other students to us.

Following is the Student data based on admission through references:-

Year	Total Students Admitted	Students Admitted through reference	Number of students admitted through reference	%students admitted through reference
2020 - 21	185	SBPIM Student	64	35
		SBPIM Alumni	9	5
		SBPIM Staff	28	15
		Total	**101**	**55**
2021 - 22	201	SBPIM Student	75	37
		SBPIM Alumni	20	10
		SBPIM Staff	30	15
		Total	**125**	**62**

Graduates of the programme recommend the Institute to their siblings, relatives, and friends. The above table shows, that more than 50 % of the students are admitted via reference from different sources.

6. Problems Encountered and Resources Required

By making constant improvements and focusing on the elements that contribute to the student fraternity's happiness, SBPIM makes a valiant effort to preserve the perceived service quality. To support students in achieving academic success, the teaching team is continually improving. Students can always count on the administrative team for assistance with any college-related tasks. The standard-compliant quality of the hostel and canteen support facilities is upheld. The Institute offers top-notch infrastructure for the students' comfort and convenience. By balancing

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the interests of stakeholders involved—students, parents, alumni, businesses, and society—the Institute aims to enhance its reputation and image in the eyes of its target audience.

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