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 motivate the faculty/Professional to do Research.
   2. To enhance and achieve consistency in research activity
   3. To motivate the faculty/Professional for writing Research Paper.
   4. To motivate the institute faculty to get various funding projects (AICTE/ UOP etc)
   5. To guide students for Summer Internship Projects
   6. To undertake research oriented publications (Journal, Monograph, Proceedings, Compendiums etc)
   7. To organize research based seminars, Workshop & FDP
3. **The Context**

"Research is to see what everybody else has seen, and to think what nobody else has thought" - Albert Szent Gyorgyi.

A Research Centre was established in the year 2011-12 at SBPIM with an objective of promoting a research culture among the faculty and students. The centre is an approved Ph.D. Research Centre in Management under the Savitribai Phule Pune University. The research centre conducts various research activities for the researchers.

4. The Practice

The Research centre publishes a bi annual research journal 'Journal of Management and Administration Tomorrow (JOMAT)' with ISSN. We have published a guideline book on Ph.D. Research Work which is well appreciated by the research scholars and supervisors across the country. To provide the platforms to young researchers, academician and industry expert to put forth the ideas, concepts, practices, we organize research conferences on different themes of economics and management. The details of the same for Academic Year 2020 - 21 is as under –

1. **National Conference –**

   The Institute organizes National Conference every year wherein many stalwarts from various domains share their knowledge through research papers or through their interaction with the participants. This year due to pandemic the Institute could not conduct the conference.

2. **Book on Cases –**

   The Book titled "Cases in Management" was published by SBPIM in 2019 – 20 which consists of cases in various function of the management. The Institute is working on publishing one more book on cases in the coming days.

3. **Monographs -**

   SBPIM published e-monograph with an intention to help the management and PhD students in writing their reports. The title of the monographs published with ISBN is "Research in Management" (ISBN: 978-81-922746-3-8)

4. **Journals -**

   The Research Cell published Institute's journal titled Journal of Management and Administration Tomorrow (JOMAT) with ISSN 2278-9316 Vol 9 Issue 1 in this academic year. The Journal Vol 9 Issue 2 is in process.

5. **Vruttant –**

   SBPIM published its annual newsletter titled "Vruttant" for the academic year 2020 - 21.

6. **Accolade –**

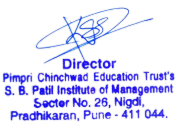
   "Accolade" is a student magazine wherein students publish their articles, stories, poems, drawings, jokes etc which promotes their artistic skills at a great extent which is published by the Institute.

7. **Conference Proceedings**

   The abstracts of the papers received are published every year as conference proceedings. Since the Institute could not conduct Research Conference, its proceedings could not be published due to pandemic.

5. Evidence of Success –

SBPIM receives stunning response for the National Conference conducted. Like every year many papers were received for publication. The Journal and national conference was appreciated by the Industry and academia.

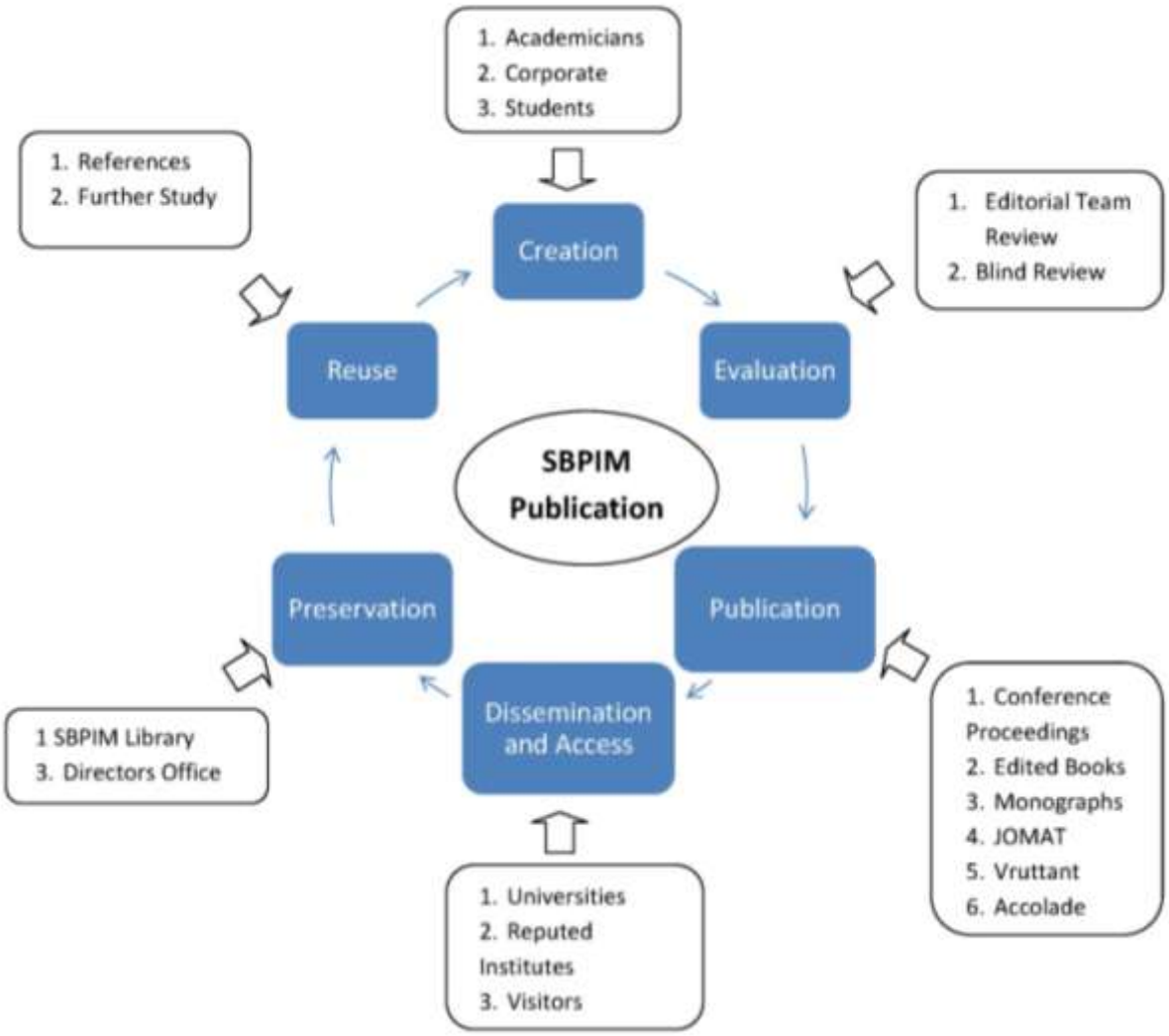


6. Problems Encountered and Resources Required

The biggest problem the research team faces is that of plagiarism. The research publication is full of plagiarism which is eliminated through various softwares available.

It is a matter of great regret that many of the publications lack implications which are beneficial to the society. The authors of such publications are requested to modify the same and resubmit it.

7. Notes (Optional)



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

2. **Objectives of the Practice –**
   a) The Institute seeks to leverage existing students to bring *new students* into the fold.
   b) Existing students understand the benefits of taking admission in the Institute and they often know other people who could benefit from the Institute.
   c) Students can help the Institute admit new students in times of need, which benefits the Institute as a whole.
   d) The students may generate a sense of goodwill from the referred friend, who may return the favor in the future.
   e) Valuing companionship and support from those we are close to, is a common trait for many students and hence refer.

3. The Context

Now days the Educational Institutions have become a business field. They try to market themselves by using various marketing tools. Many Institutes carry out Student Referral Marketing Campaign. The students are given some incentives in cash or in tuition fee credit in return of referring a sibling, relative, friend for admission. We at SBPIM do not carry any such marketing campaign but instead the students refer new students. We believe that the existing students have a perception towards the Institute's resources like faculty, infrastructure, placement record, brand image etc and thus use positive word of mouth for the Institute. This perception is passed to the new students by referring them through word of mouth. SBPIM after 12 years of inception is trying to create a stronger community of peers to collaborate with the society. Not only are students our best spokespeople they understand what is involved in the programs as well as the benefits of taking them and they also know other people who could benefit by taking admission at SBPIM. Our existing students have a good relationship with the Institute which is generated by psychological and emotional bonds.

4. The Practice

The students at SBPIM are perhaps the ideal candidate who is ambitious and has come to appreciate the value of career training in a competitive job market. Chances are they might have siblings, relatives, friends who are willing to take admission. In such cases the satisfied students bring in more students. This referral behavior of the students without any incentives helps create a friendly atmosphere in the Institute.

When the students come to the Institute for the first time, they are counseled by our trained staff members. They are given complete information about the course, Institute infrastructure, faculty members, placement records, co-curricular and extra-curricular activities and the fee structure. The students are asked to fill the admission form which contents information about the source from where the students got to know about the Institute. The different sources mentioned are

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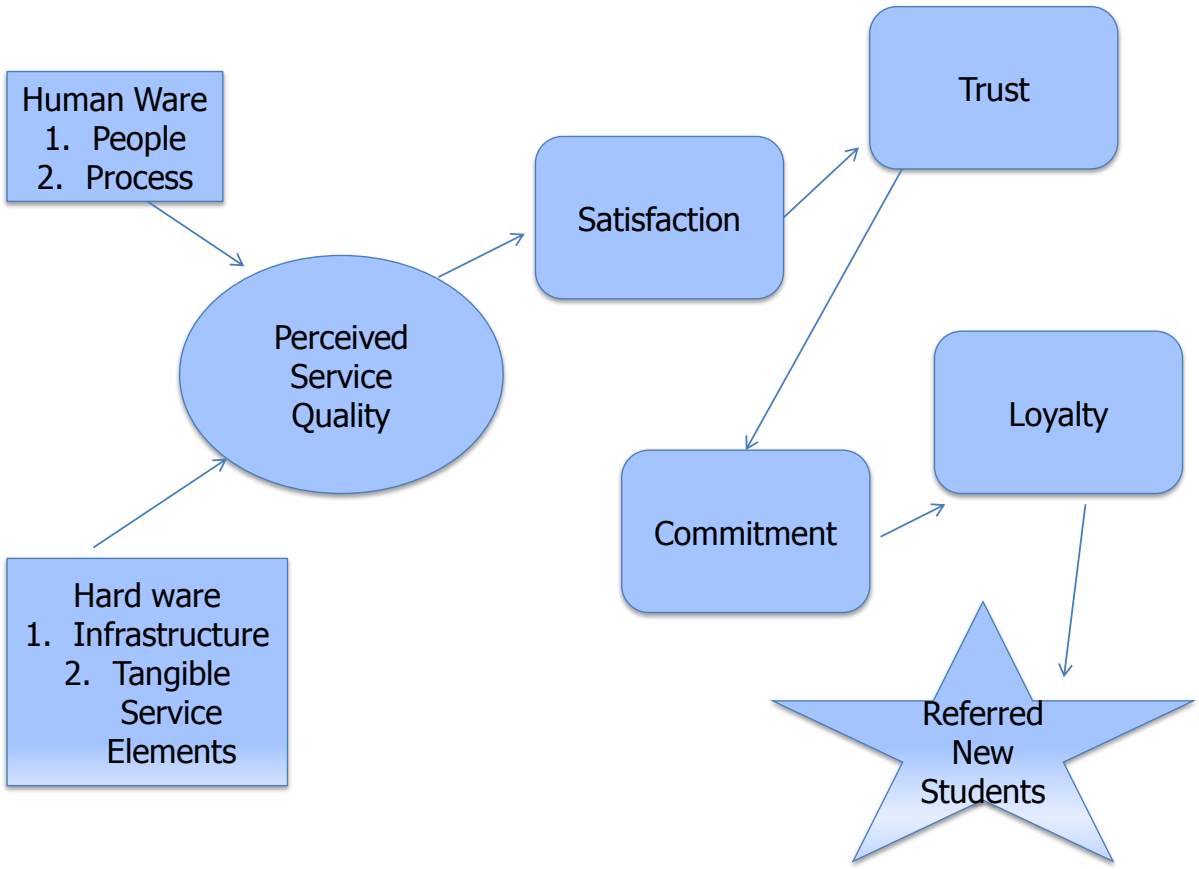
Newspaper, TV, Internet or any other source. The source through which the students get the information could be their sibling, friend or relative. This information of the source helps us to trace the existing students who are satisfied. Various studies conducted on student's loyalty towards the Institute mentions that the students loyalty depends upon the perceived service quality which leads to satisfaction, trust, commitment and loyalty. The factors which develop the perceived service quality could be human ware and hard ware. The model proposed on the student's loyalty is as follows –



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

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Numerous study conducted on satisfaction of the students depicts the following factors –

Sr No	Factor	Variable influencing Student satisfaction
1	Teaching Staff	Feedback of teachers, good access to teachers, quality of teaching, Mentorship Program
2	Non Teaching Staff	Logical, reasonable and transparent administrative environment to foster academic growth
3	Support Services	Canteen, Hostel at a reasonable price with the essential amenities
4	Infrastructural Facilities	Computers, internet and software applications and the presence of modern and adequate computer and library facilities
5	Reputation of the Institute	Image and Prestige of the Institute, commitment to excellence in the delivery of education, and quality research output

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

We at SBPIM try to provide with human ware and hard ware to the students in order to increase the perceived service quality, which increases the satisfaction, trust, commitment and loyalty and fetch with referred new students.

The data of the students who were admitted through reference is as follows –

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**

It is certain from the table above that students admitted through reference are more than 50 %. The students who pass out refer the Institute to their siblings, relatives or friends.

6. Problems Encountered and Resources Required

SBPIM strives hard to maintain the perceived service quality by continuously improving and working on the factors responsible for the satisfaction of the student fraternity. The teaching staff

continuously upgrades themselves to help students excel in academics. The admin staff is always helpful for the students for all college related work. The quality of the support facility like canteen and hostel is maintained as per the standards. The Institute provides with world class infrastructure for the ease and convenience of the students. The Institute tries to build the image and reputation in the minds of the students by balancing all the stakeholders – students, parents, alumni, corporate and society.

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