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“ANALYTICAL STUDY OF TURNAROUND STRATEGY FOR EDUCATIONAL INSTITUTIONS WITH SPECIAL REFERENCE TO MANAGEMENT INSTITUTES IN NAVI MUMBAI REGION.” (PERIOD FROM 2003 TO 2013)

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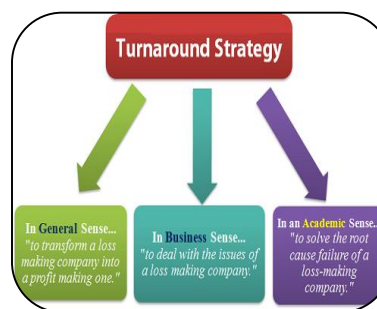
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ABSTRACT

Turnaround strategy is applicable to the loss making business unit. It is the act of making a company profitable again ‘as it is rightly said “health is wealth”, when the business firm is, healthy, then only it can be wealthy’. An investigation of the root cause of failure, and long-term programs are essential to revitalize the organization. Turnaround strategy is a revival measure for overcoming the problem of industrial sickness. It is a strategy to convert a loss making industrial unit to profitable one this strategy has been studied in context of a mgmt. insti. Turnaround is a restructuring process that converts the loss- making mgmt institute into a profitable one it brings the M.I. into its original position and stabilize its performance implementation plays an important role in turnaround management the success of the turnaround strategy depends on the commitment of the top level management i.e. the board of trustees etc.

The researcher aims to examine the present scenario of turnaround strategy for management institutes in Navi Mumbai region.



KEY WORDS: Turnaround strategy , healthy , revival measure.

INTRODUCTION

Turnaround Means a situation where a loss making organization gets revived and starts achieving profit.

Turnaround Strategy is a strategy which suggests different ways and means. Ideas, techniques so as to achieve turnaround and a reversal of fortunes for the loss making organization. The top management has to sanction this strategy and the entire staff has to co-operate and actively participate in the turnaround process.

Departmental heads get feedback and market information from their staff. They in turn pass this information to the top management. In an educational institution especially a management institute (also known as business school) there are several reasons for recurring losses.

The primary objective of a management institute is to impart management education and conduct courses like B.B.A., M.B.A etc. at the same time the institution must remain profitable in order to survive and grow. The number of students enrolling for such courses should increase year after year and the fees charged by the management institute should be slightly revised every.

Year as per the inflation rate. Recruiting, training and retaining good quality of teacher, support staff, Administrators is very essential to the survival of the institution.

In Navi Mumbai region, there are a number of management institutes. Has per list A) who are competitors they offer similar courses and programs to the students. But the fees charged are different also there is a difference in the infrastructure and facilities and quality offered by them.

While a few institutes are running successfully and earning profit the others are in the Red.

This study seeks to find out and analyses the reasons for MI suffering losses and how such MI can achieve a turnaround and bounce back into profitability.

OBJECTIVES

1. To study the competition among management institutes in Navi Mumbai Region.
2. To Analysis sustaining growth and profitability among management institutes in Navi Mumbai Region.

METHODOLOGY

The present interpretation of data collected management representatives, Staff, Faculty and Students of Management Institutes in Navi Mumbai region. For the study purpose 20 Management representatives, 30 faculties, 60 staff and 320 students were selected. The collected data was analysed by using appropriate statistical tools. The analysed data was arranged in tables and were described appropriately. For getting variance in different table options Non-Parametric Chi Square Test was used.

Table 1: opinion of management authorities for Suffering by losses in many Management Institutes

Management institutes are suffering from losses	Frequency	Percent
Strongly Agree	6	30.0
Agree	11	55.0
Can't Say	2	10.0
Disagree	1	5.0
Total	20	100.0
Chi-Square	Df	Sig.
10.684	3	0.014

Table No. 1 illustrates information pertaining to the losses occurring in management authorities of management institutes of Navi Mumbai region. It is evident from the information that 55% authorities agreed to the losses occurring in management institutes followed by strongly agreement of 30% authorities. Furthermore, percentage of authorities disagreed was 5% whereas 10% authorities are uncertain about the occurrence of losses. The chi square statistics shows that at df 3 and significant level 0.05 the chi square value is 10.684, which is significant at 95% confidence level, which means that there is significant difference in occurrence of losses in management authorities of management institutes. Hence, it is evident that high percentage of management authorities agreed to occurrence of losses.

Table 2: opinion of Facilities for Suffering of losses by management institutes

Suffered by losses in management institutes	Frequency	Percent
Strongly Agree	4	13.3
Agree	12	40.0
Can't Say	10	33.3
Strongly Disagree	2	6.7
Disagree	2	6.7
Total	30	100.0

Chi-Square	Df	Sig
14.667	4	0.005

Table 2 illustrates information pertaining to losses suffered by management institutes in Navi Mumbai region. It is evident from the information that 40% faculty members agreed to the statement that many management institutes are suffering losses. Furthermore, 33.3% faculty members are uncertain, 13.3% strongly agreed whereas 6.7% each strongly disagreed and disagreed. The chi square statistics shows that at df 4 and significant level 0.05 the chi square value is 14.667. Which is significant at 95% confidence level. Which means that there is significant difference among opinion of faculty members regarding losses suffered by management institutes. Thus, it is evident that high percentage of faculty members agreed to losses suffered by management institutes.

Table 3: opinion of Staff member of Management institutes are suffering from losses

Management institutes are suffering from losses	Frequency	Percent
Strongly Agree	7	11.7
Agree	21	35.0
Can't Say	22	36.7
Strongly Disagree	3	5.0
Disagree	7	11.7
Total	60	100.0
Chi-Square	df	Sig
26.000	4	0.000

Table 3. Illustrates information pertaining to losses suffered in management institutes of Navi Mumbai region. It is evident from the information that 36.7% are uncertain about losses suffered by management institutes. Furthermore, 35.0% staff members are agreed to losses suffered in MIs, 11.7% each strongly agreed and disagreed whereas 5% staff members strongly disagreed. The chi square statistics shows that at df 4 and significant level 0.05 the chi square value is 26.000, which is significant at 95% confidence level. Which means that there is significant difference among opinion of staff members regarding losses suffered in MIs. Thus, it is evident that high percentage of staff members feel losses suffered in MIs.

Table 4: Internal factors like labour problems & non-cooperation of workers (inefficiency) affect the profitability of MI

Internal factors like labour problems & non-cooperation of workers (inefficiency) affect the profitability of MI	Frequency	Percent
Strongly Agree	3	10.0
Agree	18	60.0
Can't Say	6	20.0
Strongly Disagree	1	3.3
Disagree	2	6.7
Total	30	100.0
Chi-Square	Df	Sig
32.333	4	0.000

Table 4 illustrates information pertaining to internal factors like labour problems & non-cooperation of workers (inefficiency) affecting the profitability of MI in management institutes in Navi Mumbai region. It is evident from the information that 60.0% faculty members agreed that internal factors like labour problems & non-cooperation of workers (inefficiency) affect the profitability of MI. Furthermore, 20.0% faculty members are uncertain, 10.0% strongly agreed, 6.7% disagreed and 3.3% strongly disagreed. The chi

square statistics shows that at df 4 and significant level 0.05 the chi square value is 32.333, which is significant at 95% confidence level. Which means that there is significant difference among opinion of faculty members regarding internal factors like labour problems & non-cooperation of workers (inefficiency) affecting the profitability of MI. Thus, it is evident that high percentage of faculty members agreed to internal factors like labour problems & non-cooperation of workers (inefficiency) affecting the profitability of MI.

Table 5: Changes in government policies affect the profitability of Management Institutes

Changes in government policies affect the profitability of Management Institutes	Frequency	Percent
Strongly Agree	7	23.3
Agree	12	40.0
Can't Say	9	30.0
Strongly Disagree	2	6.7
Total	30	100.0
Chi-Square	Df	Sig
7.067	3	0.070

Table 5 illustrates information pertaining to changes in government policies affect the profitability of Management Institutes in Navi Mumbai region. It is evident from the information that 40.0% faculty members agreed that changes in government policies affect the profitability of Management Institutes. Furthermore, 30.0% are uncertain, 23.3% strongly agreed and 6.7% strongly disagreed. The chi square statistics shows that at df 3 and significant level 0.05 the chi square value is 7.067, which is not significant at 95% confidence level. Which means that there is no significant difference among opinion of faculty members about changes in government policies affect the profitability of Management Institutes. However, it is apparent that majority of faculty members agreed that changes in government policies affect the profitability of Management Institutes.

Table 6: Changes in government policies affect the profitability of management institutes

Changes in government policies affect the profitability of management institutes	Frequency	Percent
Strongly Agree	4	6.7
Agree	34	57.0
Can't Say	16	26.7
Strongly Disagree	2	3.3
Disagree	4	6.7
Total	60	100.0
Chi-Square	df	Sig
58.034	4	0.000

Table 6 illustrates information pertaining to changes in government policies affect the profitability of management institutes in Navi Mumbai region. It is evident from the information that 57.0% staff members agreed to changes in government policies affect the profitability of management institutes. Furthermore, 26.7% staff members were uncertain, 6.7% each disagreed and strongly agreed whereas 3.3% strongly disagreed. The chi square statistics shows that at df 4 and significant level 0.05 the chi square value is 58.034, which is significant at 95% confidence level. Which means that there is significant difference among opinion of staff members about changes in government policies affect the profitability of management

institutes. Hence, it is evident that high percentage of staff members agreed that changes in government policies affect the profitability of management institutes.

CONCLUSION

It is evident from Table 1 that according to substantially (Chi. Sq. 10.684; df-3; $P < 0.05$) high percentage of management authorities their institutes are suffering from losses. Moreover, Table 2 illustrates that considerably (Chi. Sq. 14.667; df-4; $P < 0.05$) high percentage of high percentage of faculty members agreed that management institutes suffered by losses. Table 4 demonstrates that according to noticeably (Chi. Sq. 26.000; df-4; $P < 0.05$) high percentage of staff members that management institutes suffered by losses. Table 3 illustrates that according to significant (Chi. Sq. 32.333; df-4; $P < 0.05$) no. of management authorities internal problems affecting the profitability of MIs. In addition to this Table 5 shows that according to majority of management authorities changes in government policies affect the profitability of MIs. Furthermore, Table 6 illustrates that according to substantially (Chi. Sq. 58.034; df-4; $P < 0.05$) high percentage of staff members agreed that changes in government policies affect the profitability of management institutes. Thus it is evident that management institutes suffered from losses due to various reasons which ultimately affects the sustain growth of institutes in addition to this it is also apparent that internal problems and changes in government policies affect the profitability of management institutes.

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