Impact of Computerization on Service efficiency
- A study of Under Graduate Education – in & around Pune City

CHAPTER 2

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CHAPTER 2
NEED & IMPORTANCE OF STUDY

EDUCATION AS A “SERVICE”

2.1 Service Organizations:
The service organizations are quite varied (7) and are different from each other and can be put into four categories.

1. Public Agency Sector
2. Private Nonprofit Sector
3. Business Sector
4. Manufacturing Sector

“Service“ is basically defined as activities, benefits, or satisfactions which are offered for sale or provided in connection of sale of goods.

2.2 Importance of Education as a Service:
Education is the most important service which should be provided to the society by maintaining proper quality. The backbone of education system is college administration. Administration in the colleges is the prominent link between students, faculty, and management. The computers, today have proven to be the best tools for improving the quality of the service. There are limitations to the human beings which may degrade the quality. For example handling large number of students’ records. This problem can be
solved by computerizing the administration in the colleges imparting the under graduate education.

**THIS RESEARCH STUDY FOCUSES ON A DETAILED STUDY OF COMPUTERIZATION AT COLLEGE LEVEL AND COVERS THE COLLEGES FALLING IN THE REGION IN AND AROUND PUNE.**

Several books and papers are written on introducing the computers in commercial organizations. After a survey it was observed that very little work has been done on computerization of college level administration. The concept of service efficiency is observed to be entered in the areas like banking, transportation, insurance etc. but in the field of education still it is felt that the concept of service efficiency is new as on today and not yet addressed in a systematic way. So it is felt that this study will contribute in the existing knowledge and information in this area.

**2.3 Accessibility of service in Educational field:**

In educational institute the accessibility of the service depends upon the following factors:

1. The number and skill of the persons associated with providing the core, facilitating and supporting services.
2. Office hours, class and seminar schedules, time used for other services.
3. Exterior and interior of offices, classrooms, facilities etc.
4. Tools, equipments, study materials etc., and
5. The number, quantity and aptitude levels of students involved in learning process.

2.4 The Difficulties in Education as a "SERVICE"

1. Education cannot be seen or touched and is often difficult to evaluate.
2. Precise standardization is difficult.
3. Education as a service cannot be patented.
4. Production and consumption are simultaneous activities.
5. No inventories can be built up.

2.5 Service Characteristics & Implications for marketing Education:

Education is the most intangible (7) service and that is why it impossible to see, touch, or feel. Today it has become necessary that evaluation of this service is required to be done on the basis of its service content and service delivery system. The consumer in this field like any other consumer has too many choices before him and may make the evaluation by his own methods and judgements, opinions of others etc. At the end of service consumer gets something tangible to show, i.e. for ex. "a degree certificate or grade card" denoting his proficiency in the course / program given to him.
2.6 Interaction between service provider & customer:
To study the quality of services it is necessary to see the various types of interaction between service provider and customer taking the education as a service.

1. Interaction under resource facility (their expertise, skill, attention, attitudes ),
2. Interaction with other services interfaces (admission, evaluation, student enquiries, student welfare office, office staff, hostel wardens, reception – attitude and willingness of response, accurate answers),
3. Interaction with physical environment (space, cleanliness, maintenance, noise levels),
4. Interaction with accessory service system (waiting line for admissions, results, enquiries, payment receipts etc.),
5. Interaction between students,
6. Interaction of various sub systems with each other (faculty, facilities, office personnel, other service departments).

2.7 General approaches to improve Service Efficiency in Education:
1. Service providers to work harder and skillfully through better selection and training procedures.
2. Increase the quantity of service while balancing the quality.
3. Industrialize the service by adding the technology and standardizing the procedures.
4. Reduce the need of service by innovative and self explanatory course material
5. Design more effective service.
6. Present the customers with incentives.

2.8 Need of guidelines for educational services
Dr. M. Anandakrishnan, honorary Fulbright Academic Advisor with the U.S. Educational Foundation of India (USEFI) has opined that India needs to evolve policy guidelines on international educational services within the country before any multilateral agreements are reached.

Addressing a USEFI organized program on "National empowerment through international education" here, Dr. Anandakrishnan said education was one of the items listed for negotiations under the WTO-General Agreement on Trade and Services (GATS).

Once framed the policy guidelines, service providers and minimum standards could be used in multilateral negotiations. The final agreement could then benefit the country.

On the changing face of international higher education, he said the number of Indians students going to the U.S., the U.K., Canada or Australia had increased multifold in the last 3-4 years. New destinations like Germany and Japan were emerging. The U.K. had announced the relaxation in restrictions on students seeking work permits after completing their courses.
On its part, the Indian Government was keen on promoting international higher education.

A committee looking into internationalisation of education was working on draft guidelines for approval of international services and ensure that they were relevant, non-discriminatory and accredited in their respective countries and that they adhered to certain codes of ethics and avoided gross commercialisation of education.

The forms of international education in India went beyond physical migration. Foreign universities were opening 'Twinning programs' where part of the course was done in India and the other in the foreign centre, foundation bridge courses (to enable students to complete the mandatory 16-year formal education for PG programs) and franchise programs (a centre here could be given franchise to run a course based on the syllabus and content of a foreign University, in whose name the degree is awarded).

2.9 Importance of Study undertaken by the Researcher:
This research will create a unique and centralized database about the various aspects of computerization in the college administration in undergraduate education. Teaching faculty imparts education but non-teaching / administrative staff plays a major role in the process of offering various services to students. This staff is interface between student and the college.
This research project will help the colleges and the University for planning and organizing the computer-training programs in future. The research will help to provide the valuable information to the University about the computer resources and the ways in which they may be best used to improve communication between colleges and University.
The research will also help in getting the students' feedback about their satisfaction, suggestions about the services available at college level and impact of computerization on the efficiency of the same. In short this research will help as a tool for computerization of Educational Administration in present and future.