CHAPTER 7

Recommendation and Suggestions
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7.1 - Introduction

The present research work is study on the “Impact of Total Quality Management in Higher Education - A Management Perspective Study”. Based on the finding and conclusion of the study and other information collected, the following recommendation and suggestions are effective in designing the marketing strategy for the Total Quality Management in Higher Education of Latur and Osmanabad District.

7.2 - Recommendation

The general discussion can be said that comparison between a Total Quality Management approach defined by the researchers and quality work in educational institutions shows that in implementation of this approach they have done some steps discussed in Total Quality Management models and they need to work on some other steps. Training the key personnel, faculty and people involved the quality education and establishment of well-done activities are examples of what the educational institutions may work on. Thus, Total Quality Management can develop a learning environment and it should play an integrative role within the knowledge and in the field of Higher Education that all processes are integrated in the global strategy, which is far from reality in the study above.

The Age influences the awareness level of the Respondents towards Total Quality Management. Hence it is confirm that, Age can become a significant demographic factor in influencing the awareness level of the Respondents towards the Total Quality Management. The respondents having Age 25-35 & 45 above can be considered as a probable target segment for retention program. It is recommended that students in the Age group 35-45 should be focused for marketing since they form the major target market.

The Education of the respondents also strongly influences the awareness level towards Total Quality Management. Education is a demographic variable which should be treated as the target market for the implementing Total Quality Management strategy in Higher Education. The respondents having Post Graduate and Graduate education can be considered as a probable target segment for respondents satisfaction. It is
recommended that respondents of S.S.C. & H.S.C. category should be focused for marketing since they are next major target market.

The Income of the respondents can also become strongly influences the awareness level towards Total Quality Management. Therefore it is recommended that Income is a demographic variable which should be treated as the target market for the attracting respondents. Majority of respondents are belonging to the middle class and it can be a measure for determining their socio-economic status.

The extent of the Quality Education which can surely effects the Respondents to continue with Total Quality Management in Higher Education. This means that Quality Education consequence the Respondents to continue with Total Quality Management in Higher Education. Therefore it is recommended that Quality Education is highly significant in the development of Total Quality Management in Higher Education.

The respondents giving first preferences towards Traditional Format of Education with 244 respondents, while 22 respondents are preferences to Distance Education Format and 34 respondents are having both the side. It recommended that that traditional format of education is their first preferences for getting higher education and it required Total Quality Management for improvement.

The students having positive attitude towards requirement of Total Quality Management in Higher Education Industry. The study indicates that respondents are having high awareness level towards TQM and they understand the benefits of Total Quality Management which is need of current era.

The respondents comfortable with education facility but they have no alternative. It is clearly indicates that Respondents feels not comfortable with available education facility. It is recommended by the respondents that good educational environment in Latur and Osmanabad but it can be utilized for improvement of quality education through TQM.
The favorableness of the respondents towards the Impact of Total Quality Management in Higher Education. It is clear from the study that the majority of the Respondents agree that TQM successfully focus on student and improved learning ability. The respondents expressed that TQM should promote for utilizing in educational institution to a large extent.

The most respondents agree that productive benefit of Total Quality Management even of different personal ideas. It is clearly indicates that there is necessary that the educational institutions should take serious decision about implementation of Total Quality Management. It also indicates that ICT has usually been used to encourage, to be active participants in learning.

It is clearly indicates Total Quality Management is a way of achieving and maintaining excellence in quality education. It can be used in establishments of higher education in Latur and Omanabad District. Some of higher educational institutions have adopted Total Quality Management but they are into the primary stage. Reviewed examples of respondents show that through Total Quality methods, institutions have gained improved communication. Therefore it is further recommended by the researcher that raised employee morale, increased productivity as quality students outides, improved process efficiency, and reduced waste and costs with the help of Implementing Total Quality Management in their ogranisation. The effects of using Total Quality Management in higher education are positive throughout the world. Therefore it is recommended for all educational institutions to adopt Total Quality Management to derive similar benefits.

7.3 Suggestions

Total Quality Management can be a powerful tool in the educational institution setting even though it was developed for manufacturing process. The key elements to a successful implementation of Total Quality Management in Higher Education are gain the support of everyone in the chain of supervision, identify your targeted customers and must be focus on refining the process with quality work. The present study has made an attempt to analyze the respondents opinion about Impact of Total Quality
Management in higher education and they are summarized in form of suggestions as follows.

- It is suggested that the stakeholder like Government, society and NGO’s should actively involve in promoting the educational institutions towards Total Quality Management.
- The stakeholder should design the advertising campaign by highlighting the other countries educational institution opinion on Total Quality Management experience as environmental friendly, faithful, and reasonable cost.
- It is suggested that Invest in Total Quality Management as it reduce the cost wherever possible. TQM also offers a framework of ideas to help improve future performance, based on available data about past and current performance of the institutions.
- It is suggested that more importance should be given to developing TQM because it is both a management tool and a philosophy as well.
- It is suggested that Administration of educational institution should take whatever steps are necessary to ensure that the organizational culture is suitable to foster for Total Quality Management.
- It is suggested that Government should develop channel integration for effective utilization of Total Quality Management because the successful implementation of TQM requires persistence, determination and patience as well as systematic planning.
- The universities and colleges should improve the quality education for retention of existing students that will attract the other students too.
- Total Quality Management is tied to a particular problem of business, market and performance the functional language of business, and a clearly defined problem i.e. quality education for students.
- It is suggested that the benefits should be increased in regards to students and develop more benefits.

The researcher has tried to address and highlight general principles and Impact of Total Quality Management approach in Higher Education and different terms related to the concept of quality and most of them have been described in details were as required. The researchers hope that this document could provide a comprehensive understanding of the concept of Total Quality Management and quality in practice for
colleges and other educational institutions. In addition, the researcher wishes that educational institution could use this document as a self-training document to educate responsible people & society with quality education.

7.4 Scope for Future Studies

A solid foundation is necessary by way of legislation, policy framing at different levels of popularize the development of Total Quality Management in Higher Education and Its impact which can be replacement or reduction in the usage of old practices.

It is observed that the respondents and parents approach is party technological and remaining traditional right now. It will be uphill task in motivating the remaining respondents due to lack of knowledge and internal resistance, lack of skilled professionals and educational background. The proper education and training to respondents and their children will help them to maximize the usage of Total Quality Management environment in for their day to day need. It will make benefits for them.

Since there is tremendous and marvelous scope in this field, concerned authorities must come forward to appreciate and enhance the scope of the study so that the nation economy and society will be in a position to be a Developed Country. A good beginning has been made in the area of Higher Education with TQM and issues discussed in recommendation and suggestions have been taken up as a future road map in this regard.