CHAPTER-VI

CONCLUSION, IMPLICATIONS AND FUTURE SCOPE
6. Conclusion, Implication & Future Scope

6.1 Conclusion

The present study examined the stakeholders’ expectation and perception regarding service quality in higher management education in public and private universities. The four universities comprise two from public and two from private sector are taken in the study. Three stakeholders’ students, parents, and faculty are approached for the study.

The finding of the study conclude that, whether it is public sector or private sector service quality is crucial factor for both of them. Stakeholders have a different expectation and perception from both sectors. That mean stakeholders expectation is based on several factors. Students have different viewpoints so as the faculty and teachers. Therefore, the service providers have to identify the key stakeholder and analyze the demands of them and try to fulfill that. There is and there will be a conflict about this term, that who is the best private sector or public. Expectation is meeting neither by public sector nor by private sector. There is a gap between expectation and perception, which should be bridge by service provider with effective marketing.

Whereas satisfaction of students is concern there is also a difference between public and private universities. There are some dimensions like (access and approachability, fee, and academic reputation etc.) on which public sector is doing well, and there are some dimensions like (exposure, placements, scholarships etc.) on which private sector is doing well. This is applicable on both primary stakeholders (students and parents).

The perception of teachers regarding service quality is also different in public and private universities, but it does not produce significant results. This is because of the current scenario of Punjab, where management education is on declining mode. More and more colleges/institutes related to management education are winding up. That is why faculty members due some constraints and challenges, they still doing jobs. The present study examined the stakeholders’ expectation and perception regarding service quality in higher management education in public and private universities. The
four universities comprise two from public and two from private sector are taken in the study. Three stakeholders’ students, parents, and faculty are approached for the study. The finding of the study conclude that, whether it is public sector or private sector service quality is crucial factor for both of them. Stakeholders have a different expectation and perception from both sectors. That mean stakeholders expectation is based on several factors. Students have different viewpoints so as the faculty and teachers. Therefore, the service providers have to identify the key stakeholder and analyze the demands of them and try to fulfill that. There is and there will be a conflict about this term, that who is the best private sector or public. Expectation is meeting neither by public sector nor by private sector. There is a gap between expectation and perception, which should be bridge by service provider with effective marketing.

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6.2 Implications
As the study stated the facts and figures about higher management education scenario in Punjab from stakeholders' point of view. The two major sectors of services are compared with each other. It is hard tell, which sector is better than other, or out played the other sector. On some phases or factors private sector has a upper hand in some public sector getting advantage. Therefore, the implication of the study is divided into two parts that are given below.
6.2.1 Implication for Public Universities

- Stakeholders now days have a more expectations from public universities, to regarding infrastructure, ability to keep promises, quick services, knowledge and behavior of the employees and personalized and individual attentions. But public sector is not fulfilling the demands of the stakeholders reason students start migrating to private sector where they are happy to pay more get the facilities. If the govt. universities do not raise their performance then private universities surpass them very quickly.

- When public universities are compared with private universities, public sector is lagging behind on all service quality dimension from students point of view, but parents has a other option they still late public universities need to satisfy the major stakeholders to delight the stakeholders.

- Apart from draw back public universities also has some advantages (like access and approachability, academic reputation, fee) over private sector, they can captitize). If public universities take care of these factors, the gap between expectation and perception can be eliminated.

6.2.2 Implication for Private Universities:

- After the economic reforms of 1991 A.D, private sector increased very rapidly in all walks of life. Something is associated with private education sector. From stakeholder point of view private sector is with out of reach from poor or lower middle class. There is no doubt stakeholder expectation of service quality is more from that there is a gap between expectation and perception of stakeholder. Private universities are lagging behind on some factors also. They are behind then public universities on (fee access and approachability, academic reputation and academic reputation but private university or head from public universities on (expensive, placement, scholarship, extra curriculum activities, infrastructure factor.

- But still private sector has to improve their self because lack of transparency in their walk too much works stressed on employee and expensive for structure is big problem for underprivileged people.
6.3 Future Scope

The researcher has put best effort to study the gap between expectation and perception of the stakeholder regarding service quality in higher management education in public and private universities, but like everything in this world it also has limitation, scope further area of scope is given below.

- The present study examines the expectation and perception of students, parents and faculty members of higher management education only. The general course and their students are not the part of this study. So for further scope of research students of other courses can be considered.
- The present study covers only one state of entire nation. To increase the scope of the research, two or more states of India can be a good idea.
- This study examined the expectation and perception of stakeholders regarding of stakeholders service quality provided by two govt. and the private university only. Rest of the university and all colleges are not considered. So for future research all other colleges and universities can be considered.
- Only there stakeholders are consider for the current study. For future research non stakeholder can be added.