ABSTRACT

The most discussed and debated topic at all levels of the society across the global is higher Education. The data analysis, clearly show that the increasing demand for higher education services is a global phenomenon. The globalisation of higher education is the primary context of the research. The research finds that increasing demand for higher education services alongside decreasing public funding as given way to increased private funding in Higher education across the globe absorbing the demand. The research also finds that international trade in higher education is education services are strategic trade policies of many education exporting countries and that the role of GATS is significant in promotion of global trade in educational services. The study further finds that the Indian Higher education sector is following global trends of growing demand for Higher education and the rise of private HEI to absorb the demand due decreasing public funding.

The second part of the Study understood the perception of the stakeholders on HEI, the survey method of research data analysis finds that parents and students prefer private HEI and are willing to pay higher fees for quality education. Faculty and corporates also believe that quality in private HEI is better than that of public HEI. Education is considered an investment for private returns by the stakeholders.

The objective of the thesis to study and present the emerging strategies and business models in Higher Education, and the findings suggests that there are number of strategies adopted in the higher education sector at all levels from global, to national, to individual HEI, further new Business models have been adopted by HEI for increasing their revenues as well as to increase student enrollment with new courses and delivery techniques.
In conclusion of these studies reveal that the increasing demand for Higher education as turned higher education as ‘Merit Good’, opening large participation of the private sector and stakeholders willing to pay, higher education today as one big highly competitive global industry. A generic ‘Business Model’ and ‘Competition Analysis Model’ is proposed to develop specific business models and strategies for individual HEI as per their suitability.