BIBLIOGRAPHY


REFERENCES


Carey, K., Cambiano, R., & De Vore, J. (2002). Student to faculty satisfaction at a Midwestern University in the USA. *HERDSA, 93*-97.


Evidence from Turkish SMEs. *Journal of Manufacturing Technology Management, 17*(6), 829-847.


Kroncke, K. A. (2006). *Correlation between faculty satisfaction and student satisfaction in higher education*. The Ohio State University, Columbus, USA.


ANNEXURE-I

Dear Respondent,

As a part of my Ph.D. research work, I am conducting a survey that investigates the role of “Internal Marketing Practices in Select Management Education Institutions”. The study will be submitted to The Business School, University of Jammu in the form of a Ph.D. thesis. You are requested to kindly spare few minutes of your precious time to fill this research questionnaire. Any information obtained in connection with this study will be used purely for academic purpose and will be kept confidential.

Thanking you in anticipation for your kind cooperation.

SECTION A: DEMOGRAPHIC PROFILE

1. Gender :
   a) Male
   b) Female

2. Age :
   a) 20-30 years
   b) 31-40 years
   c) 41-50 years
   d) > 50 years

3. Job Title:
   a) Lecturer
   b) Assistant Professor
   c) Associate Professor
   d) Professor

4. Qualification:
   a) Post Graduate
   b) Doctorate
   c) Post Doctorate
   d) Pursuing PhD

5. Work Experience :
   a) < 1 year
   b) 1-5 years
   c) 6-10 years
   d) 11-15 years
   e) 16-20 years
   f) 21-25 years
   g) > 25 year
**SECTION: B**

You are requested to please read the statement below and indicate the extent to which you agree with it by circling the appropriate number on the 5-point scale provided, where 1 represents **Strongly Disagree (SD)**, 2 represents **Disagree (D)**, 3 represents **Neutral (N)**, 4 represents **Agree (A)** and 5 represents **Strongly Agree (SA)**.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Internal Marketing</th>
<th>SD</th>
<th>DA</th>
<th>N</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The institution/department offers faculty a vision that they can believe in.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2.</td>
<td>The institution /department communicate the institution’s /department’s vision well to faculty.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>3.</td>
<td>The institution /department prepare our faculty to perform well.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>4.</td>
<td>The institution /department view the development of knowledge and skills in faculty as an investment rather than a cost.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>5.</td>
<td>Skill and knowledge development of faculty happens as an ongoing process in our institution /department.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6.</td>
<td>Institution /department teach faculty &quot;why they should do things&quot; and not just &quot;how they should do things&quot;.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>7.</td>
<td>The institution /department go beyond training and development programs and educate faculty importance of their service roles as well.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>8.</td>
<td>In our institution/department, the</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>Our institution /department has the flexibility to accommodate the differing needs of faculty.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>Our institution /department place considerable emphasis on communicating with faculty.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.</td>
<td>The performance measurement and reward system encourage faculty to work together.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td>The institution /department measure and reward faculty performance that contributes most to our institution's /department’s vision.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13.</td>
<td>The institution /department use the data they collect from faculty to improve their jobs and to develop our institution’s /department’s strategy.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14.</td>
<td>Our institution/department communicates to the faculty the importance of their service roles.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15.</td>
<td>In our institution /department, the faculty who provide excellent service are rewarded for their efforts.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16.</td>
<td>Before any policy change, my institution/department informs me of phase-to-phase in advance.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17.</td>
<td>My institution/department is sincerely listening to the problems I have doing</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
18. My institution/department is sincerely concerned about personal problems I have that may affect my performance. | 1 2 3 4 5

19. My institution chairperson/HOD is never too busy to talk with me when I need him. | 1 2 3 4 5

20. Our institution/department arrange regular meetings to listen to their faculty. | 1 2 3 4 5

21. My employer communicates to me how my job tasks fit into the overall institution/department effort. | 1 2 3 4 5

22. The institution/department often announces new policies to us by holding meetings. | 1 2 3 4 5

23. Information about government action affecting my institution/department is well communicated to the faculty. | 1 2 3 4 5

24. My institution chairperson/HOD allows me to use my own judgment in solving problems of institution/department. | 1 2 3 4 5

25. My institution chairperson/HOD encourages me to take initiatives. | 1 2 3 4 5

26. My institution chairperson/HOD allows me a high degree of initiative. | 1 2 3 4 5

27. My institution chairperson/HOD trusts me to exercise good judgment. | 1 2 3 4 5
**SECTION: C**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Faculty Job Satisfaction</th>
<th>SD</th>
<th>DA</th>
<th>N</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td><strong>Compensation</strong>: I feel satisfied with my pay and the amount of work I do.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2.</td>
<td><strong>Co-workers</strong>: I feel satisfied with the way my co-workers get along with each other.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>3.</td>
<td><strong>Recognition</strong>: I feel satisfied with the praise I get for doing a good job.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>4.</td>
<td><strong>Advancement</strong>: My present job provides me chances for advancement.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>5.</td>
<td><strong>Ability Utilization</strong>: I get chance to do something that makes use of my abilities.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6.</td>
<td><strong>Achievement</strong>: I get feeling of accomplishment from my present job.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>7.</td>
<td><strong>Creativity</strong>: I get chance to try my own methods of doing the job.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>8.</td>
<td><strong>Independence</strong>: I get chance to work alone on the job.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>9.</td>
<td><strong>Moral Values</strong>: I am being able to do things that are according to my conscience.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>10.</td>
<td><strong>Social Service</strong>: I get chance to do things for other people.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>11.</td>
<td><strong>Social Status</strong>: I get chance to be “somebody” in the institution/department.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>12.</td>
<td><strong>Working Conditions</strong>: I feel satisfied with the working conditions of my</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>13. <strong>Authority</strong>: I get chance to tell other faculty what to do.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>14. <strong>Institution/Department policies and practices</strong>: I feel satisfied with the way institution/department policies and practices are put into practice.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>15. <strong>Activity</strong>: My present job keeps me busy all the time.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>16. <strong>Responsibility</strong>: My present job offers me freedom to use my own judgment.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17. <strong>Security</strong>: I feel satisfied with the way my present job provides for steady employment.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>18. <strong>Variety</strong>: My present job provides me chance to do different things from time to time.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>19. <strong>Supervision -human relations</strong>: I feel satisfied with the way chairperson/HOD handles faculty members.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>20. <strong>Supervision-technical</strong>: I feel satisfied with the competence of chairperson/HOD in making decisions.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>
ANNEXURE-II

Dear Respondent,

As a part of my Ph.D. research work, I am conducting a survey that investigates the role of “Internal Marketing Practices in Select Management Education Institutions”. The study will be submitted to The Business School, University of Jammu in the form of a Ph.D. thesis. As such you are requested to kindly spare few minutes of your precious time to fill this research questionnaire. Any information obtained in connection with this study will be used purely for academic purpose and will be kept confidential. Thanking you in anticipation for your kind cooperation.

SECTION A: DEMOGRAPHIC PROFILE

1. Gender :
   a) Male  
   b) Female

2. Age :
   a) <20 years  
   b) 20-25 years
   c) 26-30 years

3. Course
   a) MBA  
   b) BBA
   c) Others
The educational experience you’ve had in the Business School is comprised of a number of different dimensions. You are provided below with a list of statements regarding your satisfaction with faculty in our institution. Please read the statements and indicate the extent to which you agree with it by circling the appropriate number on the 5-point scale provided, where 1 represents Strongly Disagree (SD), 2 represents Disagree (DA), 3 represents Neutral (N), 4 represents Agree (A) and 5 represents Strongly Agree (SA). For example, if you strongly agree with a statement, you should circle "5," while if you strongly disagree with the statement, you should circle "1." You can choose any number between these endpoints to reflect your perspective.

**SECTION: B**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Student Satisfaction</th>
<th>SD</th>
<th>DA</th>
<th>N</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>My faculty is knowledgeable about the academic procedures and programs in the institution.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2.</td>
<td>The faculty has good working knowledge of the subject.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>3.</td>
<td>The faculty is interested and passionate about the subject.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>4.</td>
<td>The faculty has practical experience of the subject.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>5.</td>
<td>The faculty is sincerely interested in helping students learn and grow.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6.</td>
<td>The faculty presents material in a well organized and coherent way.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>7.</td>
<td>The faculty is able to explain difficult concepts in a clear and simple way.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>8.</td>
<td>The faculty makes effective use of examples and illustrations in his or her explanations.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>9.</td>
<td>The faculty is successful in presenting the</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Subject Matter in an interesting way.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>-------------------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>The faculty is successful in encouraging students to think independently and do a supplementary reading on the subject matter.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.</td>
<td>My faculty exhibit a positive attitude toward students they teach.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td>Faculty uses diverse teaching methods that enhance my learning.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13.</td>
<td>The faculty is interested in student's progress.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14.</td>
<td>My faculty has effectively helped me in planning my academic program.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15.</td>
<td>My faculty does a good job of helping me with career planning.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16.</td>
<td>The faculty is readily accessible and available when needed to help students outside of class.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17.</td>
<td>Students and faculty show mutual respect for each other.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18.</td>
<td>Faculty show concern when we have a problem.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19.</td>
<td>Faculty engages students in class discussions.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20.</td>
<td>The faculty is prompt to answer emails.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21.</td>
<td>The behaviour of faculty usually instills confidence in me.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22.</td>
<td>The faculty has fulfilled my expectations.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23.</td>
<td>I would recommend this institution to others.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Rating</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>--------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24. I am satisfied with my decision to attend this institution.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25. I have a choice to do it all over again; I still will enroll in this institution.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26. Overall, I am pleased with the services offered by this institution.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Thank you for giving the time to give us feedback!*