

Management research is still at its nascent stages in B-schools

Astha Hemant
@timesgroup.com

This year, close to 670 institutes participated in the National Institutional Ranking Framework (NIRF) in the management category, of which 383 (57.16%) had no research publications. This was stated in the latest NIRF report that was published in July 2022. Experts say that thus far, management education has been academically inclined. While research has been initiated across management institutes, it is still in its nascent stages.

Not a complete picture

Bhimraya Metri, director, Indian Institute of Management (IIM), Nagpur, agrees that high quality research across management institutes, including the IIMs is at a rudimentary level. However, the situation is not as bad as it is being inferred. "We tend to focus more on international journal indexes such as SCOPUS rather than our own Indian indexing. For some reason, papers even from our top institutes tend to be ranked average in these international indexes, due to which our overall research quality assessment is affected. India needs to produce its own high-quality journals rather than depend on western world and Australian classified journals," he says.

Further, management is a multidisciplinary field with institutes offering expertise in departments including Operations, Information Systems, Marketing, Strategy, Economics, Finance, and even Psychology, adds Metri. "NIRF considers only select journal articles for the rankings, which affects the overall ranking of the management institutes. Therefore, all papers published

of management institutions in the research parameter in NIRF ranking," he says.

Change in mind-set

Raj Agrawal, director and professor, AIMA Centre for Management Education, says, "Today, management education has progressed, and research has become an integral part of teaching and institute development."

To bring about a change in the mind-set of students, management institutes need to expand their infrastructure, including hiring research-oriented faculty. "Giving incentives to students in the form of career development by involving industry members

is a good first step," he adds.

Way forward

"Research needs to be made synonymous with teaching as this is the only way we can internationalise our quality of management education.

While research is being done, the process needs to be accelerated," he says.

"Rather than focus on number of publications, our focus should be on conducting meaningful and practical research that

BP M
Awarded

Join Merit

➤ BSc in I

➤ HND in

➤ Gradua

Course

➤ Electro

➤ BSc in

100% Placem

12th / Diplo