

A Pilot study of consumer perceptions towards spiritual inputs in management education: with special reference to MBA students in and around Pune city

¹Ajay Varade & ²Dr. Satish Pawar

¹Assistant Professor, SCES's Indira Institute of Management, Pune (India)

²Director Research, ASM's Institute of Business Management & Research, Pune (India)

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ABSTRACT

Management education has remained a popular stream over last quite a few decades. However, the status of management education in India has not been really up to the mark. One important reason for this is the rather static syllabus hovering around the same academic inputs. Some of the business schools in the west have successfully experimented inclusion of Spiritual inputs as a part of the MBA curriculum. However, such experiments in India have been very few. It is felt that in this era of stiff competition, deploring value systems, deteriorating family bonding etc., spiritual inputs would play a significant role in shaping up not just the career but the entire life of a MBA student. Hence this pilot study was undertaken to assess the customer perception towards spiritual inputs in MBA curriculum.

1. Introduction

The study was undertaken with the following aims, these are derived from research gap to understand consumer behavior and perception of MBA students and alumni of management institutes about spiritual inputs to know the perception of directors and faculty members about spiritual inputs to study the likely practical problems in implementation of delivery of spiritual inputs to MBA students. To examine the relationship of spiritual inputs and its significance to MBA students & alumni .To identify and study the service providers which offer spiritual inputs to MBA students To know the contents of spiritual inputs offered by professionals and spiritual institution. To suggest a framework for designing the spiritual inputs for MBA students

The scope of the study was set with reference to MBA colleges in Pune district.

2. Research Methodology-

Sample size – 100 respondents

Method of sampling – Excel based E-questionnaire was circulated at 10 with a request for response. First 100 responses were chosen as the sample size for conducting pilot study. Neither the name of the respondent nor that of the Institute was recorded for ensuring confidentiality. In fact, it was only when the respondents were assured of their confidentiality, they agreed to cooperate.

Hypothesis-

1. Spiritual inputs are necessary for MBA students while studying MBA course
2. The extents to which spiritual inputs are provided to MBA students are not sufficient
3. There is awareness among directors about the significance of spiritual inputs
4. Faculty perceive spiritual inputs to be significant for MBA students

5. The maturity level is not reasonable enough to deliver inputs to MBA students
6. There is time constraint to deliver spiritual inputs along with regular curriculum
7. Spiritual inputs significantly help MBA students in deciding goals of their life
8. Spiritual inputs significantly offer solutions to MBA students to deal with stress
9. Spiritual inputs significantly helpful to alumni to do better in their career
10. Spiritual inputs significantly helpful in developing decision making ability of alumni

The primary data was planned to be collected by a questionnaire to be circulated amongst some 510 respondents divided into 4 categories – Students, Directors, Faculty and Alumni.

Before undertaking the full-fledged study it was thought appropriate to undertake a pilot study covering a sample of 100 respondents calculated as under –

Table no-1 -sampling

Category	Sample size for full study	20% of sample	Pilot study Size
Students	240	48	40
Directors	30	6	10
Faculty	120	24	25
Alumni	120	24	25
Total	510	102	100

The pilot study has the following features -

Objectives of study –

- a. To get a feel of issues to be encountered in data collection
- b. To test the usage of the questionnaire
- c. To test the research methodology and analysis of data in line with testing of the hypotheses

expected that the responses would be given conveniently and at a reasonable speed.

- b. In seeking agreement or disagreement on a particular issue, the sequence of responses was designed as under –
 - 0 – No option
 - 1 – Somewhat agree
 - 2 – Completely agree
 - 3 – Somewhat disagree
 - 4 – Completely disagree

c. “No option” choice was deliberately kept as the 1st response in order to provide an early exit option to those who either didn't know the answer or didn't want to answer. The purpose of doing this was to ensure that respondents give answers about which they feel that they are confident instead of jumbling around with all the 3 options (no option, agree or disagree) for a while and then ending up in a confused answer.

d. Reliability – Tests like Cronbach's Alpha were performed and the calculations were as under –

Instrument used – A questionnaire was designed in MS Excel. It was divided into following parts –

- a. Profile Information (6 variables)
- b. What is Spirituality?(19 statements)
- c. Need for spiritual inputs (9 statements)
- d. Current level of spiritual inputs (9 statements)
- e. Perception – for Directors only (11 statements)
- f. Perception – for Faculty only (11 statements)
- g. Perception – for Alumni only (10 statements)

The questionnaire had following features –

- a. Responses were sought by way of a selection from a drop-down list. The questionnaire has in all 75 responses. Because of the drop-down list selection mechanism it is

Table no-2 (Cronbach alpha)

COMMON QUESTIONS FOR ALL CATEGORIES											
	A	B	C	D	E	F	G	H	I		
1	Cronbach's Alpha	0.903397681		Reliability Calculator							
2	Split-Half (odd-even) Correlation	0.94650849		created by Del Siegle (del.siegle@uconn.edu) for EP5Y 5601							
3	Split-Half with Spearman-Brown Adjustment	0.972519252									
4	Mean for Test	59.26	COMMON QUESTIONS FOR ALL CATEGORIES								
5	Standard Deviation for Test	19.35438968									
6	KR21 (use only 0 and 1 to enter data for this)	1.125597257		Questions	Subjects						
7	KR20 (use only 0 and 1 to enter data for this)	1.145558672		37	100						
8											
9				Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7	Question 8
10	Subject1			0	2	1	1	2	0	1	0
11	Subject2			0	0	2	1	2	2	2	2
12	Subject3			2	0	2	2	0	1	2	1
13	Subject4			1	2	1	1	2	0	2	1
14	Subject5			1	3	3	1	3	3	2	2
15	Subject6			3	2	1	3	2	1	3	1
16	Subject7			1	1	1	2	1	2	3	0
17	Subject8			3	3	3	3	3	2	0	2
18	Subject9			0	2	1	1	0	0	2	0
19	Subject10			0	2	2	1	1	0	1	1
20	Subject11			1	0	2	0	1	1	0	0

3. Profile of the respondents –

Fig no-1-age groups

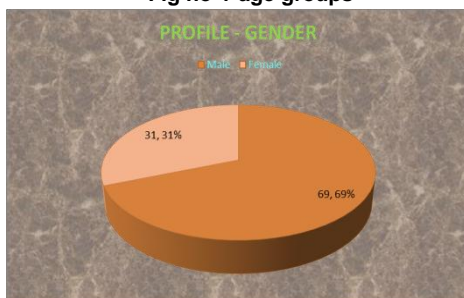


Fig no-2-gender

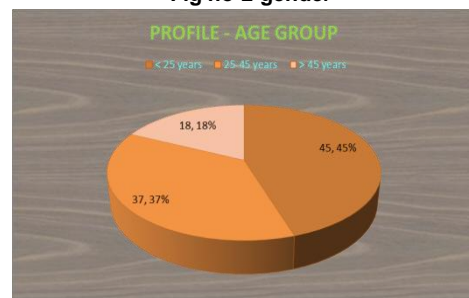


Fig no-3-marital status

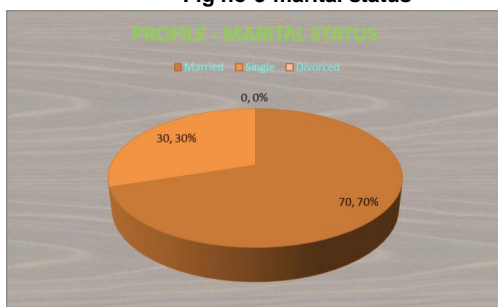
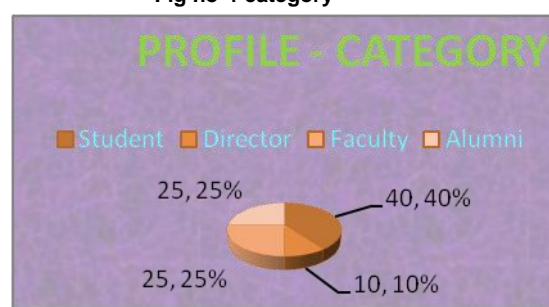


Fig no-4-category



4. Data analysis –

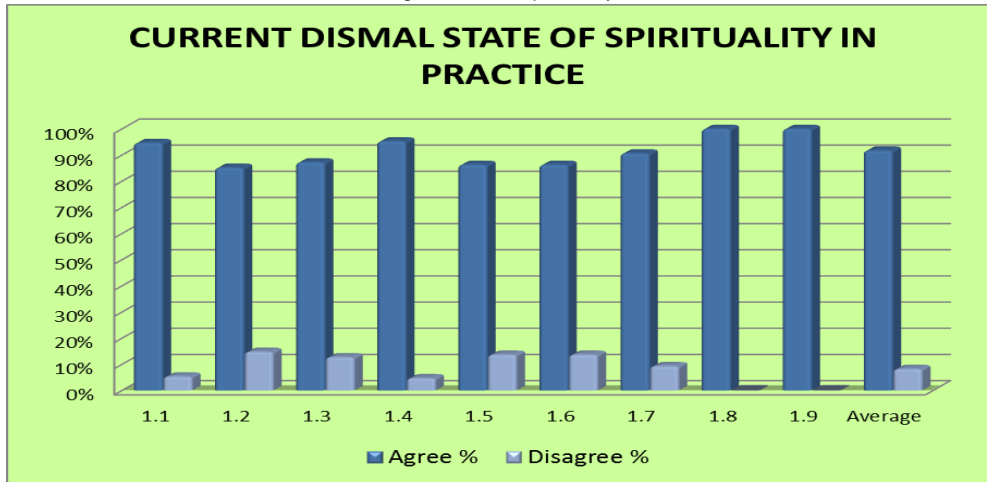
What is Spirituality?

This part was divided into 2 types of questions. First 9 questions were about the current dismal state of spirituality in India particularly in the backdrop of developments like baba

ramrahim. Rest of the 10 questions pertained to understanding of the nature of spirituality.

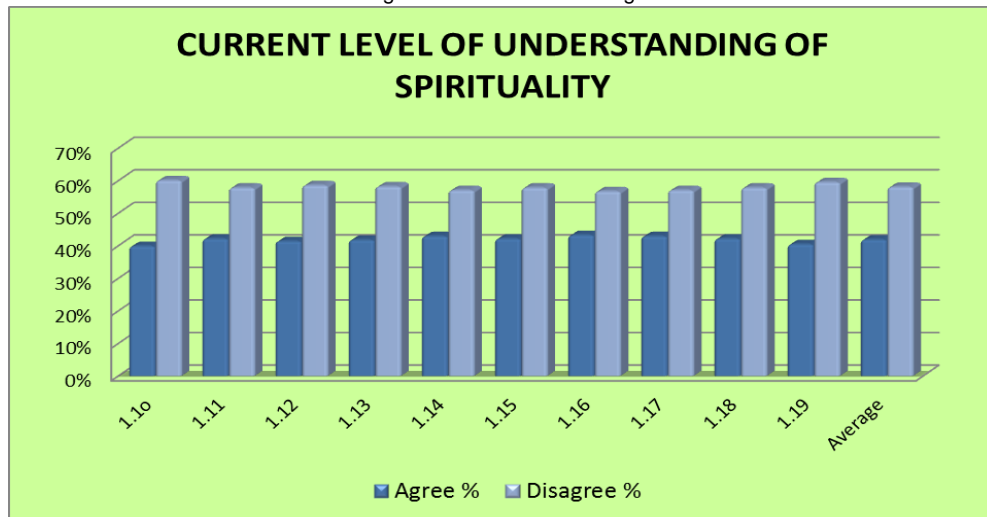
Responses to 1st 9 questions – (Current dismal state of spirituality in practice)

Fig-5- state of spirituality



On an average 92% of the respondents agreed that the current state of spirituality in practice is dismal. Responses to next 10 questions – (understanding of nature of spirituality)

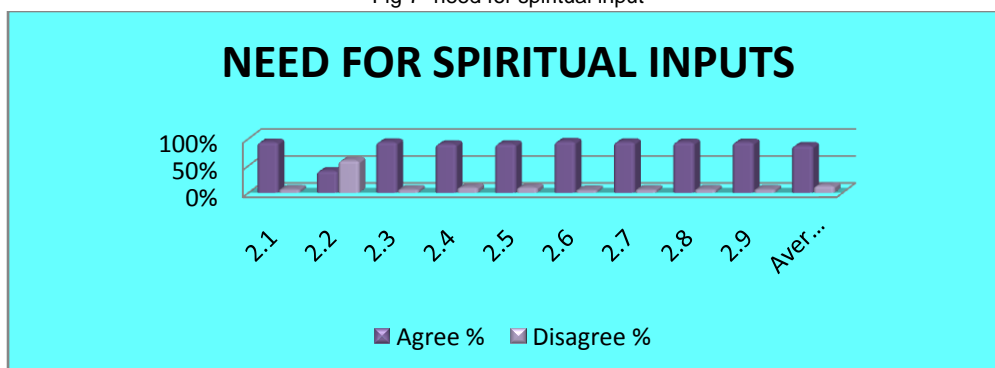
Fig-6- level of understanding



On an average the agree responses are 42% whereas the disagree responses are 58% thereby revealing a somewhat mixed pattern.

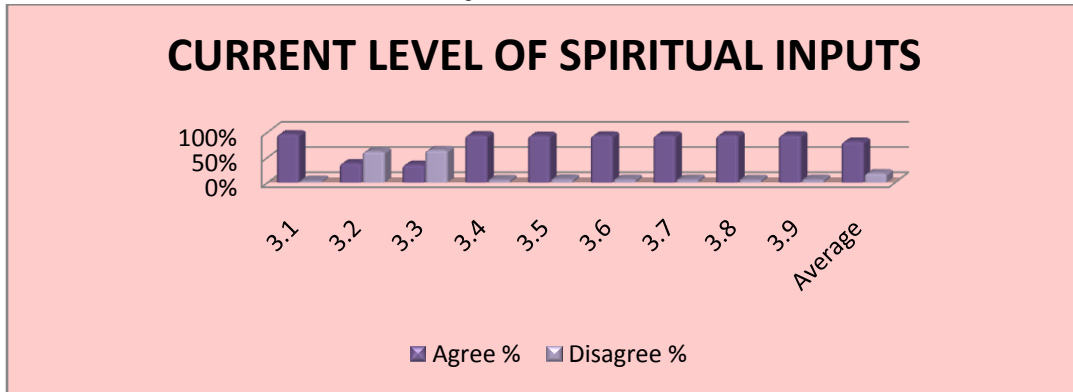
Need for spiritual inputs –

Fig-7- need for spiritual input



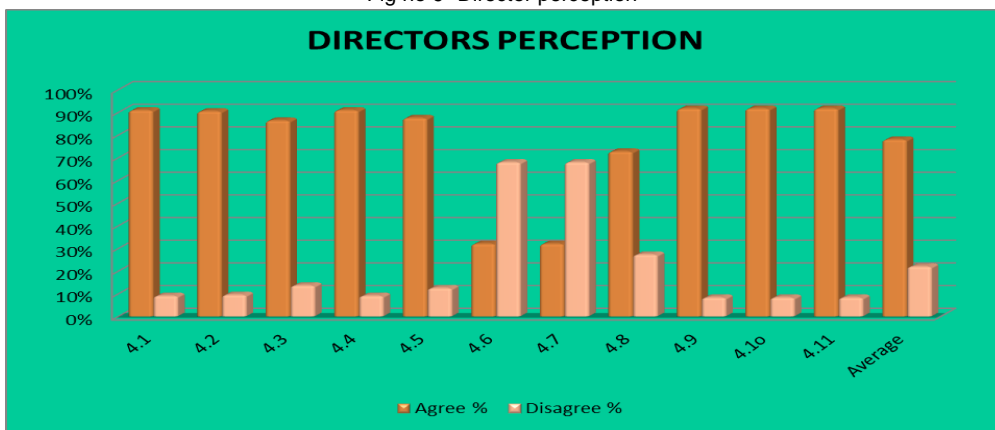
On an average 84% of the respondents agree that there is a need for spiritual inputs.

Fig no 8-current level



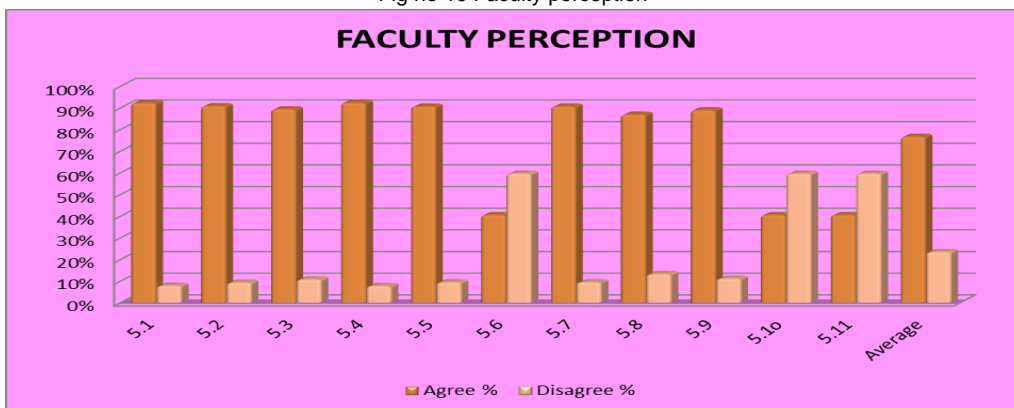
On an average 81% of the respondents agree that the current level of spiritual inputs is negligible.

Fig no 9- Director perception



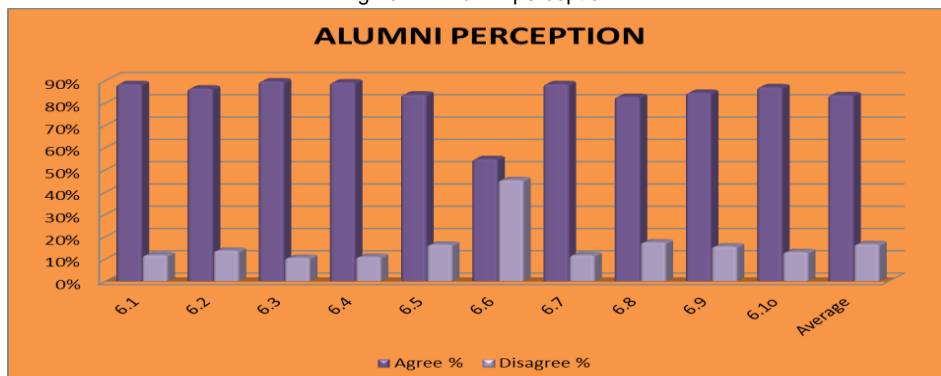
On an average 78% of the respondents (Directors) have a positive outlook towards imparting of spiritual inputs.

Fig no 10 Faculty perception



On an average 77% of the respondents (Faculty) have a positive outlook towards imparting of spiritual inputs.

Fig no 11- Alumni perception



On an average 83% of the respondents (Alumni) have a positive outlook towards imparting of spiritual inputs.

5. Statistical testing of the null hypotheses –

Table no-3

Parameters	Ho1	Ho2	Ho3	Ho4	Ho5	Ho6	Ho7	Ho8	Ho9	Ho10
Qn.Ref	Part B	Part C	Part D-4.1	Part E-5.1	4.2,5.2,6.2	4.8	2.6	2.8	6.7	6.8
H1=	87%	81%	92%	92%	89%	73%	93%	81%	88%	83%
SD	0.18	0.25	0.85	0.80	0.02	0.99	0.82	0.87	0.97	1.10
Ho=	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
H1=	87%	81%	92%	92%	89%	73%	93%	81%	88%	83%
n	100	100	10	25	60	10	100	100	25	25
t-dist	21.12	12.44	1.57	2.63	123.70	0.72	5.32	3.58	1.98	1.48
p-value	0.00	0.00	0.08	0.01	0.00	0.24	0.00	0.00	0.03	0.08
Is p-value < 0.05	Yes	Yes	No	Yes	Yes	No	Yes	Yes	Yes	No
Acc/Rej Ho	Rej Ho	Rej Ho	Fail to Rej Ho	Rej Ho	Rej Ho	Fail to Rej Ho	Rej Ho	Rej Ho	Rej Ho	Fail to Rej Ho

Except for H03, H06 & H10, all the rest of the null hypotheses are rejected implying that the alternative hypotheses are accepted. In case of H03, H06 & H10, the sample size for pilot study is a bit too small to derive conclusions that can be called as statistically significant.

6. Key takeaways from the pilot study –

- Respondents demand confidentiality when it comes to responding to the questionnaire
- Respondents are more comfortable with an early exit option as designed in the sequence of the agree/disagree response

- It is possible to reasonably statistically test responses of the various parts of the questionnaire based on summations using MS Excel functions like t-dist, correlation etc.

7. Conclusion

The pilot study indicates that the objectives set for the full study are achievable by way of the methodology adopted above. Each of the category questions have issues that pertain to practical implementation of the idea. Taking cues from these, a framework can be suggested for practical implementation.

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