

**Emerging Management Education
Market in South East Asia-Indian
Response**

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Rationale

- **General Backdrop of LPG Economy**
- **Globalisation and Internationalisation of Management Education**
- **Geo-political scenario and India's aspirations**

Purpose

- **To explore the higher education and management education scenario in SEA**
- **To investigate whether there is any potential market to be explored**
- **To explore what strategy, if any, GOI has taken in this regard**
- **To suggest means to be taken by Indian Management Institutes to harness the potential,if any**

Scope

- **Management Education in conjunction with Higher Education**
- **South East Asia – an emerging market-justified**
- **HE and Management Education defined for the purpose of the Paper**
- **Representative South East Asia- defined, justified and scanned vis-a-vis our purpose**

Methodology

- **Qualitative exploratory study**
- **Extensive probe of secondary data and literature- UNESCO, respective SEA govt. sites, Gol sites, existing relevant research papers**
- **Strategic analysis based on above data viz. SWOT, BCG and Mckinsey 7S**

Findings

- **All pervasive educational reforms**
- **Massification, Diversification and Internationalisation of Management Education in SEA**
- **Marketization and Institutional Restructuring**
- **Indian presence remains meager but perceptible Indian influence**
- **General demand supply gap**
- **SO strategy appears to be most appropriate for Indian Management Institutes**
- **Considering this as a portfolio it stands at 'Question Mark'**
- **Superordinate goals in McKinsey's framework most apt**
- **Gol stand vis-a-vs four modes of GATS supply favourable, suitable amendment in the UGC Act necessary**
- **Relevance of Indian Management for South East Asian development**
- **Lack of aggressive policy in this regard**

Limitations

- **Lack of country specific and management education specific very recent data**

Practical implications and suggestions

- **Presence of Indian Management Education in SEA- real and virtual**
- **Development of niche market in SEA- apply Prahlad's concept**
- **Vigorous promotion of 'India Story' and 'Brand India'**
- **Reverse Brain Drain, Brain Gain, and Indian Diaspora**
- **Look East policy and Sector specific collaboration**

Originality/value

- **Largely based on secondary data**
- **Analysis and synthesis into a coherent concept**

SHUBHAM

THANK YOU

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