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Impact of University Reputation and Ranking among the Students of the University of Jammu: A Survey.

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Abstract

The reputation and ranking of a university or an institute has greatly influenced the higher education in the country and even worldwide and there is a certain impact of this prestige and reputation on the students. This paper attempts to analyze and depict the impact of University reputation and ranking among the students of the University of Jammu. To carry out this study, a survey has been conducted using questionnaire method of data collection and the questionnaires were designed using the Google forms.

The results obtained show what the students of the University of Jammu feel about the role of university reputation and ranking in getting job opportunities and benefits one get by studying at such a reputed university. It also highlights the role of University of Jammu in enhancing their personality and their satisfaction level.

Keywords: *Impact, reputation, ranking, University of Jammu.*

Introduction

Education plays a very important role in human life and is regarded as the backbone for the progress of the individual as well as the society. In this new era of education characterised by high competition, the university reputation and ranking has assumed greater importance.

Many students choose to attend a University or an institution mainly because of its ranking and the prestige and reputation it has in the society; on the other hand, getting higher education is still a dream for many. While reputation and ranking cannot be accepted as conclusive but these will definitely continue to exist as a part of the education system in coming time.

University of Jammu: An Introduction

The University of Jammu aims at achieving highest standards of teaching, research activities and an environment and culture conducive to learning. It has grown and developed as one of the prestigious universities in India. It imparts quality education to the students and promotes their overall development. The University of Jammu is situated at the foothills of Trikuta Mountains, besides the Tawi River at an altitude of 1030 feet above sea level. It is

committed and focussed on its core functions of teaching, research, publication, examination and extension.

The University of Jammu was established in 1969 vide Kashmir and Jammu Universities Act, 1969 following the bifurcation of the erstwhile University of Jammu and Kashmir. It has been awarded A+ Grade (Cycle III) the by NAAC, India. It offers around seventy postgraduate and undergraduate courses in different faculties. It also affiliates 126 colleges. The main campus, apart from the teaching departments, also houses Directorate of Distance Education and the university has seven functional campuses.

Objectives

- To find out whether there is impact of University reputation on the students.
- To find out if university with strong reputation produce better products.
- To find out if top ranked universities/institutions provide better opportunities and resources.
- To find out if the students from best institutes more knowledgeable.
- To find out if the students have ever been benefited from the reputation of the institution.
- To find out the satisfaction level among the students while studying at the University of Jammu.
- To find out the ability that the University of Jammu has incorporated in the students to serve the society and the nation.

Scope of the study

The paper is centred on the study of impact of University reputation and ranking among the students of the University of Jammu and their thinking about the same. The data collected is analysed and tabulated to know about the thinking of the students of the University of Jammu regarding the University reputation and ranking in their overall development, getting employment and ability to serve the society.

Research Methodology

For the collection of data, survey method was adopted. The questionnaire was framed using the Google forms. The questionnaires were distributed online to the students and scholars of the University of Jammu and a total of 158 responses were collected.

The data obtained from the responses was examined to understand the impact of University reputation and ranking on the students of the University of Jammu.

Data Analysis

1. Category of the student

There were three categories of students (as can be seen from Table 1 and Figure 1): Bachelors, Masters and Research Scholars.

Table no. 1 Category of the student

Category	Percentage (%)
Bachelors	32.9
Masters	63.3
Research Scholars	3.8
Total	100

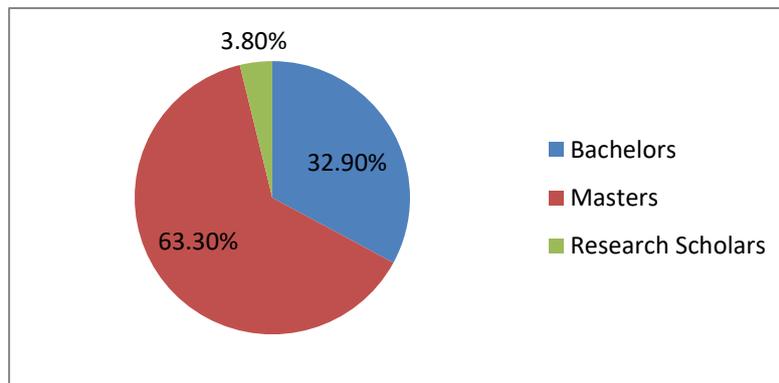


Fig.1 Category of the student

2. Age of the respondent

Table no.2 and figure 2 show the age group of the respondent. It can be clearly seen that maximum participants belong to 22-25 years of age.

Table No.2 Age wise distribution of the respondents

Age group of the users	Percentage (%)
18-21	3.8
22-25	83.5
26-30	11.4
Above 30	1.3
Total	100

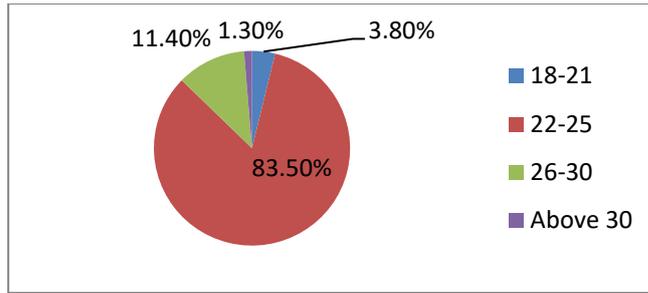


Fig.2 Age wise distribution of respondents

3. Gender of the respondent

The below table no.3 and figure 3 show the gender wise distribution of the respondents where female participation is 48.1% and male participation is 51.9%.

Table no.3 Gender of the respondent

Sex	Percentage (%)
Female	48.1
Male	51.9
Prefer not to say	0
Total	100

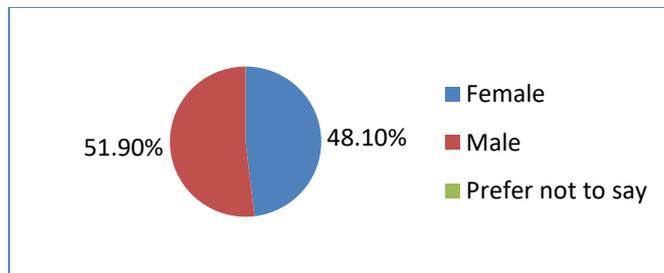


Fig.3 Gender wise distribution of the respondents

4. If there is impact of University reputation on the students

Out of the total responses, 79.8% of the respondents were of the view that there is impact of university reputation, 2.5% disagree and 17.7% were not sure about it. Their response is indicated in Table 4 and Figure 4.

Table no.4 Impact of University reputation

Response	Percentage (%)
Yes	79.8
No	2.5
Maybe	17.7
Total	100

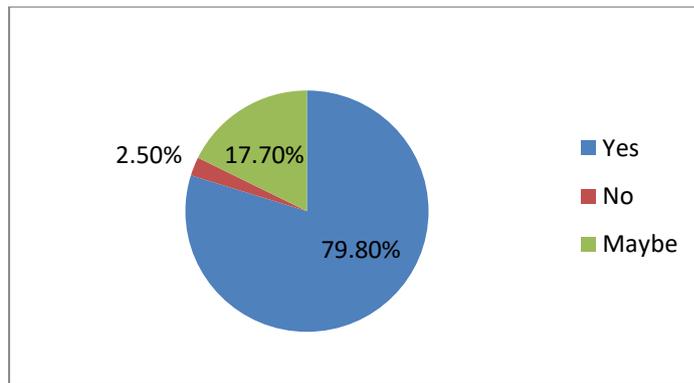


Fig. 4 Impact of University reputation

5. If the University with strong reputation produces better products

When the students were asked if they felt that the university with strong reputation produce better products who will later serve the society in a better way, 65.8% responded as yes, 16.5% as no and 17.7.% were not sure about it. Their response is indicated in Table no.5 and Figure 5.

Table no.5 Strong reputation produces better results

Response	Percentage (%)
Yes	65.8
No	16.5
Maybe	17.7
Total	100

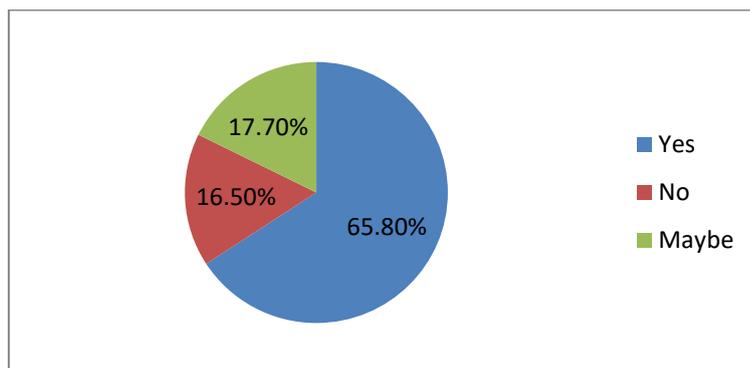


Fig.5 Strong reputation produces better results

6. If top ranked universities/institutions provide better opportunities and resources for employment

When the respondents were asked if they felt that the top ranked universities/institutions provide better opportunities and resources for employment, their responses are shown in the table 6 and figure 6 below:

Table no. 6 Better opportunities and resources

Response	Percentage (%)
Always	49.4
Sometimes	40.5
Can't say	10.1

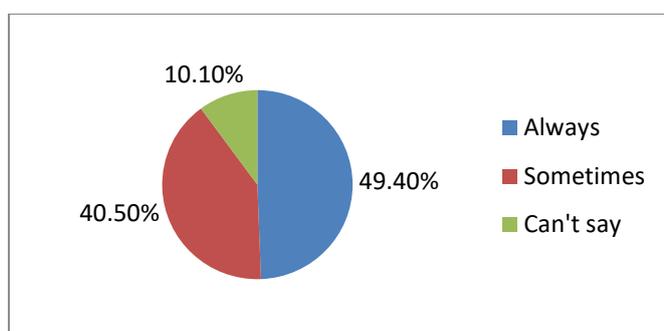


Fig.6 Better opportunities and resources

7. Whether the students at top universities benefit from the reputation of their Alma matter

The respondents were asked if they think that students at top universities benefit from the reputation of their Alma matter to which their response is given in table no.7 and figure 7. It is found that 50.6% of the respondents believed that the students at top universities do get benefit from the reputation of Alma matter, 12.7% of them did not agree to this and 36.7% of them were not sure about this whether they get benefit or not.

Table no.7 Benefit from reputation of Alma matter

Response	Percentage (%)
Yes	50.6
No	12.7
Maybe	36.7

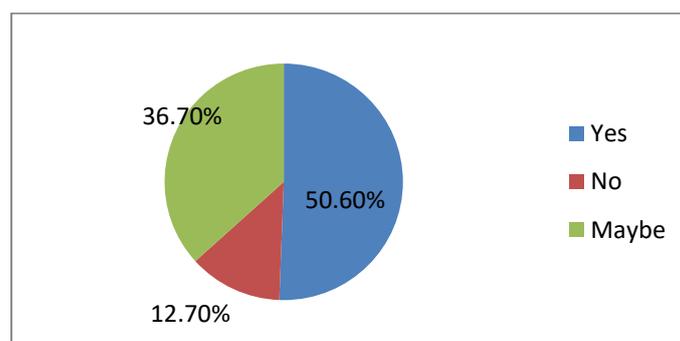


Fig.7 Benefit from reputation of Alma matter

8. Whether the students from best institutes more knowledgeable

The respondents had mixed feelings when they were asked if they feel that the students from best institutes are more knowledgeable which is shown in table no.8 and figure 8:

Table no. 8 Students from best institutes are more knowledgeable

Response	Percentage (%)
Strongly disagree	5.1
Disagree	21.5
Neutral	36.7
Agree	29.1
Strongly agree	7.6
Total	100

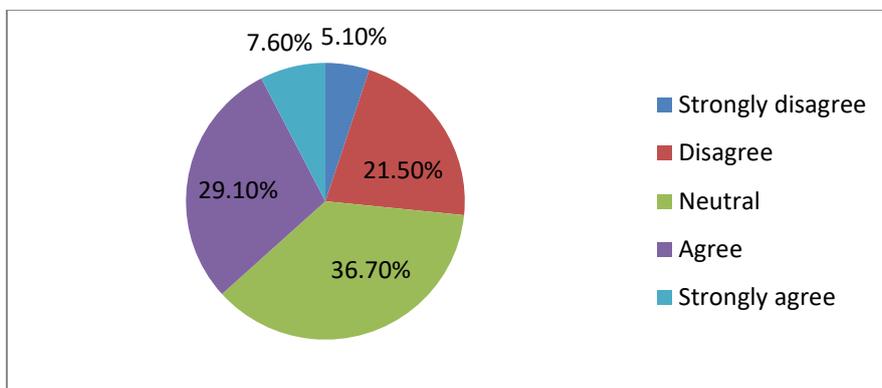


Fig. 8 Students from best institutes are more knowledgeable

9. If applications for jobs are more likely to be responded if you are affiliated with a reputed university/institution

The respondents were asked if they believe that applications for jobs are more likely to be responded if a candidate is affiliated to a reputed university/institution. Their response is shown in table no.9 and figure 9. Most of the respondents(57%) believe that applications for jobs are more likely to be responded if they belong to a reputed university/institution.

Table no.9 More response to applications for jobs from reputed university/institution.

Response	Percentage (%)
Yes	57
No	19
Maybe	24
Total	100

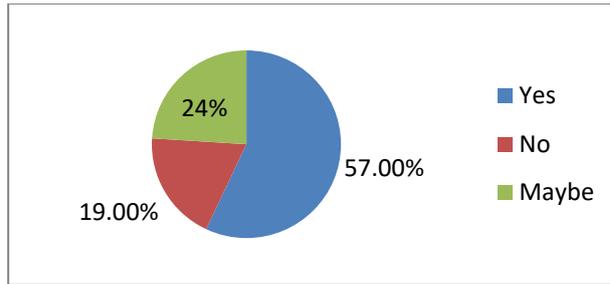


Fig.9 More response to applications for jobs from reputed university/institution

10. If the employers value reputation of the institution while selecting candidates

Table no.10 and figure 10 tell about the response of the students when they were asked if the employers value reputation of the institution while selecting candidates. Nearly half of the respondents (51.9%) believe that the employers value reputation of the institution while selecting candidates, 12.7% disagree to this and 35.4% of them could not say if this holds true or not.

Table no. 10 Employers value reputation

Response	Percentage (%)
Agree	51.9
Disagree	12.7
Can't say	35.4
Total	100

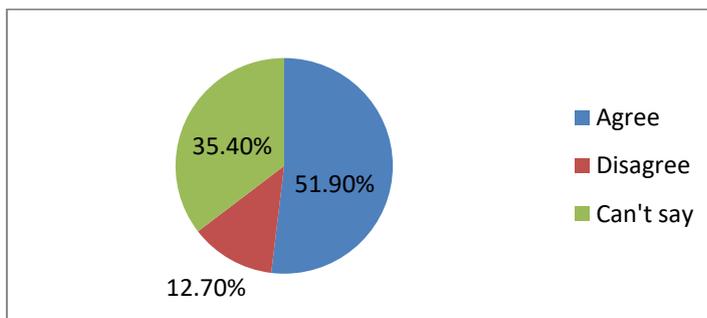


Fig no.10 Employers value reputation

11. If the employers are specifically interested in recruiting candidates from reputed institutions

Table 11 and figure 11 below shows the response of the students when they were asked if they feel that employers are specifically interested in recruiting candidate from reputed institutions:

Table no.11 Employers recruit candidates from reputed institutions

Response	Percentage (%)
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Agree	58.2
Disagree	11.4
Can't say	30.4
Total	100

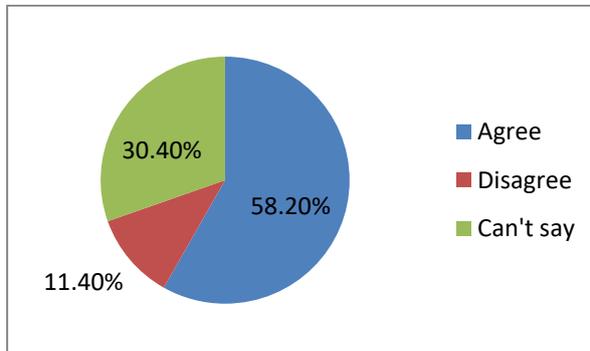


Fig no.11 Employers recruit candidates from reputed institutions

12. If ever benefited from the reputation of your institution

The respondents were asked if they have been benefited from the reputation of their institution to which 54.4% of the respondents answered that they have not been benefited from the reputation of their institution, 19% responded as yes and 26.6% of them were not sure. Their response is shown in table no.12 and figure 12.

Table no.12 Benefit from reputation

Response	Percentage (%)
Yes	19
No	54.4
Can't say	26.6
Total	100

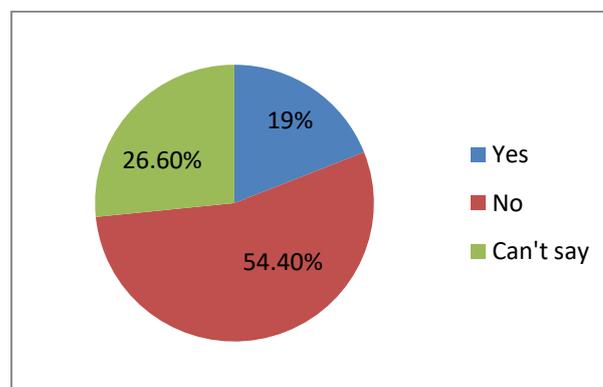


Fig.12 Benefit from reputation

13. Role of University of Jammu in enhancing knowledge and personality

When the respondents were asked if they feel that the University of Jammu has helped them in enhancing their knowledge and personality, they rated their response from 1 to 5 which is given below in table no.13 and figure 13:

Table no.13 Role of Jammu University in enhancing knowledge and personality

Rating	Percentage (%)
1	5.1
2	16.5
3	48
4	17.7
5	12.7

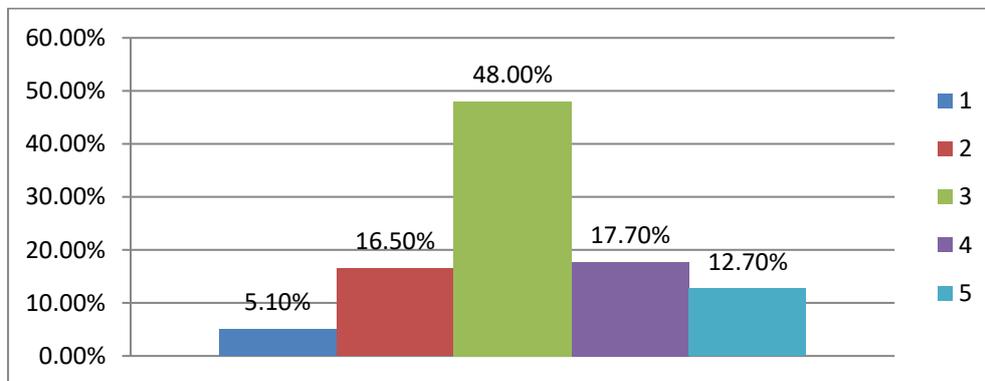


Fig no.13 Role of Jammu University in enhancing knowledge and personality

14. Level of satisfaction while studying at the University of Jammu

Table no.14 and figure 14 shows the satisfaction level of the students while studying at the University of Jammu.

Table no. 14 Satisfaction level while studying at University of Jammu

Response	Percentage (%)
Very satisfied	6.3
Satisfied	35.4
Neutral	40.5
Dissatisfied	13.9
Very dissatisfied	3.9

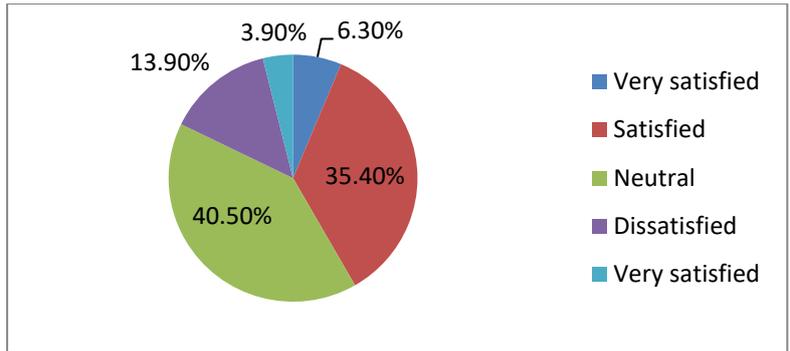


Fig no. 14 Satisfaction level while studying at University of Jammu

15. Ability that the University of Jammu has incorporated in the students to serve the society and the nation

The students were asked to rate the ability that the University of Jammu has incorporated in them to serve the society and the nation. Table no.15 and figure 15 shows their ability (in the form of rating on a scale of 1 to 5):

Table no.15 Ability to serve the society and the nation

Rating	Percentage (%)
1	6.3
2	20.25
3	44.3
4	20.25
5	8.9

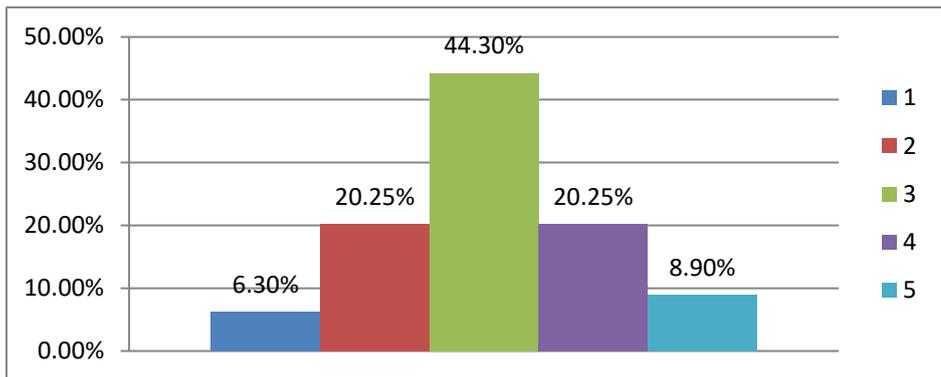


Fig.15 Ability to serve the society and the nation

Findings of the study

1. Most of the students (79.8%) feel that there is impact of university reputation and ranking as indicated in table 4 & figure 4.
2. Most of the students (65.8%) also believe that university/institution will strong reputation produces better products as indicated in table 5 & figure 5.

3. Half of the respondents feel that top ranked universities and institutions provide better opportunities and resources of employment as depicted in table 6 and figure 6.
4. The respondents are of the view that the students at top institutions/universities get benefit from the reputation of their Alma matter as indicated in table 7 and figure 7.
5. Some of the respondents feel that the students at top institutions/universities are more knowledgeable while others do not as indicated in table 8 and figure 8.
6. Majority of the respondents (57%) feel that the applications for jobs are more likely to be responded if the candidate belongs to a reputed institution/university as it can be seen from table 9 and figure 9.
7. Nearly half of the respondents (51.9%) think that the employers value the reputation of university/institution while selecting candidates as revealed from table 10 and figure 10.
8. 58.2 % of the respondents think that the employers are specifically interested in recruiting candidates belonging to top universities/institutions as depicted from table 11 and figure 11.
9. Majority of the respondents (54.4%) at the University of Jammu have not been benefited from the reputation of their university as indicated in table 12 and figure 12.
10. Majority of students (48%) have given a rating of 3 (on scale one to five) on the role of University of Jammu in enhancing their knowledge and personality as depicted in table 13 and figure 13.
11. Mostly, the respondents are neutral (40.5%) and satisfied (35.4%) while studying at the University of Jammu as depicted in table 14 and figure 14.
12. While rating the ability (on 1-5 scale) that the University of Jammu has incorporated in the students to serve the society and the nation, 6.3% students rated 1, 20.25% rated 2, 44.3% rated 3, 20.25% rated 4 and remaining 8.9% rated 5 as shown in table 15 and figure 15.

Conclusion

The study reveals that the students of the University of Jammu were of the view that is certain impact of University reputation on the students. Most of the students felt that University with strong reputation produce better products who serve the society in a better way and top ranked universities/ institutions provide better opportunities and resources for employment. They also felt that the students at top universities do get benefit from the reputation of their Alma matter.

Moreover the students of the University of Jammu, Jammu felt that employers also value reputation of the institution while selecting candidates and applications for jobs are more likely to be responded if one is affiliated with a reputed university/institution. They also

felt that the employers are specifically interested in recruiting candidate from reputed institutions.

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