

‘From Information to Interaction Online’: An Analysis of Websites of Higher Education Institutions in India

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Abstract

The purpose of this paper is to assess to what extent the websites of higher education institutions in India are engaging its stakeholders. This paper analyses 300 websites of higher education institutions in India in terms of information; interaction; transaction. The institutions were selected from the Economics Times and India Today Report, ‘2015 ranked list’ top 300 of the best institutions in India. Content analysis was used in terms of quantitative approach. A checklist was developed as the main research instrument based on other checklists and questionnaires. Each of the selected institution’s online presence was analyzed by examining its website presence. All the selected institutions have online presence, however, some are highly involved and are very active online and some have static presence with no updates. Majority of the institutions are moving towards some form of interaction. This study is completely based on publicly available data regarding presence on website. Other aspects of online presence such as digital marketing have not been included in this study. Outcomes suggest that academic institutions are increasingly using digital platforms and are moving towards involving all the stakeholders. This is the first research that draws an overall picture of the top institutions’ online presence in India. This study shows that though the Indian institutions are moving towards online presence, digital platforms are still unused in academics. The study provides academics with helpful information to better meet their user needs by effectively applying digital strategies. Additionally, top management in education sector may also find this research beneficial as they plan to use digital platform for education sector.

Key Words: Website; Interaction; Transaction; Higher Education.

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