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Accreditation Momentum a Threshold for Behavioral Change-A Study on Quality improvement

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ABSTRACT:

Of late, the accreditation and affiliation is a mark of 'Quality'. The accreditation is awarded by some nominated organization either by governmental or non-governmental. But accreditation by governmental authority has its due advantages than other one (private), either fetching government funds or status among the stakeholders etc., and capitalizing the psychologymileage of public in general. The accreditation plays a pivotal role.

This study pertains to the Management Institute's Accreditation (MBA) by NAAC authority in the new format (2017) viz 70:30 ratios. It means 70 percent by Data Validation & Verification (DVV) and 30 percent by the peer team evaluation on the spot visit. The core objective of the new format (DVV) is to leverage the actual functionalities of Institute with every single quality metrics, rather than just on paper text format evaluation. This is basically an empirical insight of the 'on-going NAAC Peer Team Visit and DVV' evaluation metric by metric.

This study is more pragmatic and empirical on recent NAAC accreditation, in one of the MBA Institutes. This study certainly showcases the impact of NAAC accreditation (higher or lower) on the behavioral change of stakeholders.

Key words: accreditation, mark of *Quality*, and behavioral change of stakeholders.

INTRODUCTION

As a matter of fact the Institute in the study got accreditation grade lower than expected and lesser than confidence shown by the staff, though no stone was left unturned and did very continual hard efforts.