

The Imperative effect of Swot Analysis on Academic Institutions

First Author : M.J.A.Prince
*Department of Petroleum Engineering,
AMET University, Chennai – 603112
E-mail: prince466@gmail.com*

Abstract- Swot investigation is a standout amongst the most powerfull devices to appraise the state of an association or a firm. Industrialists used to direct SWOT investigation ofentimes to confront difficulties and structures a vital arrangement. With regards to instructive organizations the business is dynamic. Also, swot examination will help in different levels. In this present examination creator has accentuated the procedure, system and noteworthiness of SWOT investigation for particularly instructive fields. The SWOT results and examination of the results of a college has been accounted for.

Keywords: Swot Analysis, Strategic Plan, Interior components.

1. INTRODUCTION

A productive business is set up on a movement of composed decisions, so the way in which you examine conditions and react is fundamental. When endeavoring to assess the lay of the land, few instruments are more useful than the SWOT examination [1]. It stays for characteristics, weaknesses, openings, and risks; the SWOT examination is an orchestrating strategy that empowers your association to beat difficulties and make sense of what new prompts look for after.

The fundamental objective of a SWOT examination is to empower relationship to develop a complete consideration to each one of the parts drew in with a decision.

"It is hard to definitely outline a privately owned business' future without first surveying it from all edges, which fuses an intensive look at all inside and external resources and risks.

Exactly when might it be prudent for you to use SWOT?

You could use SWOT before you center around any sort of association action, paying little respect to whether you're examining new exercises, fixing up inside courses of action, pondering opportunities to pivot, or altering a game plan part of the way through its execution. Now and again it's astute to play out a general SWOT examination just to watch out for the present scene in which your business gets itself [2]. Playing out a SWOT examination is in like manner an unprecedented technique to upgrade business exercises.

"It empowered me to recognize the key domains where my affiliation was performing at an unusual state, and moreover zones that required work. A few business people wrongly consider these sorts of things coolly, yet by putting aside the chance to collect a formalized SWOT examination, you can

create ways to deal with all the more probable gain by your association's characteristics and improve or take out inadequacies."

While the business visionary should totally be locked in with making a SWOT examination, it could be fundamentally more strong to join different partners at the same time.

1.1 The segments of a SWOT examination

A SWOT examination bases on the four parts containing the acronym, empowering associations to perceive the forces influencing a technique, action or action. Knowing these positive and negative segments can help associations simply more effectively confer what parts of a game plan ought to be seen.

When drafting a SWOT examination, individuals normally make a table split into four fragments to list each influencing part one beside the other for examination [3]. Characteristics and deficiencies won't typically facilitate recorded shots and risks, anyway they should interface with some degree since they're incorporated by one means or another [4]. Coordinating external perils with inside deficiencies can highlight the most significant issues looked by an association.

"Once you've recognized your threats, you would then have the capacity to pick whether it is most appropriate to shed the internal deficiency by allocating association resources for settle the issues, or decrease the external hazard by surrendering the undermined district of business and meeting it in the wake of strengthening your business,".

1.2 Inside components

The underlying two letters in the acronym, S (characteristics) and W (inadequacies), imply inside segments, which infers the advantages and experience speedily open to you. Instances of regions usually considered include:

- Budgetary resources (financing, wellsprings of wage, adventure openings)
- Physical resources (region, workplaces, equipment)
- HR (laborers, volunteers, target social events of individuals)
- Access to normal resources, trademarks, licenses and copyrights
- Current methods (delegate ventures, office levels of leadership, programming systems)

1.3 External factors

External forces effect and impact every association, affiliation and individual. Notwithstanding whether these factors are related particularly or roundaboutly to a shot or hazard, it is basic to watch and record each one. Outside parts usually reference things you or your association don't control, for instance:

- Market designs (new things and advancement, moves in gathering of spectators needs)
- Monetary designs (close-by, national and widespread cash related examples)
- Financing (endowments, lawmaking body and diverse sources)
- Socioeconomics

- Associations with suppliers and assistants
- Political, normal and money related controls

When you round out your SWOT examination, you should think about a couple of proposition and procedures in light of the results [5]. These strategies should be revolved around using characteristics and opportunities to vanquish inadequacies and perils.

"This is extremely the region of method progression where affiliations have an opportunity to be most innovative and where imaginative considerations can grow, anyway just if the examination has been legitimately organized regardless.

2. METHODOLOGY

2.1 SWOT examination

Bryan Weaver, an accomplice at Scholefield Construction Law, was intensely associated with making a SWOT examination for his firm [6]. He gave Business News Daily an example SWOT investigation format utilized in the company's choice to extend its training to incorporate debate intervention benefits as appeared in Table 1.

Coming about system: Take intercession courses to wipe out shortcomings and dispatch Scholefield Mediation, which utilizes name acknowledgment with the law office, and features that the company's development and development law encounter makes it distinctive [7].

Table 1. SWOT analysis matrix for a firm

<p>STRENGTHS</p> <ul style="list-style-type: none"> ❖ Construction law firm with staff members who are trained in both law and professional engineering/general contracting. Their experience gives a unique advantage. ❖ Small (three employees) – can change and adapt quickly 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> ❖ No one has been a mediator before or been through any formal mediation training programs. ❖ One staff member has been a part of mediations but not as a neutral party.
---	--

<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> ❖ Most commercial construction contracts require mediation. Despite hundreds of mediators in the marketplace, only a few have actual construction experience. ❖ For smaller disputes, mediators don't work as a team, only as individuals; Scholefield staff can offer anyone the advantage of a group of neutrals to evaluate a dispute 	<p>THREATS</p> <ul style="list-style-type: none"> ❖ Anyone can become a mediator, so other construction law firms could open up their own mediation service as well. ❖ Most potential clients have a negative impression of mediation, because they feel mediators don't understand or care to understand the problem, and rush to resolve it.
---	---

2.2 SWOT choices and resources

The SWOT examination is a clear, however expansive approach for perceiving not simply the weaknesses and risks of a course of action yet furthermore the characteristics and openings it makes possible. In any case, a SWOT examination is just a single contraption in the methodology toolbox [8]. Additional informative mechanical assemblies to think about join PEST (political, fiscal, social and imaginative), MOST (mission, target, approachs and methodologies) and SCRS (technique, current state, necessities and game plan) examinations.

SWOT can in like manner prompt associations to take a gander at and execute strategies in a more balanced, all around way.

2.3 Coordinating the SWOT Analysis

Ideally, in a social affair or workshop, conceptualize each class and catch the characteristics, inadequacies, openings, and perils pertinent to the condition, setting, technique or undertaking [9]. Intend to simply consolidate key concentrations and guarantee these are supported up with affirm — yet don't be unreasonably unyielding.

In like manner, don't contribute unreasonably vitality getting this information and don't over separate. In like manner with all conceptualizing hones the fact of the matter is to get contemplations suitable to the present business circumstance. At

long last, highlight the most basic issues and after that rank them orchestrated by importance before using our SWOT examination case as a motivation for your own particular SWOT showed up in table 2.

2.4 Working up a Strategic Plan

The accompanying period of the examination is to take the most essential situating strengths, weaknesses, openings and perils and answer the going with request:

- How do you use your characteristics to abuse openings?
- How do you vanquish deficiencies shielding you from misusing openings?
- How can your characteristics diminish the probability of risks?
- What would you have the capacity to do about your deficiencies to make the risks more extraordinary?

As you answer these request you will begin to grasp the external forces you battle with and how to deal with them. Use your cognizance of the proposals to develop a course of action of movement.

"Our SWOT examination constrained us to systematically and impartially take a gander at what we needed to work with and what the commercial center was putting forth.

Table 2. Checklist of Possible SWOT Factors — SWOT Analysis Example

Strengths	Weaknesses
<ul style="list-style-type: none"> ❖ Leadership and management skills ❖ Core competences ❖ Resources ❖ Reputation 	<ul style="list-style-type: none"> ❖ Lack leadership and management skills ❖ Key skills gaps ❖ Weak finances ❖ Low quality and reputation

<ul style="list-style-type: none"> ❖ Product or service quality ❖ Market position ❖ Capacity <p>External Factors</p>	<ul style="list-style-type: none"> ❖ Products or services not differentiated
<p>Opportunities</p> <ul style="list-style-type: none"> ❖ Economic growth ❖ New products or services ❖ Weak competitors ❖ Demographic change ❖ Change in political and economic environment ❖ Market growth ❖ Global influences ❖ New technology developments 	<p>Threats</p> <ul style="list-style-type: none"> ❖ Economic downturn ❖ New market entrants ❖ Increased competition ❖ Slow growth ❖ Change in political and economic environment ❖ Technological threat ❖ Global warming/ weather ❖ Demographic change

3. RESULTS

3.1 Research innovation efforts.

3.1.1 Strengths

- All Science Departments have DST FIST and UGC SAP programmes running for the last one decade with visible impact on their increased research output and improved infrastructure facilities.
- University is part of UGC e-resources network through inflibnet and has access to e-journals and resources on 24x7 basis.
- University is part of UGC inflibnet *Shodh Ganga* and *Shodh Gangotri* portals for uploading M. Phil and Ph. D. synopsis, thesis and dissertations.
- Apart from central library number of Departments have departmental libraries (English, Chemistry, HPUBS, UIIT, Regional Centre Dharamshala, ICDEOL, UCBS, HPU Centre for Evening Studies).
- All science and technology departments have computer Laboratories and specialized laboratories for high end research.
- There is a functional University Science Instrumentation Centre (USIC).
- All the departments have global approach in terms of linkages for research.
- A very good number of students qualify for JRF, NET, SET and the availability of students for Ph. D. programmes is for more what different department can absorb at the current faculty strength with a UGC rider that not more than eight Ph.D. students can be registered with a faculty member at any given point of time.
- Most faculty members in science departments have inter disciplinary, intra and inter University collaborations supported by research publications.

- Most of the science departments have funding for research activities from national and international funding agencies. (DRDO, CSIR, UGC, DST, ICMR).
- Arts and languages departments receive funding from agencies like ICSSR and through linkages with foreign collaboration such as with Canada and Australia.
- Number of departments have established functional subject societies to encourage subject based interactions by organizing seminars conferences etc. on regular basis providing opportunities for networking and research collaborations.
- Faculty across all disciplines are encouraged to participate in national and international seminars on frontier areas of current interest. In the last five years all the faculty members who applied for attending international seminars/conferences with an accepted paper presentation were supported with 50% airfare, full registration and local DA.
- University has good credibility and reputation among students peer groups with established credentials for research.
- University brings out regularly its University New Letter (*Him Shikhar*). It also has Inter Disciplinary Research Journal of Academic University and HPU Business School has its own journal called Shimla Management Journal. University has funded manuscripts for publication by the faculty in niche areas of specialization.
- Some of the departments have a unique existence and are pioneers in their respective areas such as:
 - Department of Visual Arts.

- Institute of Integrated Himalayan Studies (IIHS).
- Tribal study centre
- Population research centre
- Agro economics research centre
- Department of Buddhist studies.
- Department of Foreign Languages.
- Women Study Centre.
- Faculty is publishing its research articles in peer reviewed journals with high impact factor.
- University has undertaken academic activities to broaden dialogue among stakeholders through
 - Regular holding of topical seminars/conference both at national or international level.
 - Holding of annual foundation day celebrations.
 - Initiation of University lecture series by eminent scholars, statesman and visitors from abroad.
- In the last 3 years faculty has been motivated to write projects from various funding agencies. 70 such projects are under active consideration of the funding agencies.
- University has through its faculty mentored many academic programmes by providing consultancy and intellectual resources.

i. Weaknesses:

- Very small number of Departments have departmental libraries with e-connectivity, which is a felt need particularly by researchers.
- Departments feel financial resource crunch and this is a big stumbling block in introducing innovations impacting quality.
- No University research grants are available for different departments.
- Research scholars do not have adequate space in some departments to sit down and work.
- Library books are not adequately maintained on the stacks with dust piling on the books and torn books require binding

ii. Opportunities:

- Opportunity to bring dormant linkages to outside world to life by invigorating
 - University-Industry linkages -Establishment of a placement and training cell with full time placement officer.
 - Generating geographic specific trained manpower for
- Tourism industry -Foreign language interpreters (Japanese, Chinese) -Courses in pahari, pali, prakrit, manuscripts logy and epigraphy -NGO's for mountain sustainability -Community work and engagement -Study of Himalayan communities -

Study of traditional technologies -Cultural and environment studies of Western Himalayas

- Opening of windows of University with the outside world through MOU's, mentoring programmes, research collaborations, national and international programs, linkages with University.
- University with a very dedicated and well recognised faculty with publication in peer reviewed can start research centres and incubation centre in the area of

-Bio-Technology -Nano-Science -Polymer Science -Nuclear Technology -Information Technology and Computer Science -Instrumentation -Bio-Informatics

-Computational Material Science -Science Education and Research These will help faculty to do high impact research and develop patentable technologies and facilities to train high end manpower.

- Opportunities are waiting for innovation in teaching and learning through subject based education research with focus on learning outcomes, objectives and goals.
- Departments like HPUBS, UIIT, Bio-Technology, Physics, Chemistry, Mathematics and Statistics, IIHS, Sociology, Yoga, Psychology and Geography departments can provide project based consultancy to industry entrepreneurs and other clients.
- Opportunity to have at least one smart classroom in each department/institute connected to National Knowledge Network for video conferencing, webinars, discussion meetings, online case studies and bearing of lectures to stake holders on regular basis.
- Opportunity to take up private/public participation to fund innovative/incubation programs of the University.
- Opportunity to provide extension services for mental and physical health.

iii. Threats:

- Stiff competition from national institutes such as IIT, IIIT, NIT, Central University of Academic , National law schools/universities.
- Low priority to meet regulations of regulatory bodies such as NCTE, AICTE, BCI, MCT, PCI, etc.
- Inadequacy of infrastructure for implementation of academic reforms.
- Absence of some courses at Under-Graduate level is threatening some PG departments with closure because of non-availability of quality intake.
- Disinterest of students towards basic sciences and traditional arts subject.
- Future job insecurity because of lack of placement efforts.
- Unemployment among the passed out graduates.

- Lack of vocational courses/community college on the campus

4. CONCLUSIONS

Once in a while it's troublesome for Institution supervisors to discover all that could possibly be needed qualities since we are largely exceptionally incredulous of our business. In any case, each Institution shows improvement over their rivals. To find your genuine qualities that are far superior than your rivals, ask your understudies for what good reason they need to participate in your Organization. It's generally simple to list things wrong inside a foundation, however most won't be shortcomings on the grounds that their effect on execution will be negligible. Be practical of the territories you are weakest and the venture required to beat the commercial center. Likewise with your qualities, it's your understudies input that will reveal to you the regions you have to enhance to keep or win their custom.

Most dangers originate from government strategy, monetary change or simplicity of section into another market. You can extremely just impact these variables yet recognizing what could affect your benefits is fundamental. Outside powers can fundamentally change a business establishment, on the off chance that they're not prepared for the disturbance. Set up a SWOT for both your association and your closest rival. This investigation will give genuine knowledge into who you identify with inside your establishment. Set up the inward examination based in respect to your rivals. On the off chance that three foundations have a similar quality, at that point it is anything but a quality inside the general commercial center. When this investigation is finished, you ought to create activities designs concentrating on the four components that are most basic to your long haul business achievement. The finish of the SWOT Analysis is a compact articulation of the present Situation looked by the association - the Strengths and Weaknesses of the association and Opportunities and Threats looked from outside the association. In any case, this isn't generally an "end" however the start of the diligent work - deciding conceivable systems that are bolstered by the SWOT Analysis and Competencies and Resources that are set up (or attainable once designs are set up). Further, the SWOT is never completely "completed" since new disclosures are continually coming up and there is frequently some emphasis between course setting and the requirement for extra understanding.

REFERENCES

- [1] ANDREWS, K. R. (1971). *The Concept of Corporate Strategy*, USA: Irwin/McGraw Hill.
- [2] BARNEY, J. B. & HESTERLY, W. S. (2006). *Strategic Management and Competitive Advantage*, USA: Prentice Hall.
- [3] BRAD, S. & BRAD, E. (2015). "Enhancing SWOT Analysis with TRIZ-Based Tools to Integrate Systematic Innovation in Early Task Design", *World Conference: TRIZ FUTURE; TF 2011-2014, Romania, Procedia Engineering* 131, pp. 616-625.
- [4] CHANDLER, A. (1962). *Strategy and Structure: Chapters in the History of American Industrial Enterprise*, Cambridge: MIT Press.
- [5] Review of *Management and Economical Engineering*, 6 (5), pp. 162-167.
- [6] DAVID, F. R. (2003). *Strategic Management- Concepts and Cases*, (9th Edition), USA: Pearson Education.
- [7] DEALTRY, R. (1992). *Dynamic SWOT Analysis: Developer's Guide*, United Kingdom: Dynamic SWOT Associates.
- [8] DESS, G. G., LUMPKIN, G. T. & EISNER, A. B. (1997). *Strategic Management-Text and Cases*, USA: McGraw-Hill.