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EXPLORE

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EXPLORATORY RESEARCH ON FACTORS DRIVING GLOBAL MBA RANKINGS

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ABSTRACT

Technology has shrunk the world in many ways. For aspiring MBAs, it has dramatically increased access to global business schools as compared to a few years ago. As a result, global rankings have come to play a very significant role in students' decision-making process. Thus, it becomes important for schools to focus and manage their rankings and use it as a strong tool for marketing. This paper intends to look at underlying factors which influence b-school rankings. We specifically focus on the financial times (FT) rankings. The insights generated have direct relevance for b-school management looking to sustain or improve their global rankings. The article is broadly organized as three sections. The first section is a brief commentary on the FT methodology and underlying factors which influence rankings. In the second section we further conduct exploratory data analysis on ranking and other related parameters with the objective of detecting underlying trends if any. Findings indicate that age and geographical location of schools have a telling influence on overall ranking and its stability over the years and thus act as entry barriers for other schools. Finally, we conclude with a discussion of some schools which have bucked these entry barriers with a focus on the key parameters that were identified in the earlier analysis.