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From the Editor's Desk

At the outset, I take this opportunity to express my sincere gratitude to all the Editorial Board Members, Editors, Peer Review Members, contributors, and readers for making ***Cyber Times International Journal of Technology & Management*** an outstanding success. Their unwavering support, dedication, and commitment to academic excellence have significantly contributed to the growth and reputation of the journal.

We are pleased to present **Volume 19 – Issue 2** of ***Cyber Times International Journal of Technology & Management***. This issue features a collection of high-quality research papers and scholarly articles that reflect contemporary developments, innovative ideas, and critical insights across emerging areas of Technology, Management, Law, Education, and other multidisciplinary domains. The diversity of topics covered in this issue highlights the increasing importance of interdisciplinary research in addressing global challenges and opportunities.

The overwhelming response received from researchers, authors, academicians, law-enforcement agencies, and industry professionals for submitting their research papers and articles is deeply appreciated and duly acknowledged across the globe. Their valuable contributions have enriched the journal's content and strengthened its role as a platform for disseminating knowledge, fostering innovation, and encouraging scholarly dialogue among academia, industry, and society.

On behalf of the Editorial Team, I extend my heartfelt thanks to all authors for their valuable research contributions and to our reviewers for their constructive evaluations that help maintain the highest standards of publication quality. We hope that the research published in this issue will inspire further inquiry, collaboration, and advancement in various fields of study, while continuing to serve as a meaningful resource for our readers worldwide.

We look forward to receive your valuable and future contributions to make this journal a joint endeavor.

With Warm Regards,

Dr. ANUP GIRDHAR

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Strategies for developing Self-Sustaining Academic Centre in Management Institution

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ABSTRACT

Research culture significantly influences the intellectual output and global reputation of business schools. Institutions that promote scholarly inquiry, interdisciplinary collaboration, and knowledge sharing are more likely to emerge as thought leaders in management education. This study examines how research culture contributes to thought leadership by analysing the roles of institutional support, faculty engagement, research infrastructure, and industry collaboration. A mixed-method approach was used, including surveys of faculty members and administrators along with analysis of publication output and citation impact. Findings reveal that institutions with strong research ecosystems—supported by funding, mentoring, collaboration, and performance incentives—produce higher levels of thought leadership through impactful publications, case studies, and policy contributions. The study also highlights the importance of research-driven teaching and industry partnerships in enhancing intellectual leadership. It concludes that developing a strong research culture is essential for business schools seeking global recognition and recommends strengthening infrastructure, promoting collaboration, and integrating research into teaching and industry practice.

KEYWORDS: *Self-Sustainability, Academic Centres, Management Institutions, Revenue Generation Strategies, Institutional Development*

1. Introduction

Business schools today operate in an increasingly competitive and knowledge-driven environment. Their reputation and academic influence depend not only on teaching quality but also on their contribution to knowledge creation and thought leadership in management education (Altbach & Salmi, 2011; Porter & McKibbin, 1988). Thought leadership refers to the ability of an institution or scholar to generate innovative ideas, influence academic discourse, and guide managerial practices (Van de Ven & Johnson, 2006).

A key factor influencing thought leadership is the research culture within the institution. Research culture encompasses institutional values, policies, and practices that support and promote research activities among faculty and students (Clark, 1998). This includes access to research funding, collaboration opportunities, publication support, and encouragement for innovation.

In leading global institutions, research culture drives the development of new management theories, business strategies, and policy frameworks (Gibbons et al., 1994). Business schools with strong research ecosystems often produce influential journal

publications, management case studies, and industry insights that shape both academia and practice (Shapiro, 2006).

However, many business schools—particularly in developing economies—face challenges in building such a culture. These challenges include limited funding, heavy teaching workloads, lack of mentoring, and insufficient collaboration with industry and international scholars (Mingers & Willmott, 2013).

This research aims to analyse how research culture influences the development of thought leadership in business schools. The study examines institutional support, faculty participation, and research outputs to understand how a strong research environment contributes to intellectual leadership in management education.

2. Objectives of the Study

1: To examine the role of research culture in enhancing academic innovation in business schools

2: To analyse the relationship between research infrastructure and thought leadership

3: To evaluate the role of faculty engagement and collaboration in knowledge creation

4: To assess the impact of industry partnerships on the development of thought leadership

Research Gap

While prior studies have explored individual aspects of research culture, infrastructure, faculty engagement, and industry partnerships in business schools, there are several gaps (Jenkins & Zetter, 2013).:

1. Integrated Perspective**:** Most studies examine these factors in isolation. There is limited research on how research culture, infrastructure, faculty collaboration, and industry partnerships interact collectively to foster thought leadership.
2. Quantitative Measurement**:** Existing research often relies on qualitative insights. There is a lack of systematic, data-driven measurement of the impact of research culture on thought leadership outcomes.
3. Industry Linkages**:** While the importance of industry collaboration is acknowledged, empirical studies quantifying its direct effect on thought leadership development in management education are sparse.
4. Cross-Institutional Analysis**:** Few studies compare multiple business schools to identify which institutional practices most effectively cultivate thought leadership.
5. Emerging Knowledge Creation Mechanisms**:** New forms of knowledge creation such as digital research tools, interdisciplinary collaboration, and global networks are underexplored in the context of thought leadership development (Wright et al., 2007).

3. Methodology

Research Design

The study uses a mixed-method research design, combining quantitative survey analysis and qualitative insights from interviews.

Sample Selection

Participants were selected from faculty members and academic administrators in business schools.

Sample Size:

- 100 faculty members
- 20 academic administrators

Sampling Method:

- Stratified random sampling

Data Collection Methods

1. **Primary Data**
   - Structured questionnaires
   - Faculty interviews
   - Institutional reports
2. **Secondary Data**
   - Academic journals
   - Research publications
   - Institutional ranking reports
   - Books and scholarly databases

Variables Studied

Independent Variables:

- Research funding
- Institutional support
- Collaboration networks
- Research training programs

Dependent Variable:

1. Thought leadership development

Research Procedure

1. Design of questionnaire
2. Data collection
3. Statistical analysis
4. Interpretation of findings

Data Analysis

Chart 1: Factors Contributing to Research Culture

Factor	Percentage Contribution
Institutional Support	30%
Research Funding	25%
Collaboration Opportunities	20%
Research Training	15%
Industry Linkages	10%

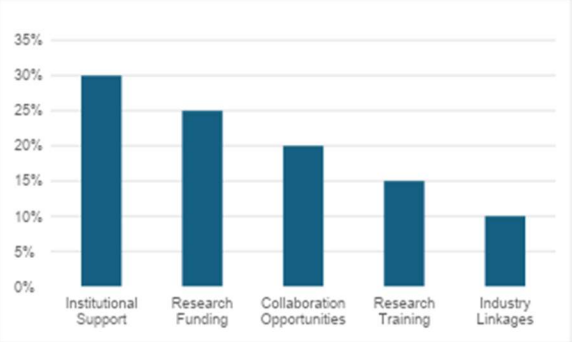

Figure 1: Key Factors Contributing to the Development of Research Culture in Business Schools

Interpretation

Institutional support is the most influential factor in developing research culture, followed by research funding and collaborative opportunities.

Chart 2: Research Output and Thought Leadership

Indicator	High Research Culture	Low Research Culture
Journal Publications	75	30
Industry Reports	40	15
Case Studies	35	10
Conference Papers	50	20

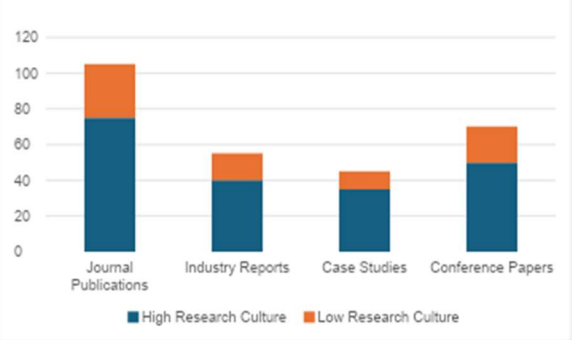

Figure 2: Impact of Research Culture on Research Output and Thought Leadership in Business Schools

Interpretation

Business schools with a strong research culture demonstrate significantly higher levels of research output and thought leadership.

Chart 3: Perceived Importance of Factors Influencing Thought Leadership

Factor	Mean Score (1–5)
Research Culture	4.6
Research Infrastructure	4.2
Faculty Engagement & Collaboration	4.4
Industry Partnerships	4.1

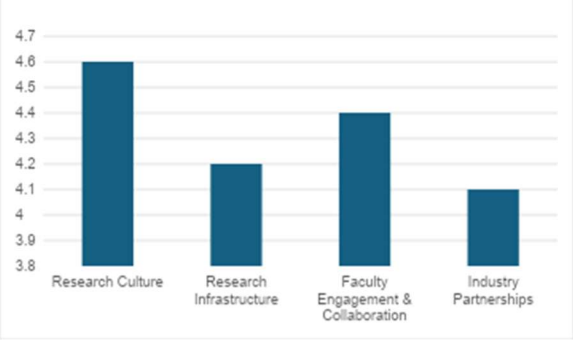

Figure 3: Perceived Importance of Factors Influencing Thought Leadership in Business Schools

Interpretation:

- Research culture is perceived as the most critical factor for fostering thought leadership.
- Faculty engagement and collaboration follow closely, showing the importance of human capital.
- Infrastructure and industry partnerships are also significant, highlighting the need for material and external support.

Chart 4: Faculty Engagement in Research Activities (%)

Activity	Participation Rate (%)
Interdisciplinary Research	68
Co-authored Publications	72
Conference Presentations	81
Mentoring Junior Faculty	55

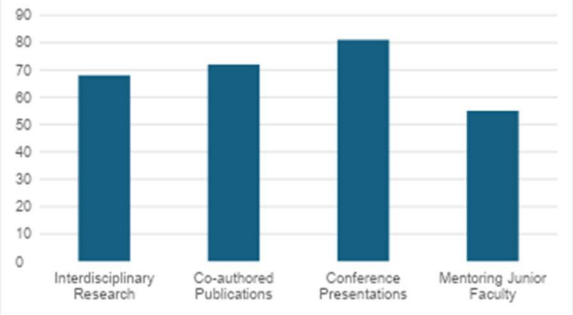

Figure 4: Faculty Engagement in Research and Knowledge Creation Activities in Business Schools

Interpretation:

- High participation and co-authorship indicate active engagement in knowledge creation.
- Mentoring is less prevalent, suggesting potential areas for strengthening collaboration and thought leadership.

Chart 5: Faculty Engagement and Collaborative Research

Collaboration Type	% Faculty Involved
Intra-department Research	62
Inter-department Research	48
International Collaboration	35
Industry Collaboration	50

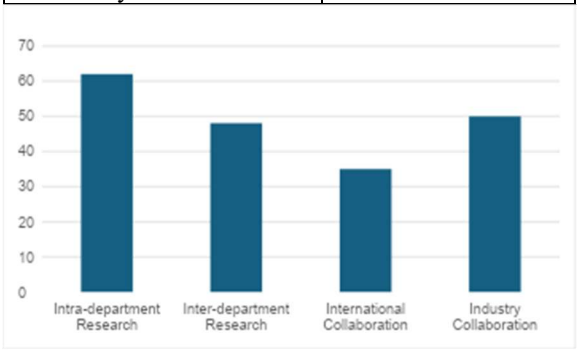

Figure 5: Faculty Participation in Collaborative Research Activities Across Different Domains

Interpretation:

- Intra-department collaborations dominate, but international and industry collaborations are growing areas to enhance thought leadership.

6. Results

The analysis indicates that research culture significantly influences the development of thought leadership in business schools. Institutions that provide strong research infrastructure and funding support tend to produce higher-quality publications and academic outputs, consistent with earlier findings on academic excellence and

institutional performance (Altbach & Salmi, 2011).

Responses show that 70% of faculty members believe institutional support is the most important factor in promoting research activities**.** Additionally, Faculty members involved in collaborative research projects report higher publication rates and greater academic influence, supporting the human capital perspective in research productivity (Hitt et al., 2001).

The study also reveals that Industry partnerships enhance the relevance of research by connecting theoretical insights with real-world business problems (Van de Ven & Johnson, 2006). Business schools with active industry engagement often develop influential case studies and applied research that contribute to thought leadership.

Discussion

The findings highlight the importance of cultivating a strong research culture within business schools to achieve intellectual leadership. Institutions that prioritize research activities tend to produce innovative ideas, influence management practices, and contribute to academic discourse.

One of the key implications of the study is that research culture not only improves institutional reputation but also enhances teaching quality. Faculty members who engage in research bring updated knowledge and insights into the classroom, enriching the learning experience (Boud & Brew, 2013).

The study also identifies challenges such as limited funding, lack of mentoring programs, and heavy teaching workloads, which negatively affect research productivity (Mingers & Willmott, 2013). Addressing these barriers is essential for improving research productivity.

Limitations

- The sample size was limited to selected institutions.
- The study relied partly on self-reported data from faculty members.

Future Research Directions

Future studies may explore:

- Comparative analysis between global and Indian business schools
- Longitudinal studies examining the evolution of research culture
- The impact of digital research platforms on thought leadership

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Appendix

Questionnaire

1. My institution promotes a strong research culture among faculty members.
2. Faculty members are encouraged to explore innovative teaching and research ideas.
3. Interdisciplinary research is supported within the institution.
4. Institutional policies and incentives motivate faculty to produce high-quality research.
5. Research output contributes to curriculum development and academic innovation.
6. Adequate libraries, databases, and digital resources are available for research.
7. Research centers and laboratories are well-equipped and accessible.
8. Institutional funding supports both individual and collaborative research projects.
9. Access to advanced research tools enhances research productivity.
10. High-quality infrastructure contributes to the institution's reputation and thought leadership.
11. Faculty members actively participate in research conferences and seminars.
12. Collaboration among faculty enhances research quality and innovation.
13. Junior faculty are mentored by senior faculty to improve research skills.
14. Faculty collaboration extends across departments and disciplines.
15. Collaborative research contributes to publications in high-impact journals.
16. The institution maintains strong partnerships with industry for research purposes.
17. Industry collaborations provide practical insights that enhance research relevance.
18. Faculty are encouraged to undertake consultancy and applied research projects.
19. Industry partnerships contribute to case studies and knowledge dissemination.
20. Collaborations with industry strengthen the institution's reputation as a thought leader.