

**Xavier University Bhubaneswar**  
**University Dialogue Series (UDS)**

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**Date:** 22 July 2016

**Time:** 03.30 pm

**Venue:** Class Room 12

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**Perception of Management Education using Social Media: An  
Exploratory Study**

**Speaker:**

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The ubiquity of social media (e.g., Facebook, Twitter) is no more apparent than at the university. Social media are increasingly visible in higher education settings as instructors look to technology to mediate and enhance their instruction as well as promote active learning for students. Business and other organizations are expecting their recruits to have high proficiency in these technologies, too.



Social media platforms such as Facebook, Twitter, LinkedIn and Google+ have the potential to become important disruptive technologies for building cutting edge models of management education. Adopting these platforms is more likely to keep the students engaged and contemplate new vistas of learning in universities.

As educators, how can we take advantage of this momentum?

In the case of educators, there is inertia to change and a tendency to defend the classic forms of “face-to-face” instruction, while business school deans can no longer ignore the potentially disruptive innovations that are bound to occur in teaching and learning processes.

Despite the importance of online social networks, there is relatively little theory-driven empirical research available to address this new type of communication and interaction phenomena.



The purpose of this paper is to examine the role of social media in a business school and particularly to examine how such innovative technological processes can be leveraged to enhance teaching instruction and enrich learning. It will actually involve dialogue with participants and sharing insights, rather than conclusive evidences.

**Key Words:** Social Media, Management Education, Educator, Technology.

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