

International Journal of Scientific Research and Reviews

Virtual Reality an Emerging Branding Tool for Higher Education- An Conceptual framework for MBA

D.M. ArvindMallik*

Asst.Professor. Dept of MBA, PESITMEmail: aravind.mallik@gmail.com

ABSTRACT

Post World Financial Crisis learning, the enthusiasm to continually improve the educational occurrence of students has been growing steadily around the world. We are now in Digital World where we are bounded to connect at a common, seamless connectivity shaping how we learn by leveraging students learning experience and advance motivation and achievement. So, it has become imperative to encourage thinking out of box while delivering world class teaching to students in ways that go beyond the mere exchange of information.Modern education often requires a student to comprehend complex or abstract concepts or appreciate scenarios and situations that no longer exist. “In this fast, rapidly-changing business environment, we need innovation to compete at different levels. And the first step for innovation is creativity, this paper conceptually designed in implementing Virtual Reality, a Futuristic Tool which can boost student experience and as well as act as principalMarketing application as branding tool for Management Institutes

KEYWORDS: Virtual Reality, Learning, Student Experience, Branding Tool, Promotion

***Corresponding author**

Dr(Hc). D.M. ArvindMallik

Asst.Professor.

Dept of MBA, PESITM

Email: aravind.mallik@gmail.com

INTRODUCTION

We know the world through our faculties and recognition frameworks. In school we as a whole discovered that we have five detects: taste, contact, smell, sight and hearing. These are anyway just our most clear sense organs. Truly people have numerous a larger number of faculties than this, for example, a feeling of equalization for instance. These other tangible contributions, in addition to some extraordinary handling of tactile data by our cerebrums guarantees that we have a rich stream of data from nature to our brains. Another significant move occurring in b-schools is the emphasis on innovation enhanced substance. Today, b-schools discuss Big Data, Artificial Intelligence and investigation in all territories, for example, showcasing, HR and fund. One thing that all best b-schools on the planet appear to concur upon is that training will end up virtual, as soon as possible. A decent case of how virtual reenactment can enable understudies to rehearse abilities is open talking. By the by, educating is a workmanship however would we be able to structure a showing craftsmanship which make understudies ponder subject effectively and Futuristic Teaching help can transport Student creative ability to all together new involvement with mixed learning in the present training, Virtual Reality - A blend of Instructor-drove and e-encouraging which is relied upon to be a \$75 billion industry by 2021, as per Greenlight Insights, there's most likely that augmented experience will have a major effect.

MEANING

According to Wikipedia, Virtual reality (VR) is an interactive computer-generated experience taking place within a simulated environment, that incorporates mainly auditory and visual, but also other types of sensory feedback like haptic. This immersive environment can be similar to the real world or it can be fantastical, creating an experience that is not possible in ordinary physical reality. Augmented reality systems may also be considered a form of VR that layers virtual information over a live camera feed into a headset or through a smartphone or tablet device giving the user the ability to view three-dimensional images.

VIRTUAL REALITY IN ACADEMICS- NEW PARADIGM SHIFT

Advanced education has dependably been prolific ground for the formation of new, limit pushing innovation. While VR programming and equipment advancement have been, to date, to a great extent the area of new businesses and huge tech organizations, it's schools and colleges that are utilizing the innovation in probably the most intriguing ways. Augmented Reality is actualized by a mix of advances that are utilized with the end goal to picture and furnish association with a virtual situation. These

conditions regularly delineate three-dimensional space which might be sensible or nonexistent, plainly visible or minute and dependent on practical physical laws of elements, or on fanciful elements. As we move into 2018, there's been much discussion on whether computer generated reality has satisfied the promotion. While augmented reality amusements have turned out to be to a great degree mainstream, there's still space for development in different divisions, particularly in scholastics and learning. Be that as it may, there have been defenders for the reception of computer generated reality in instruction. As per an ongoing study sponsored by Samsung, 92 percent of instructors bolster the appropriation of computerized innovations in instructive conditions and 48% of educators were available to utilizing VR in the classroom. Tech monster HTC is apparently working with designers to make training VR content and furthermore on an online entry for educators. (Juegostudio, 2017). So it's not astonishing that educators and understudies are diving into all aspects of the innovation to see how it will affect us, and ideally improve our lives.

A NEW ROLE FOR TEACHERS

The transition from analog teaching practices to digital ones is going to change what teaching looks like. The role of a teacher will change from content delivery to content facilitation. Teachers will be focused on creating conditions for exploring, rather than providing ready-made knowledge.

OUR CHANGING UNDERSTANDING OF IMMERSIVE EXPERIENCES

It's clear we're in the early stages of VR — and it's going to keep changing. However, technology will continue to push boundaries of how immersive VR can become. We're even going to see advancements in eye tracking and body tracking in coming years. What we consider an immersive experience today will be considered table stakes in the not-too-distant future.

IMPACT OF VIRTUAL REALITY ON EDUCATION

As expressed before. VR in instructive space is still at earliest stages phase of making enormous effect on understudy learning knowledge in days to come. We plan to upgrade the instructive experience of students worldwide decidedly impacting commitment, maintenance and want to learn. We realize that there is a requirement for school organization and educators to know about such learning encounters and that it is critical for them to get the information expected to advise instructive choices. There are two different ways of utilizing augmented reality in the classroom: the principal includes a customary work area set up in which the understudy investigates a virtual situation utilizing a PC, console and mouse. Or

on the other hand utilize some other information gadget, e.g. controller (like the Wii remote controller). We firmly trust that instructors are the foundation of classrooms, and their comprehension of the new advances accessible is critical. With that in mind, we have a similarly solid thoughtfulness regarding announcing and examination.

1. RETENTION

Research suggests that visualization and a VR environment strengthen the connection between a student and a concept, heightening retention.

2. ENGAGEMENT

It is about participating in the learning process, having actual/virtual experiences, and enjoying the process, which heightens engagement.

3. DISTRACTION FREE

When students are inside a virtual environment, they are far less prone to distractions such as other students, phones, and so on.

VIRTUAL REALITY IN BUSINESS MANAGEMENT

The previous two decades have seen the improvement of another flood of research in the field of computer generated reality. Its essential utilize was believed to be stimulation, however as research proceeded with the applications to more viable territories, we perceive how all types of organizations can and are profiting from augmented reality inquire about. Quickly talks about the examination being led for different enterprises, and how that exploration will profit and is profiting those businesses (Himanshu Patel, Richard Cardinali, (1994). Programming like PowerPoint, for instance, which has for some time been utilized as an instruction apparatus, wasn't intended for training. In any case, it has been a staple apparatus in training settings, utilized as an approach to show data in layout, nibble estimate positions. The utilization of advanced advances sees a few instructors and understudies exhibiting data utilizing layouts, which implies a great part of the individual character of educators' practices can be lost. While the specialized aptitudes related with this sort of work are past the limits of numerous educators, propels in the manner in which we can program these sorts of devices mean this is probably going to be a genuine alternative for some instructors sooner rather than later. The experience gives the material to the development of a psychological model of the idea, which thus prompts the establishment of information (Duffy and Janssen, 1992). Teachers around world are on an energetic minute in

reshaping people to come and has seen a worldview change since most recent 5 years, interruption by advanced innovation will occur at an exponential and it's very difficult to discuss it without utilizing innovation. By submerging them in a virtual situation where they need to lead, work together and take care of issues with one another, they encounter that it is so testing to lead in a computerized and how the present Business Management foundations will survive (Alyssa Walker,2018). It makes a difference how we wanting to incorporate substance into this course centers around how Faculty associate with others for all intents and purposes and how Students see!

Business schools' interest points to a lucrative potential market tech groups leading VR development. Annual sales for head-mounted display units are poised to hit 24 million by 2020, according to Future Source Consulting.

VR AS BRANDING TOOL

Since Virtual Reality going spots in the meantime, it anxious to encourage various applications crosswise over different enterprises and Sector. From being utilized in making vivid gaming background, augmented reality stores, land virtual walkthroughs to information representation and cross-geographic individual's cooperation apparatuses – VR opens a radical new statistic of business potential outcomes that have been as of not long ago, unfathomable.

Areas

1. Academics

1. Each Specialization can enhance VR into subjects by giving specialized treatment
2. Institute can initiate VR course on Business Management and Executive Level
1. Facilitate

Vocation Expedition-Getting introduction to various professions is a fundamental piece of the learning procedure. From early adolescence, we long for what we need to be the point at which we grow up, and those fantasies are normally enlivened by the experts in our lives. Frequently, we get this comprehension through entry level positions. VR can help widen understudies' presentation to professions. It enhances individuals' capacity to envision themselves in others' shoes. Profession endeavors indicate what it resembles to work in a field — understudies can investigate multi day in somebody's vocation, see what individual is examining, and comprehend what a man likes — or doesn't care for — about their activity. Thus, the experience gets comfortable to understudies.

Group Learning- Some of the most vital information we gain doesn't originate from what we get notification from instructors, but instead from collegiality and discussion. VR gives the chance to make learning encounters social by enabling understudies to speak with one another. Utilizing symbols and mapped outward appearances, individuals can meet up to talk about, orchestrate, and gain from each other.

Distance Learning-VR enables us to cross over any barrier among teachers and students. With VR, remove learning devices can assemble instructors and understudies in a similar live with advanced portrayals of themselves — educators can transport into the VR world and guide understudies through their encounters.

Enhance Creativity-VR is valuable for substance utilization, as well as incredible for substance creation. By giving understudies great apparatuses, for example, Tilt Brush, you enable them to help their inventiveness. "Understudies go up against various business ventures which are created with genuine associations. They must be business visionaries as they enable genuine associations to tackle genuine issues

Visual Learning- VR is extremely useful for this gathering of students. Rather than finding out about things, understudies can really observe the things they're finding out about. Having the capacity to imagine complex capacities or components makes them less demanding to fathom. he understudies overlaid the 360 visits with picture and video hotspots, to give important relevant data. The outcome was a fantastically vivid and important VR and classroom encounter, which was all made conceivable at a sensible value point give the prevalence of 360 cameras and minimal effort VR headsets available.

Social Phobia-Most individuals are not conceived open speakers; they are prepared to end up one. When they end up in circumstances where they turn into the focal point of consideration as they need to address a group of people, they encounter feelings like dread and nervousness, prompting queasiness and unreasonable perspiring. A large portion of them endeavor to dodge circumstances where they need to perform or talk out in the open, however when unavoidable, such circumstances are continued by misery. Open talking uneasiness is exceptionally regular among both understudies and the overall public. People with open talking nervousness regularly maintain a strategic distance from tension delivering social or execution circumstances, yet when unavoidable, these circumstances are persisted with sentiment of extreme uneasiness and pain.

2. Marketing Tool

Promotional Tool – With VR in capacity to give elite experience to consumer, Educational Institute can use Virtual Reality in promoting Institutes more professionally and attract student’s community to can enhance true and enigmatic experience with VR Tour with 360 Degree through Website

VR for Admissions

Like marketing, advanced education affirmations experts will have numerous approaches to profit by computer generated reality, for example, giving more tweaked encounters dependent on the particular interests of a prospect. Intrigued by expressions of the human experience? Maintainability? Music? Business? Law? Tennis? And so on – confirmations experts will have the capacity to effortlessly give altered VR encounters taking into account interests of Students and parents alike. Moreover, confirmations experts will have the capacity to connect with prospects in the virtual world with the end goal to make inquiries, fill in as a virtual guide and – in a perfect world – inspire them to visit the grounds, in actuality (IRL!). As the holders of the primary touch – confirmations and showcasing could be on the front line of utilizing VR to reach and draw in prospects. However, they'll should will take a few risks

VR for Campus Housing and Residential Life

Picking a quarters or school lodging can be an extreme choice. Notwithstanding for understudies who have visited the grounds face to face, it's far-fetched they encountered the broadness of lodging alternatives or visited the rooms where they may wind up putting in a scholastic year or a greater amount of their life. In light of our information (CampusBird served up in excess of 78,000 virtual visits in the initial a half year of 2016) quarters/habitation visits are among the most mainstream virtual visits that a school can give. With computer generated reality, lodging and private divisions will give understudies and guardians the capacity to encounter the on-grounds area of a quarters, its environment and outside, and – maybe most critical – the inside regular territories and rooms themselves. This use of VR can enable understudies to get more OK with and amped up for where they will live.

VR for Facilities Planning and Management

This is maybe a standout amongst the most fascinating zones for VR in advanced education. Envision if – rather than (or notwithstanding) – demonstrating a static guide or building a model, offices arranging and administration experts could demonstrate a 3D show – receptive by various edges,

statures and perspectives – of precisely how another building, stop, quad, field, and so on would look? It would flabbergast. Need to visit within a building made arrangements for development in 2020? How about we go. Need to see the three unique gets ready for the new stadium from a 10,000 foot see? Don't sweat it.

VR for Alumni Relations

It might be more hard to get graduates (especially the individuals who still appreciate perusing the Sunday paper – heave!) inspired by encountering their old stepping grounds with VR. Yet, this isn't to imply that they wouldn't appreciate the chance. Also, what an approach to encounter late changes to the grounds – new structures, stadiums, parks, offices, and so on – and furthermore for school authorities to deferentially request gifts – than by giving a novel VR encounters of an arranged office redesign, new grant or scholastic program, new display at an exhibition hall, and so on. The open doors are many.

Marketing	<ul style="list-style-type: none">• VR Tour-Campus ((360 Degree VR)• Alumni Relations• Admissions• Campus Housing/ Hostel- Residential Life
Training	<ul style="list-style-type: none">• Soft Skill industry specific Training• Mock Interviews• Group Discussion• Overall Personality Development

Top MBA colleges working who are interested

1. MIT Management Sloan School
2. Swiss Business School
3. Stanford Graduate School of Business
4. Stockholm School of Economics
5. SP Jain School Global Management
6. Ted Rogers School of Management

7. Rady School of Management
8. PES Institute of Technology and Management

Challenges

The academician's tryst with new age teaching through technology, though very enthusiastic, is still bogged down by challenges. While he says his students enjoy the experience, I find it difficult to reconcile his methods with the larger system that is still stuck in the domain of textbook knowledge and the value of grades.

1. **Creating good content(Customized)**- One of the roadblocks for mainstream adoption of virtual reality in education is the lack of suitable content. Given the nascent, evolving stage of the field,
2. **Visionary Management Board**- Top Level appreciation and involvement drives them to initiate VR as Branding Tool and enhance Student experience
3. **Localization** - VR developers need to target the platforms that are most popular and likely to be used largescale by institutions and consumers alike.
4. **Creating effective learning experiences**: Publishers need to create educational apps that fully leverage the advantages that VR offers for learning. Educational content creators & publishers can form partnerships with VR development companies that have experience in developing learning apps and also know how to develop applications for different VR platforms
5. **Headset Cost**- The release of relatively low cost, virtual reality headsets such as the Oculus Rift and HTC Vive now allow teachers to design three-dimensional interactive and individual environments for their students.

CONCLUSION

VR is on the doorstep of instruction, and unmistakably, it'll change the world as we probably am aware it. 21st-century classrooms will be mechanically best in class spots of learning, with VR innovation fundamentally expanding understudies' commitment and learning. VR will motivate a radical new age of youthful and brilliant understudies, prepared to develop and change the world. These are not thorough with numerous new applications being right now created. And additionally improvement of new frameworks for connected instructive purposes, essential research is likewise being completed on the adequacy of utilizing virtual situations and VR on learning and on other psychological capacities, for example, retention, spatial mindfulness and recognition (Duffy, T. M., and Jonassen, D. H. (1992). In the meantime, the following huge thing in instruction never again depends on innovation, yet rather on

an instructor's choice to push forward and embrace these advances inside the classroom. The worldwide objective ought to be to make information accessible, open, and moderate for everybody on the planet.

REFERENCES

1. Alyssa Walker,2018, B Schools Use VR to Teach Leadership, accessed on <https://www.mbastudies.com/news/b-schools-use-vr-to-teach-leadership/-2556/> accessed on 6.6.2018
2. aravindmallik.blogspot(2016), Futuristic Education- Virtual Reality in MBA@PESITM, retrived from <http://aravindmallik.blogspot.in/2016/09/futurstic-education-virtual-reality-in.html>
3. Ashley Scott(2018), Virtual Reality in Higher Education m https://er.educause.edu/blogs/sponsored/2018/5/virtual-reality-in-higher-education_acesd_on_4-5-2018
4. Bryan Sinclair and Glenn Gunhouse(2016), The Promise of Virtual Reality in Higher Education accessed on https://er.educause.edu/articles/2016/3/the-promise-of-virtual-reality-in-higher-education_on_7.7.2018
5. [Chris Christou](#) (2010). Virtual Reality in Education (PDF) . Available from: https://www.researchgate.net/publication/272677840_Virtual_Reality_in_Education [accessed Oct 12 2018].
6. Duffy, T. M., &Jonassen, D. H. Constructivism and the technology of instruction: A conversation. Hillsdale N.J.: Lawrence Erlbaum1992
7. Himanshu Patel, Richard Cardinali, "Virtual Reality Technology in Business", Management Decision, 1994; 32(7):5-12, <https://doi.org/10.1108/00251749410068111>
8. How Does Virtual Reality Affect Us?(2017) retrieved from <https://www.vrs.org.uk/virtual-reality/how-does-it-affect-us.html>
9. How is Virtual Reality Used? (n.d.), retrieved from <https://www.vrs.org.uk/virtual-reality/how-is-it-used.html>
10. How Virtual Reality Will Change How We Learn and How We Teach(nd), <https://theblog.adobe.com/virtual-reality-will-change-learn-teach/> accessed on 7.6.2018
11. Juegostudio (2017), Virtual Reality in Education: New Frontiers for Learning, <https://www.juegostudio.com/blog/virtual-reality-education>accessd on 3.6.2018

12. SALA NICOLETTA (2006), Multimedia and Virtual Reality in Architecture and in Engineering Education, Proceedings of the 2nd WSEAS/IASME International Conference on Educational Technologies, Bucharest, Romania, October 16-17, 2006
13. Virtual Reality in Education. Available from: https://www.researchgate.net/publication/272677840_Virtual_Reality_in_Education [accessed Oct 12 2018].
14. Virtual Reality(2018). https://en.wikipedia.org/wiki/Virtual_reality accessed on 25.5.2018
15. What is Virtual Reality? (2017),retrieved from <https://www.vrs.org.uk/virtual-reality/what-is-virtual-reality.html>
16. What is Virtual Reality? (n.d.), retrieved from <https://www.vrs.org.uk/virtual-reality/what-is-virtual-reality.html>
17. Zack Mertz(2016), 5 Ways To Practically Incorporate Virtual Reality, <https://www.ecampusnews.com/2016/08/24/virtual-reality-campus/> Accessed On 6.7.2018