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Reflections on Blended Learning in Management Education: A Qualitative Study with a Push-pull Migration Perspective

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Abstract

COVID-19 pandemic is a major disruptor for education today. Its onset has necessitated innovations in design and delivery of teaching and learning environment with extensive technology integration. The present study aims to scan the factors that are bringing about major transformations in management education in current times. The study extends the demographic push-pull (PP) migratory model to explain and analyse the factors that can enable a smooth transit to a technology enabled virtual teaching and learning mode in business schools or B-schools. In the present phenomenological qualitative study, based on the management faculty responses, the major pull and push factors influencing this switching decision are identified. The data is gathered using semi-structured interviews with open-ended questions designed to answer the research questions. The conceptual model has been proposed that portrays the factors influencing switching intentions. This article highlights the need of reforms in the prevailing management educational models. Also, it provides insights into how the necessary changes in Management Education 4.0 that are important to improve the overall learning experience of future business leaders.