

# **Quest for Excellence in Business Education: A Study of Student Impressions of Service Quality**

**M. Sadiq Sohail**

Department of Management & Marketing  
College of Industrial Management  
King Fahd University of Petroleum & Minerals  
PO Box 210, Dhahran 31261, Saudi Arabia  
E-mail: [ssohail@kfupm.edu.sa](mailto:ssohail@kfupm.edu.sa)

and

Nassar M. Shaikh  
College of Industrial Management  
King Fahd University of Petroleum & Minerals  
PO Box 1855, Dhahran 31261  
Saudi Arabia  
E-mail: [nshaikh@kfupm.edu.sa](mailto:nshaikh@kfupm.edu.sa)

**Abstract:** This paper undertakes a case study of a business school within a leading University in the Middle Eastern region, which has implemented a quality system and has gained accreditation by the Association to Advance Collegiate Schools of Business International (AACSB). The paper reviews the development of the quality system and examines the concept of service quality in business education. The aim of this study is to address the paucity of service quality research in business education in this region. Empirical research is used to determine the factors that influence student evaluation of service quality. With data collected from 310 students the study identifies six factors that influence students' evaluations of service quality. Research implications of the study are then discussed.

**Keywords:** service quality, academic, AACSB, education, Saudi Arabia

**Reference** to this paper should be made as follows: **Sohail, S. M** and Shaikh, N. (2004). "Quest for Excellence in Business Education: A Study of Student Impressions of Service Quality", *International Journal of Educational Management* (Emerald-MCB) Volume 18 Issue 1/2, pp 58-65.