

# Paper 13-THE WEB RANKING OF INDIAN INSTITUTES OF MANAGEMENT (IIM) IN INDIA ON THE BASIS OF WEB IMPACT FACTOR

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**ABSTRACT:**The present era is information uprising era, where there is sea of information in every field of study. There is a need of communication medium forgetting this information. For the last 10 to15 years, the web is playing an important role for decentralizing the information from its source. The most important reason for this is that, this system of information accessing is relatively simple and easily handled.In this study, the websites of Indian Institutes of Management (IIM) in India are examined on the webometrics prospective. The present study examined the twenty IIMs across the country through different webometrics tools and resolute that and on the basis of SWIF , the Indian Institute of Management, Lucknow (IIM-L) occupies the first place with 43.29 , followed by Indian Institute of Management, Calcutta ( IIM-C) with 28.18 and with 26.60 score, the Indian Institute of Management, Nagpur (IIM-N) is the third place.

**KEYWORDS::** Indian Institutes of Management (IIM), Webometrics, Web Impact Factor, Domain Authority, Page Authority, Root Domain, Equity Passing Links, Internal Links, External Links, Total Links, Linking C Blocks, Simple Web Impact Factor, Internal Web Impact Factor, External Web Impact Factor.

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