

# Paradigms of "Quality university" and of academic rankings

**Nicolae-George DRĂGULĂNESCU**

Universitatea „Politehnica” din București  
nicolae.dragulanescu@yahoo.com

## **Abstract**

During the last two decades, world's prevailing reactions to the practice of ranking universities have evolved from disdain, unsubstantiated arguments about their contribution to 'academic drift', the negative impact of rankings on institutional diversification, or the 'turning of trust into commodity', to a more balanced view of accepting stake-holders' demands for a type of information rankings that can provide and even recognizing the value of rankings. During the last decade, the conversation of many informed observers has shifted to focus on how the methods behind rankings can be as clear and reliable as possible as well as to go beyond reflecting foremost research-based institutional performance. Although a positive view of rankings is not unanimously shared, it is likely that the naysayers are fighting a losing battle. The number of meetings and references to ranking of higher education confirms a wide interest and attention to this phenomenon. There is now increasing evidence that ranking systems are here to stay, and are having a growing effect on global dialogues about higher education quality and accountability. In recent years, this effect is beginning to be seen at a policy level and not just as a matter of curiosity for students and university leaders. This paper is presenting - comparatively and critically - the worldwide most important systems of academic rankings, and implicitly, the evolution of their "quality university" models.

**Keywords:** educație, calitate, universitate, evaluarea calității, clasamente academice, modele.

## **References:**

- [1] Amaral A, Maassen P (2002). Preface. In: Amaral A, Jones, G, Karseth B (eds) Governing Higher Education: National Perspectives on Institutional Governance, Dordrecht, NE, Kluwer Academic Publishers.
- [2] Barry BW (1998). A beginner's guide to strategic planning. *The Futurist*. 32:33-36.
- [3] Bean JP, Vesper N (1994). Gender differences in college student satisfaction, paper presented at the Annual Meeting of the Association for the Study of Higher Education, Tucson, Arizona.
- [4] Benjamin M, Hollings A (1995) Toward a theory of student satisfaction: An exploratory study of the "quality of student life" *Journal of College Student Development*. 36:574-586.
- [5] Birnbaum R. (2001) *Management Fads in Higher Education*. San Francisco, Jossey-Bass.
- [6] Bryson J.M. (1988) *Strategic Planning for Public and Nonprofit Organizations*. San Francisco, CA, Jossey Bass.
- [7] Bryson J.M. (1995) *Strategic Planning for Public and Nonprofit Organizations*, 2nd edn. San Francisco, Jossey-Bass.
- [8] Dill D., Sporn B. (eds) (1995) *Emerging Patterns of Social Demand and University Reform: Through a Glass Darkly*. Paris, IAU Press/Pergamon.

- [9] Dolence M. (1996). Strategic Enrollment Management: Cases from the Field. American Association of Collegiate Registrars and Admissions Officers.
- [10] Dragulanescu, N. (2009) Quality Assurance in Education - Slogans, Myths and Good Practices, 5-th International Working Conference "Total Quality Management", 01-04.06.2009, Belgrade, Serbia
- [11] Dragulanescu, N., Chang, Tae-Gyu, Kim, Shin-Wook (2008). - Usefulness and Credibility of World Universities Rankings for the Internationalization of Higher Education, National Symposium on Reliability and Quality Engineering, Romanian Foundation for Quality Promotion, Dec.2008 ; Journal OPTIMUM Q no.2/2008
- [12] Dragulanescu, N. (2008), - Multi-criteria Comparative Assessment of Higher Education Institutions - Practices, Methods, Criteria, Results, Limits - Proceedings of the 11th International Conference on Quality and Dependability, CCF 2008, September, 24th-26th, 2008, Sinaia, Romania
- [13] Dragulanescu, N., China R., Colceag, F., Militaru, C. (2014) – Asigurarea calității educației – o abordare proactivă, Ed.Standardizarea, București, Romania
- [14] Eden C. (1992). Strategic development as a social process. Journal of Management Studies. 29:799-811.
- [15] Elliott K., Shin D. (2002). Student satisfaction: An alternative approach to assessing this important concept. Journal of Higher Education Policy and Management. 24:197-210.
- [16] Emstthal HLC (1997). The paradoxes of association strategic planning: Uncommon insights into the process of thinking strategically. Association Management. 49:30-34.
- [17] Entin DH (1992). TQM in Higher Education: A Preliminary Look At Ten Boston Area Institutions. New England Resource Centre for Higher Education, University of Massachusetts at Boston.
- [18] Farhangmehr M., Machado ML. (1996). Planeamento nas organizações públicas: a prática e a percepção dos administradores. Paper presented at the XX ENANPAD, Angra dos Reis, RJ Brasil. 23-25 September.
- [19] Galagan PA (1997). Strategic planning is back. Training and Development. 51:32-37.
- [20] Goedegebuure L, Kaiser F, Maassen P, Meek L, van Vught FA, Weert E (eds) (1994). Higher Education Policy: An International Comparative Perspective. Oxford, Pergamon Press.
- [21] Hossler D, Bean J (1990). The Strategic Management of College Enrollments. San Francisco, California, Jossey-Bass.
- [22] Kwiek M (2003). The state, the market and higher education: Challenges for the new century. In: Kwiek M (ed) The University, Globalization, Central Europe. New York, Peter Lange.
- [23] Kotler P, Murphy P (1991). Strategic planning for higher education. In: Peterson M (ed) Organization and Governance in Higher Education. Needham Heights, MA, Pearson Custom Publishing.
- [24] Leslie D, Fretwell EK Jr (1996). Wise Moves in Hard Times: Creating and Managing Resilient Colleges and Universities. San Francisco, Jossey-Bass.
- [25] Massy W (1999). Improvement strategies for administration and support services. In: Peterson M (ed) ASHE Reader on Planning and Institutional Research. Needham Heights, MA, Pearson Custom Publishing.
- [26] Meek VL (2003). Governance and management of Australian higher education: Enemies within and without. In: Amaral A, Meek VL, Larsen I (eds) The Higher Education Management Revolution? Dordrecht, NE, Kluwer Academic Publishers.
- [27] Newman F (2001). The new competitive arena: Market forces invade the academy. The Futures Project: Policy for Higher Education in a Changing World. [www.futuresproject.org](http://www.futuresproject.org).
- [28] Newton J (2000). Strategic Management of Quality of and the Challenge of the New Millennium: Prospects for Managing the Tension between Accountability and Improvement in Further and Higher Education. Washington, ERIC.

- [29] Peterson M (1999). Analyzing alternative approaches to planning. In: Peterson M (ed) ASHE Reader on Planning and Institutional Research. Needham Heights, MA, Pearson Custom Publishing.
- [30] Rautopuro J, Vaisanen P (2000). Keep the customer satisfied: A longitudinal study of students' emotions, experiences and achievements at the University of Joensuu'. Paper presented at the European Conference on Educational Research, Edinburgh, Scotland, 20-23 September.
- [31] Rasmussen J (1998). The chief and the ordinary professor: Decentralized and informal relationships as preconditions for strategic management in universities. *Tertiary Education and Management*. 4:38-47.
- [32] Slaughter S, Leslie L (1997). *Academic Capitalism: Politics, Policies and the Entrepreneurial University*. Baltimore, MD, Johns Hopkins University Press.
- [33] Srikanthan G, Dalrymple J (2001). A fresh approach to a model for quality in higher education. Paper presented at the 6th International Conference on ISO9000 and Total Quality Management, Paisley, Scotland, 17-19 April.
- [34] Tan DL (1990). Strategic planning in higher education: Varying definitions, key characteristics, benefits, pitfalls and good approaches. Paper presented at the Conference of the Southwest Society for College and University Planning. Tucson, AZ, USA, 1 March.
- [35] Taylor JS (1981). Student satisfaction. *MATEP Forum*. 4.
- [36] Taylor J, Farhangmehr M, Machado ML (2001). Responding to globalization: The marriage of strategic thinking and visionary leadership. Paper presented at the 23rd Annual Conference of the European Association of Institutional Research, Porto, Portugal, 9-12 September.
- [37] Teeter D, Lozier G (1995) Total quality management principles and strategic planning. In: Alvino KM (ed) *Strategic Planning: A Human Resource Tool for Higher Education*. Washington, DC, ERIC.
- [38] Teichler U (1996). Higher education and new socio-economic challenges in Europe. In: Burgen A (ed) *Goals and Purposes of Higher Education in the 21st Century*. London and Bristol, Jessica Kingsley Publishers.
- [39] Wiers-Jenssen J, Stensaker B, Groggaard J (2002). Student satisfaction: Towards an empirical deconstruction of the concept. *Quality in Higher Education*. 8:183-195.