

The Reputation Game

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THE REPUTATION GAME



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INTRODUCTION

Keep three things in mind:

- What drives revenue in your context?
- Management and measurement
- What about reputation?



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Revenue streams

Teaching

- Under-graduate and Graduate programmes
- Summer schools
- Executive education

Research

- Research grants (Horizon 2020)
- Consultancy



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Management and measurement

Teaching improvement

- Student to staff ratios
- Spending per student
- Student satisfaction surveys

Research improvement

- Citations
- Research impact
- Open Access



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WHAT IS REPUTATION?



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“Reputation is an intangible asset: as an intangible, reputation represents a firms **past actions** and describes a firms ability to deliver value outcomes to multiple stakeholders” (Mahon, 2002)

“Reputation is the way in which stakeholders, who **know little** about an organisation’s true intent, determine whether and organisation is worthy of their trust” (Stigler, 1962)

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“I'm sure that part of the university's reputation comes from having connections in various areas” (Post-Graduate student, Princeton University).

“As a law student, my personal experience has shown me that international law firms welcome Tsinghua students and are willing to invest in us as future leaders in the legal world” (Undergraduate Law Student, Tsinghua University)

“Top speakers, business leaders and academics are moving through the campus on a regular basis. In addition, there are research opportunities on the latest, hottest issues and strong academic partnerships with leading universities worldwide”.
(Post-Doc, University of Pennsylvania)

“I think this reputation comes from good international cooperation – whether through scientific collaboration, projects with industry or just exchanges on different levels” (Graduate student, ETH Zurich)

“I'm sure that part of the explanation for the Oxbridge prestige is that they're older than some peer institutions” (Under-graduate Student, Princeton University)



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DETECTING REPUTATION

Teaching

- University guides
- Entry qualifications as an indicator of reputation

Research

- Times Higher Education World University Reputation Rankings
- QS World University Reputation Rankings

DETECTING REPUTATION: TEACHING



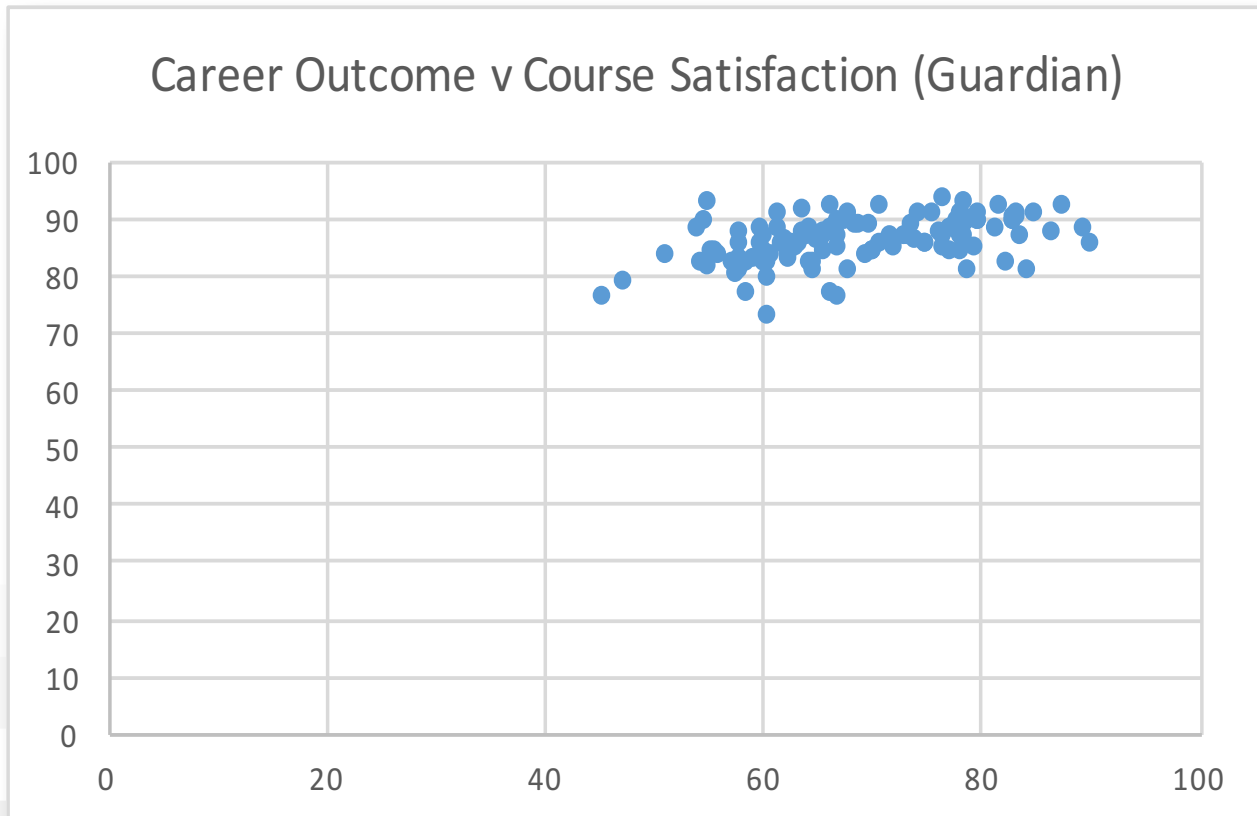
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INSTITUTION	AVERAGE ENTRY POINTS
Cambridge University	600.1
Oxford University	576.9
Imperial College of Science and Technology	566.9
London School of Economics	540.7
Durham	527.5

REPUTATION AND OUTCOMES: TEACHING



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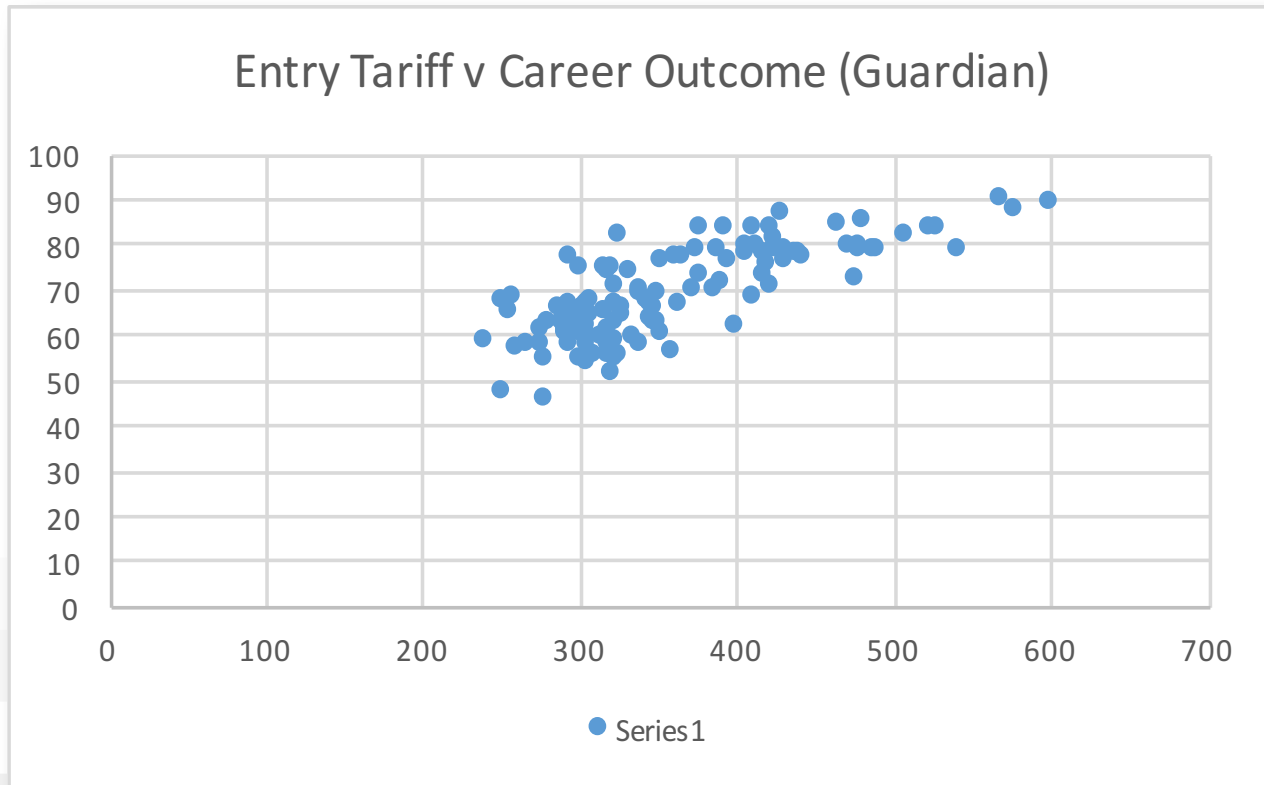


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REPUTATION AND OUTCOMES: TEACHING



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DETECTING REPUTATION: RESEARCH



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UNIVERSITY	ACADEMIC REPUTATION
University of Oxford	100.0
University of Cambridge	100.0
University College London	99.8
Imperial College London	99.6
The University of Edinburgh	99.2

QS World University Rankings

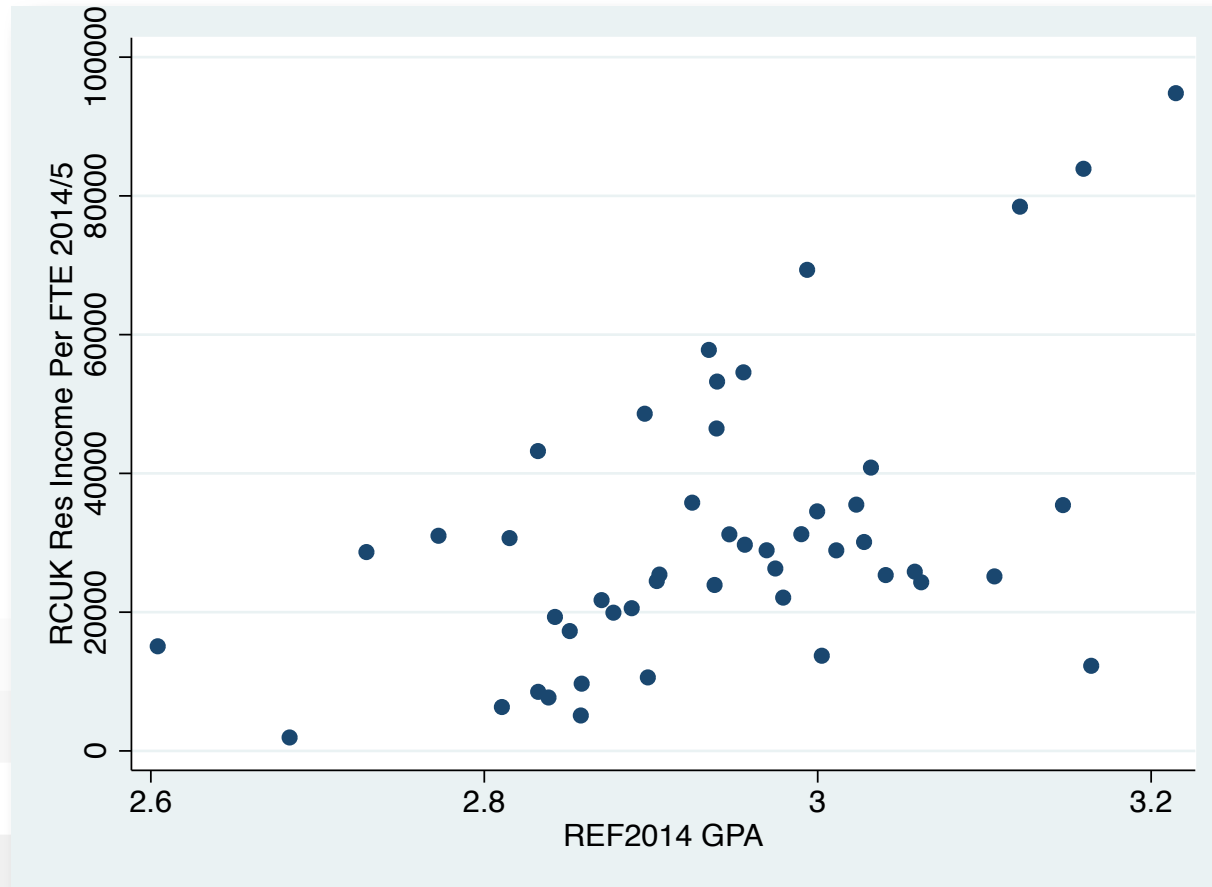


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REPUTATION AND OUTCOMES: RESEARCH



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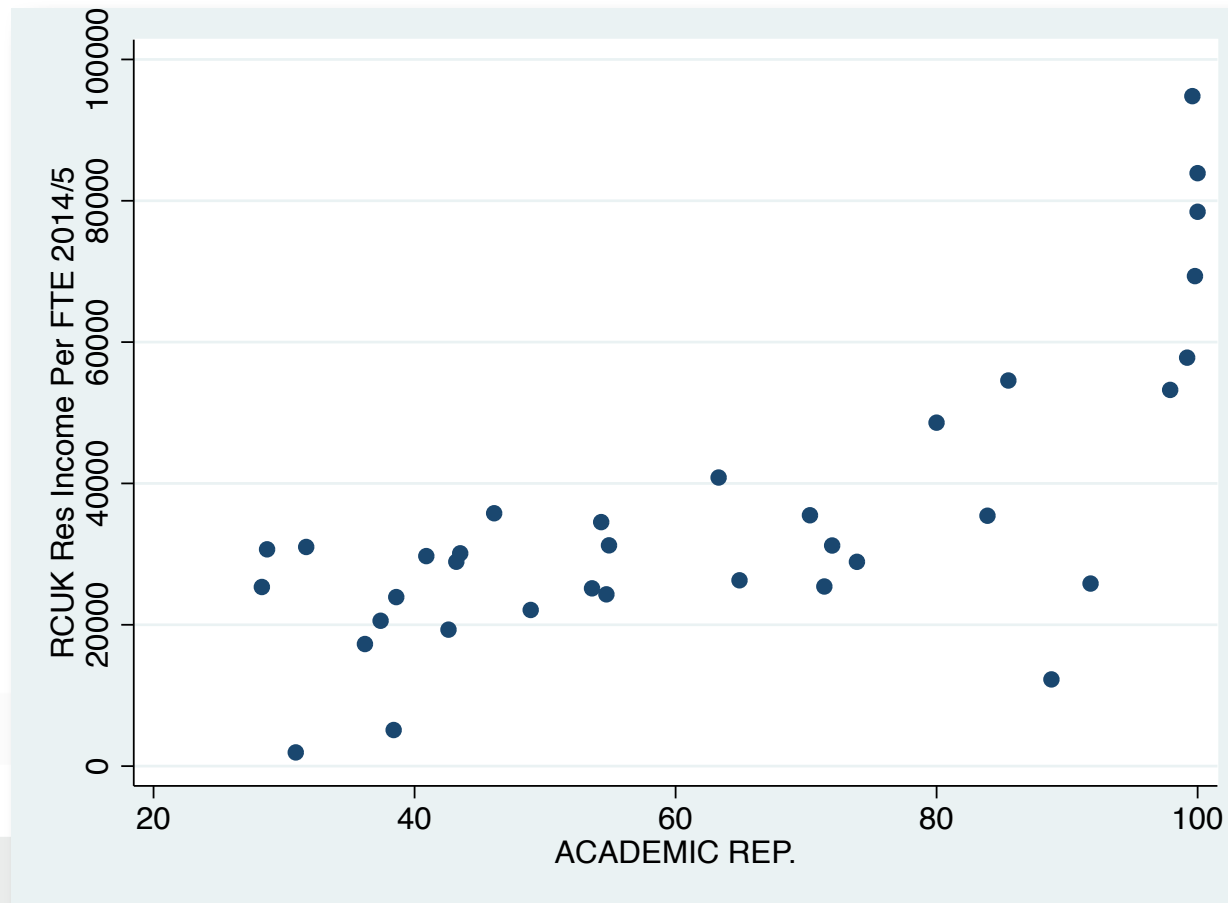


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REPUTATION AND OUTCOMES: RESEARCH



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1. Research

- Quality
- Mentoring

2. Visibility

- Research collaboration
- Joint publications
- Conference and workshops

3. Proximity

- Research groups, departments and centres
- Institutional