

Creating Sustainable Competitive Advantage through Reputation Management: A Model Development for Restructuring Higher Education

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Extensive Summary

Corporate reputation is not a new concept which has been brought into the management literature by competition phenomenon during the last years. Reputation is the outcome of positive values such as confidence, respect, recognition and it has different meanings not only for individuals but also for institutions and countries as well.

Institutional reputation has not a widely accepted common definition but it reflects the valuation of shareholders' perception, position of institution in front of the society and assets of intellectual gains after operational results at the common platform under the light of expressions. Institutional reputation has to be found as a value both in profit and non-profit organizations with benefit creation characteristics.

Competition on global scale shows itself also in higher education system. Actually many expectations are created in the name of competitive managerial system on universities beside their traditional on-going duties.

Global rankings which are made about universities and their results will end with the evaluation of their performance in the public opinion. '**A competitive university management model with strong institutional (corporate) reputation**' has to be developed as a new managerial paradigm at universities inevitably after such kind of change and its triggering factors. Thus, open or covered style competition between universities has gained local and global dimension, there are two main dimensions of institutional reputation management for universities after considering both elements of corporate reputation for companies and widely accepted international university rankings.

The primary one is the determination of organizational performance's indicators which assist corporate reputation and the detection of its value within international success rankings.

The secondary one is the definition of complementary elements of corporate reputation management with administrative view point under managerial structuring of universities. Effect of positive reputation on developing of competitive structure with increasing of corporate appeal has become more important issue at the higher education systems of countries with more expectations. Developments within Turkish higher education system has revealed the necessity of more effective measurement and evaluation system about their performances considering all shareholders' opinions in the actual situation.

Reputation management is competitive management concept considering views and comments of university's shareholders with broad participation. This concept will also help universities to measure and evaluate their performances in a healthy way and develop competitive structure as uniform them in the middle and long term. At this point, competitive understanding with corporate reputation model in Turkish higher education system has to be brought to the agenda in a short time, it has to be realized as a an academic traditional management model and has to be proposed as an original model for understanding of universities in the global scale. Turkey's attempt to be exist in 2023's scientific world will be developed equally with its international position, scientific competition, and reputation of its universities, its visionary university managers and quality of academicians with the support of society.