

The Views Of Academic Staffs on The Principle of “Leadership of Top Management” of Total Quality In Higer Education

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Introduction

There have been many practices towards managerial methods in order to enhance the educational quality standard at a variety of institutions. One of the commonly used tools to reach this end is the applications of Total Quality Management.

The main philosophy behind total quality management is to satisfy the customers and perform the attempts to enhance the quality, defining the quality requirements of customers and thus providing the zero-defect output. The most important feature of TQM is that it doesn't leave the responsibility on the shoulders on a limited number of individuals but shares the responsibility (Yıldız and Ardıç, 1999, p.75; Yılmaz, 2003, p.260; Galperin and Lituchy, 1999, p.328).

The principles which make up the TQM philosophy are “customer focus, continuous progress, full participation and leadership of the top managements”. These principles are the indispensable managerial philosophies which will yield positive results when applied accurately along with valid implications (Yazıcıoğlu and Koç, 2008, p.34).

Method

Highly fierce competitive setting in the business cycle has become an integral part in educational sector as well. Hence, it has once more become evident that educational establishments have to keep up with the challenges and fierce competitive environment in order to suit the increased expectations and standards, thus leading to high quality education.

Studies conducted in this field show that the performance of the educational institutes implementing total quality management has increased. This study sets out to explore the perception of the implementation of “top-management leadership” by the academic staff and whether their perception differs. To serve his purpose, the following hypotheses were put forward;

H₁: the perception of the principle of top-management differs by the academic title of the academicians

H₂: the perception of the principle of top-management differs by the faculty the academicians

The population of the study is comprised of 3234 academic personnel (ranging from research assistant to professors) and to find out the perception level of the academic personnel a five-point Likert scale was employed. The reliability of the scale was calculated to be ,8577, which is regarded as a high level of reliability as far as social sciences are considered.

Results

University education in recent years has witnessed a number of changes and enormous developments. The number of both state and foundations universities has increased. The increase in the number of alternatives in terms of the number of universities and cooperation and collaboration with universities abroad within the frame of European Union programs and opportunity to receive higher education thanks to these programs have made the competition among universities an integral part, which makes it mandatory for the managerial understanding to change in order to catch up with the competitive settings. In this regard, Total Quality Management helps to frame all the requirements of the competitive environment in one place.

The results of the analyses reveal that the perception of the principle of top-management differs by the faculty the academicians, which supports H₁ and H₂. Besides, there are differences towards the point of views of the academic personnel to Total Quality Management. In this respect those with the title of Assistant Professorship could be said to be more sensitive to total quality management applications. When it comes to the school types, the group that is sensitive to total quality management applications is vocational higher schools.