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MOBILITY STUDENTS

3,754

COUNTRIES

80

PARTNER UNIVERSITIES

738

1st Inbound & Outbound Programme in ASIA QS Ranking



SUCCESS FACTORS

- Quality of reputation and level of market recognition profile.

“...reputation for quality and name recognition/high profile have been ranked as significant sources of competitive advantage”

(Aaker, 1989;1991; Hall, 1992;1993)

“...the success [of institution] is linked to their image and reputation regardless of their teaching quality”

(Huber, 1992)

SUCCESS FACTORS

- Possession of international strategic alliances and coalitions.

“...the trend has been toward the formation of strategic alliances [and] the nature is clearly understood with performance benchmarks established”

(Pekar and Allio, 1994)

- Possession of offshore recruiting offices.

“...foreign manufacturing facilities”

(Nicouland, 1989)

SUCCESS FACTORS

- Quality and expertise of staff.

“...In the education services industry, for example, students select courses on the reputation of teaching staff”

(Hughes, 1988)

- Organisational culture.

“The role of culture in enhancing organizational performance has been widely supported in the literature (Peters and Waterman, 1982; Barney, 1986), in particular the need to develop a customer oriented service culture”

(Gronroos, 1990)

SUCCESS FACTORS

- Innovation

“The ability of culture to provide a source of competitive advantage is also linked to its ability to generate strategically valuable innovation via the process of organisational learning”

(William, 1992)

- Effective use of information technology and technical superiority.

“...Information technology was considered as a potential source of competitive advantage. It also examined the level of technical superiority within the institution”

(Porter and Miller, 1989)

SUCCESS FACTORS

- Financial resources
- Ability to offer a broad range of courses or programmes.

“courses and programs was a potential source of competitive advantage”

(Takeuchi and Porter, 1989)

- Scale effects — strengths of alumni and market shares.
- Advertising promotions.

“It has been suggested that education institutions seeking to make use of advertising need to emphasize their positive qualities via use of testimonials”

(Danko, 2014)



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