



**Universities within the Innovation Global Market:
Rankings importance and limits and Vision
proposal**

10, October 2011

IREG CONFERENCE - BRATISLAVA

The presentation is an abstract of
the article *Identify Areas of
Improvements
in the Universities Ranking and the
Vision rankings (2009, 2010, 2011)*
available at
www.visionwebsite.eu

Agenda



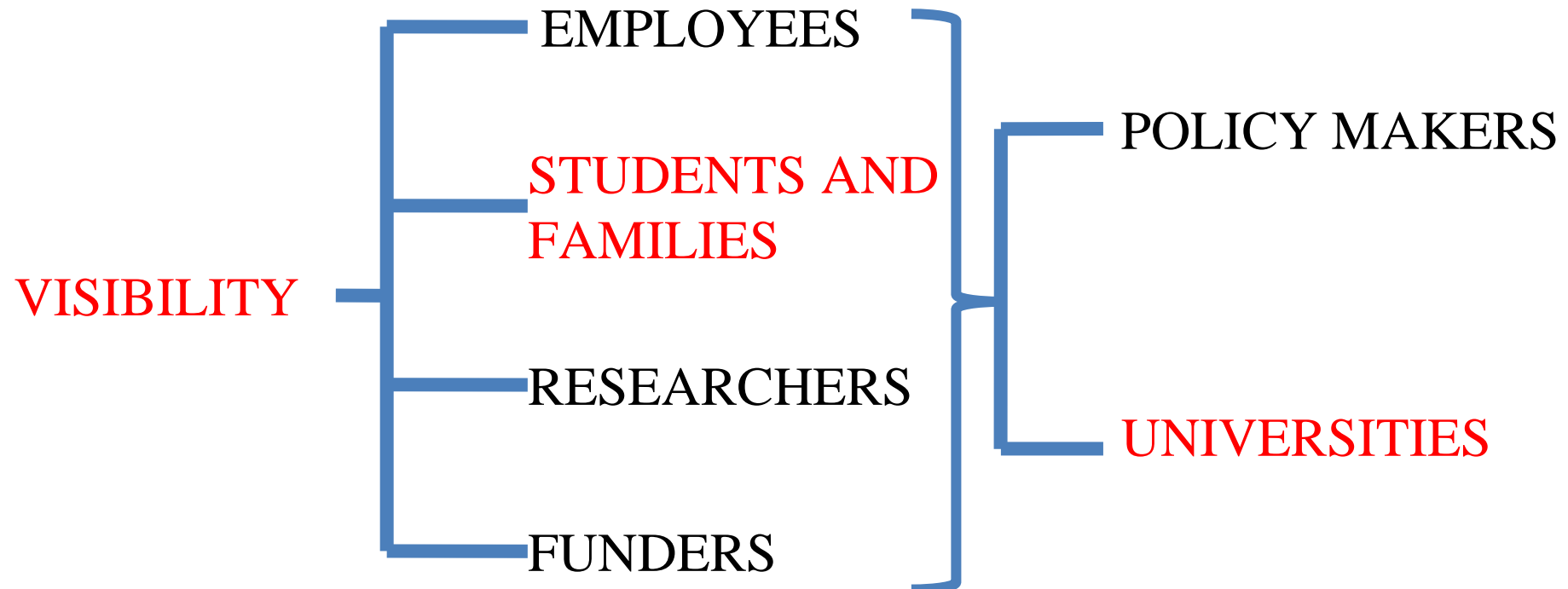
- **Rankings' merits and limits**
- **Vision's proposal**
- **Results**
- **Next steps**

Merits

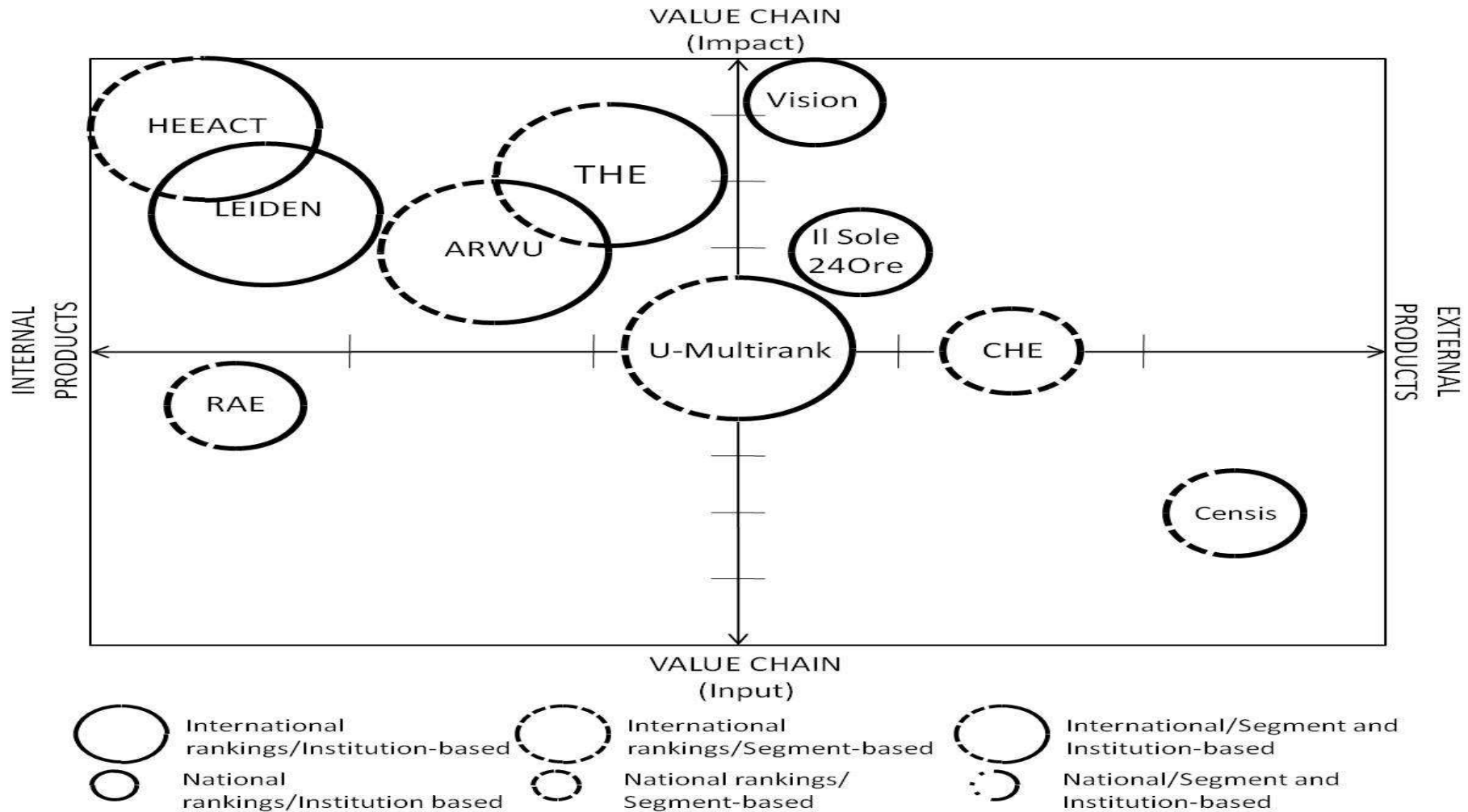


CLIENT CHOICES

SUPPLY STRATEGIES



Rankings Map



Source: *Vision*



Limits

METHODOLOGY LIMITS

- **Transparency and comparability**
- **Size and scientific production biases**
- **Self assessment and little attention to clients' choice**
- **Relevance**



UNINTENDED CONSEQUENCES

- **Innovation**
- **Competition**

Dynamism and Country Bias



| | Shangai | THE | FT MBA Ranking | Top 500 Fortune (by revenues) | Top brand - Interbrand | Car Producer (Top 50) | Countries Competitiveness (WEF) | FIFA ranking |
|--|-----------------------|-----------------------|------------------------------|-------------------------------------|---------------------------|-----------------------------|---------------------------------------|-----------------|
| Last winner | Harvard University | Harvard University | London Business School | Wall-mart Stores | Coca-Cola | Toyota | Switzerland | Spain |
| # of times current winner ended in 1 st position in the previous 6 years | 6 | 6 | 2 | 5 | 6 | 1 | 2 | 1 |
| # of times current top 10 ended in the top 10 in the previous 6 years | 60 | 57 | 48 | 28 | 50 | 49 | 51 | 35 |
| # of countries represented in the top 20 | 2 | 4 | 7 | 8 | 6 | 7 | n. a. | n. a. |
| % of organizations that belongs to the top 2 countries (top 20) | 100% | 90% | 55% | 45% | 75% | 50% | n. a. | n. a. |

Source: Vision processing of Rankings' websites information

The problem



How to save rankings' merits –
visibility – and improve
rankings' flexibility and
relevance?

Open data, returns, clients with
a per product and per segment
approach

Vision methodology



MORE RANKINGS

- **Absolute value**
- **Normalized by size**
- **Dynamic**



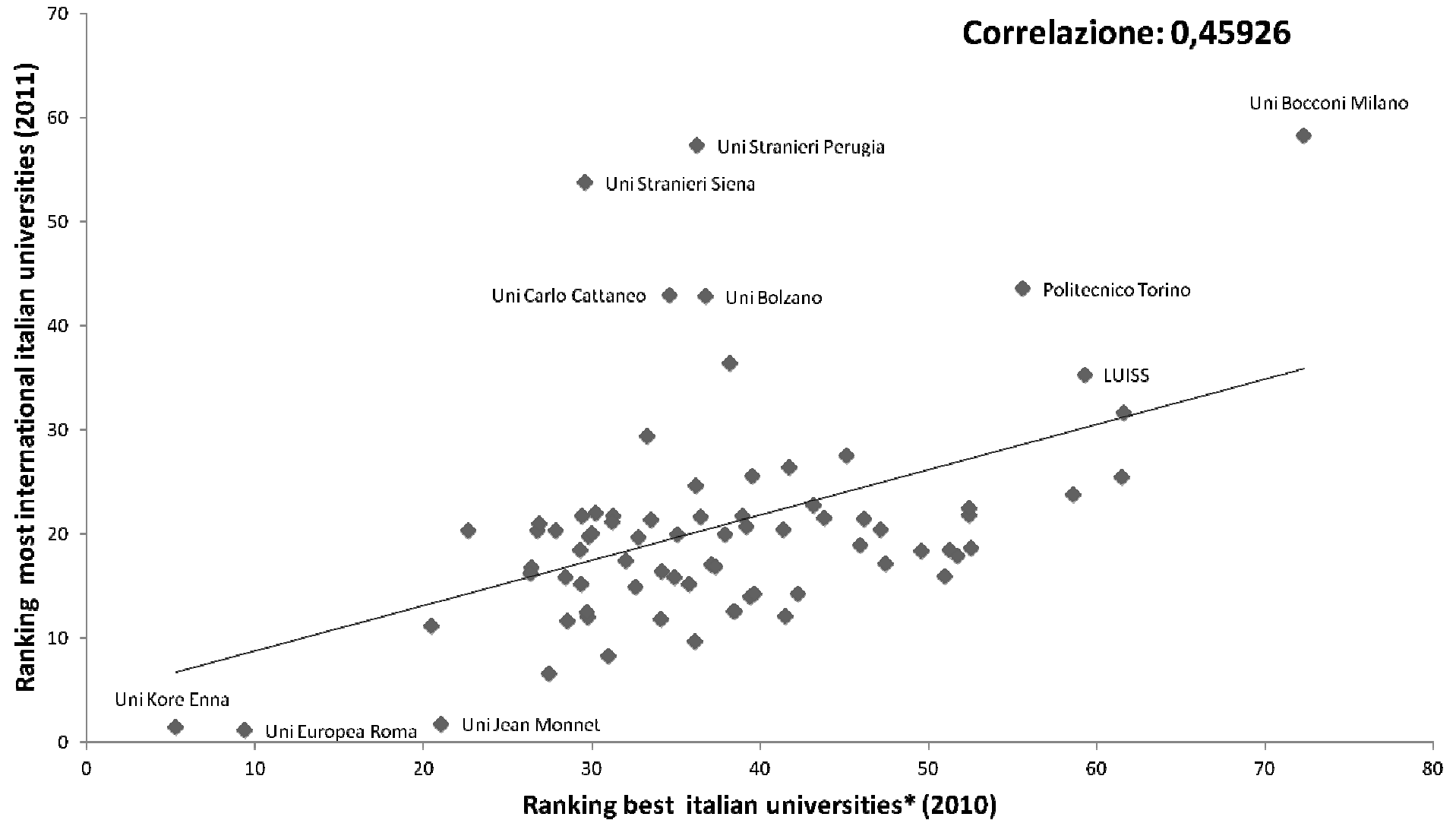
UNINTENDED CONSEQUENCES

1. **International** students
2. Students coming from **other regions**
3. Students with **full mark**
4. **Placement**
5. Students **satisfaction**
6. **Private funding** for research
7. **Citations** on Google-Scholar
8. **Media Coverage**

Internationalization and quality



Overall score, Vision rankings (2011, 2010)



Source: Vision on MIUR, CNSVU, Google, Italian Dailies, ISTAT

Vision - Internationalization ranking (2011)



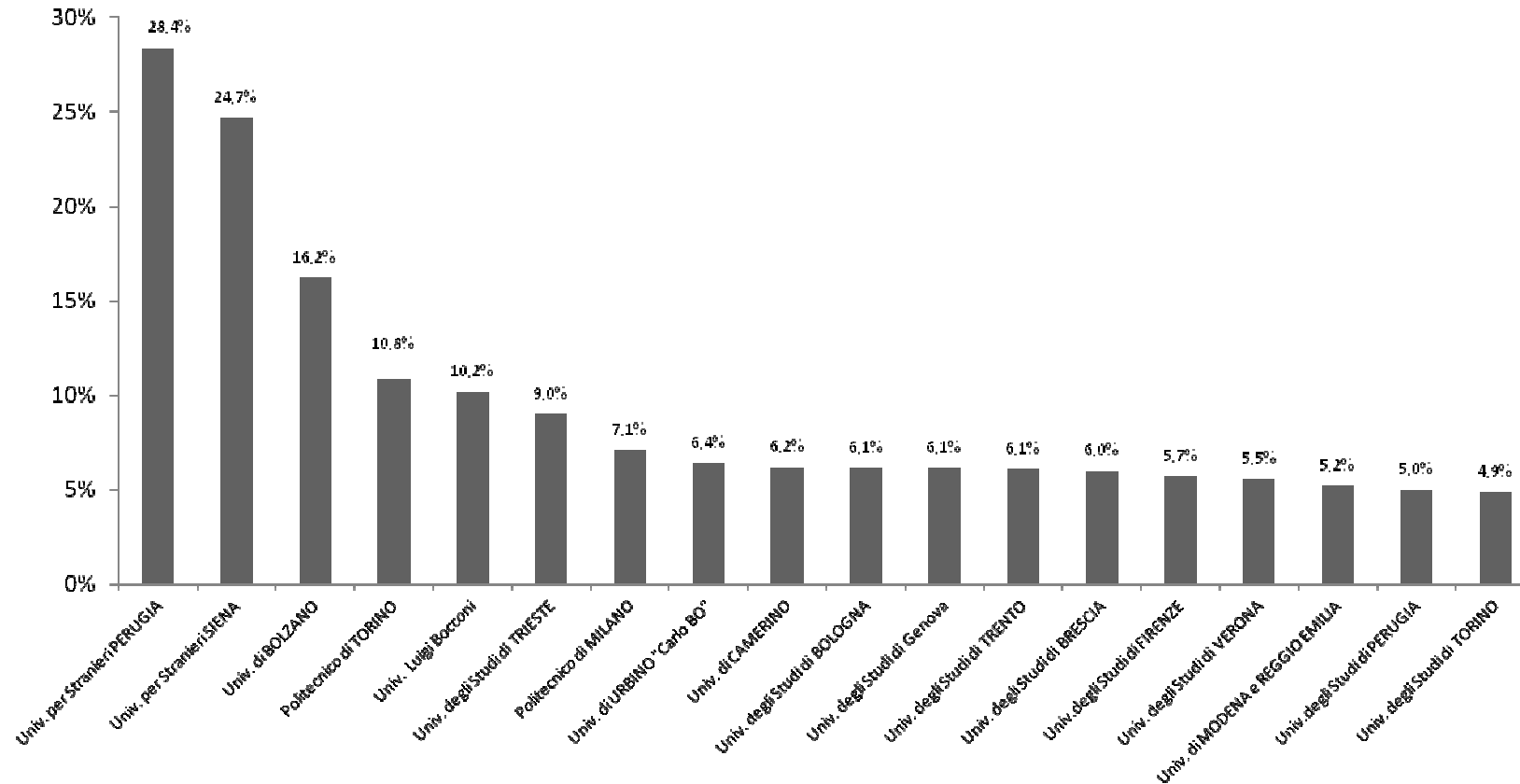
1. International Students
2. International faculty
3. FTE exchange students outgoing plus FTE exchange students incoming
4. FTE exchange faculty outgoing plus FTE exchange faculty incoming
5. BRIC +5 students
6. BRIC + 5 faculty
7. Cultural diversity
8. Satisfaction
9. Growth rates IS
10. Growth rates IF

Vision (2011) – The ranking



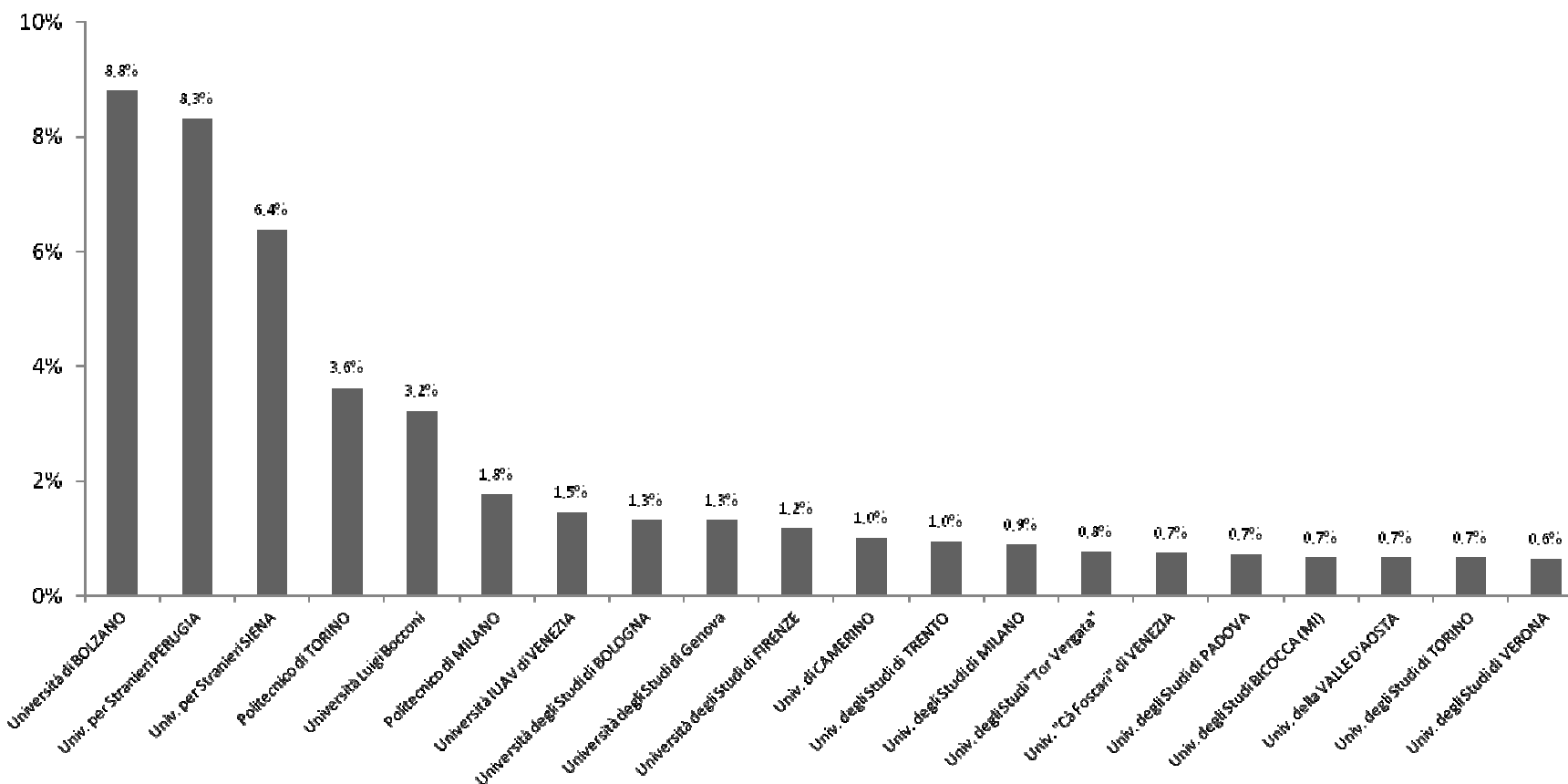
| | Università | Voto Finale |
|----|---|-------------|
| 1 | Università Commerciale “Luigi Bocconi” | 58,3 |
| 2 | Università per Stranieri di Perugia | 57,3 |
| 3 | Università per Stranieri di Siena | 53,7 |
| 4 | Politecnico di Torino | 43,6 |
| 5 | Università “Carlo Cattaneo” - LIUC | 42,9 |
| 6 | Università di Bolzano | 42,8 |
| 7 | Libera Università degli Studi “Maria SS Assunta” Roma | 36,3 |
| 8 | Libera Univ. Luiss “Giudo Carli” - Roma | 35,3 |
| 9 | Politecnico di Milano | 31,6 |
| 10 | Università degli Studi di Roma “Foro Italico” | 29,4 |

International students on total (2010)



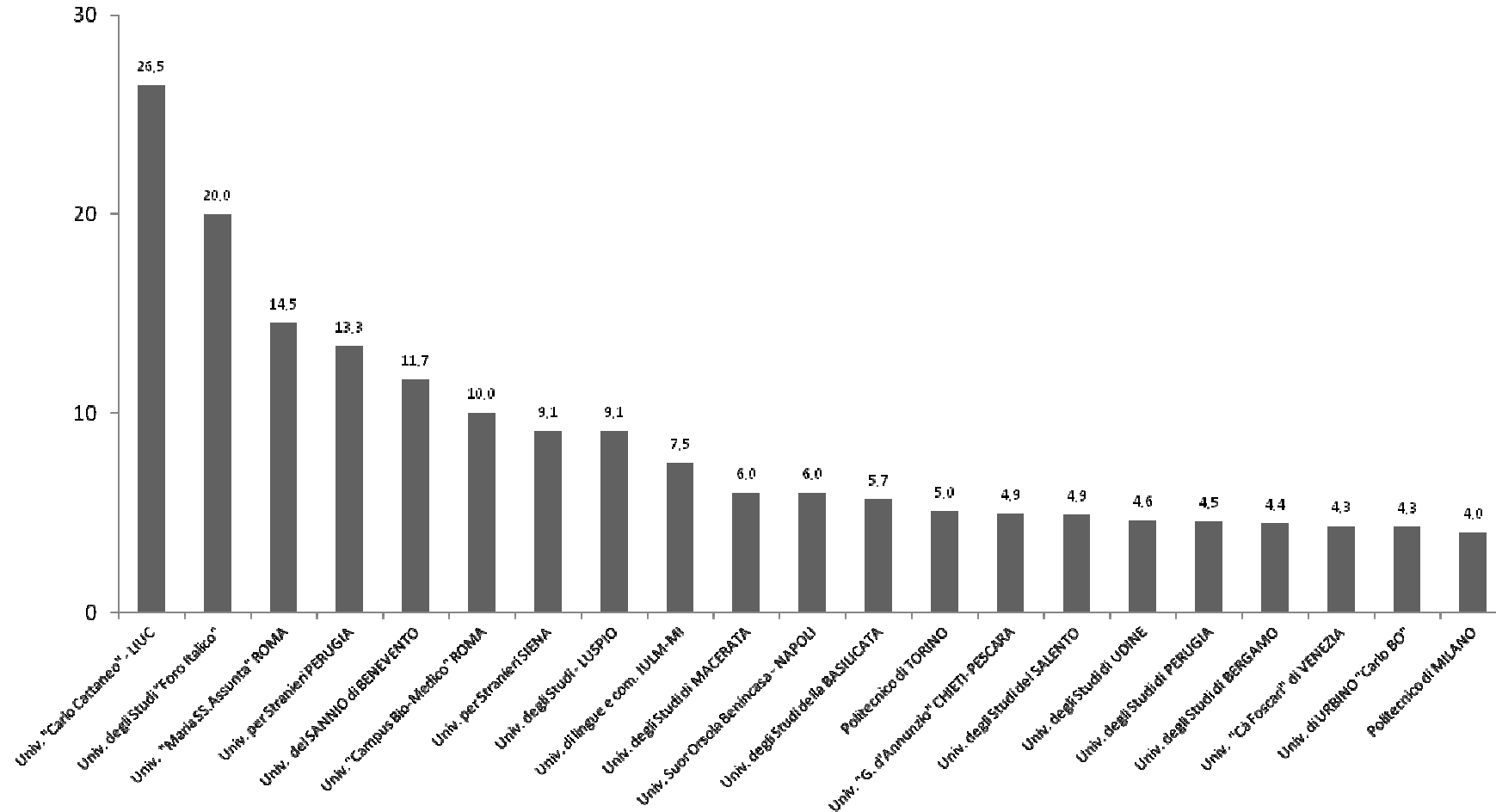
Fonte: Dati MIUR, elaborazione Vision

International students BRIC+ EU 5 on total (2010)





Exchange faculty outgoing as percentage of total (2010)



Fonte: elaborazione Vision su dati LLP ed ERASMUS



Limits

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UNINTENDED CONSEQUENCES

- **Innovation**
- **Competition**

Next steps



- RETURN
- GROWTH RATES
- PER SEGMENT
- PER PRODUCT
- COMPETITORS
- OTHER COUNTRIES



www.visionwebsite.eu