Academic Rankings as marketing tools
Objectives:

• Show how important rankings are as marketing tools;
• Look at global and regional rankings;
• Examine the way Técnico Lisboa has been approaching rankings to leverage performance.
Global rankings:

- ACADEMIC RANKING OF WORLD UNIVERSITIES (Shanghai);
- QS WORLD UNIVERSITY RANKING;
- TIMES HIGHER EDUCATION WORLD UNIVERSITY RANKING;
- CWTS LEIDEN RANKING;
- WEBOMETRICS RANKING.
Rankings reflect growing competition in higher education
“Reputation is almost like the currency of higher education”, claims Phil Baty, rankings editor of the Times Higher Education.
“Propellers of growing gap between elite and mass education with greater stratification”, says Ellen Hazelkorn, Dublin Inst. of Tech.
Local rankings used for:

- local markets;
- coverage of indicators taking into account specific context;
- universities in comparable sectors.
# Country/local rankings:

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Source: IREG Observatory on Academic Ranking and Excellence
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Know the methodology and the indicators for each ranking, how each indicator is calculated and the sources used.
Identify action priorities and which indicators to improve and foster school performance
Bibliometric analysis
Research funding and partnerships
Human resources in research
Greater influence of global academic rankings as the number of universities featured in rankings has increased, bringing:

- More competition
- Greater visibility
- Comparability
- Reputation
Several rankings have also expanded in scope to include more schools and subject areas into their systems.
Criteria, methodologies and measurements are more diverse today than before, which is important for institutional policies and stakeholders (students, faculty, researchers...).
There should be an effort to develop regional rankings to consider local contexts and that there is correlation between nations who have national rankings and their position in global rankings.
However, we should be careful not to play along in this ranking game too far, or we may find ourselves in a situation where rankings alone define and determine our success.
Thank You

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