

# 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 (Shangai);
- 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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## **Albania**

[Ranking of Higher Education Institutions in Albania](#)

## **Brazil**

[Folha University Ranking \(Brazil\)](#)

## **Chile**

[Qué Pasa University Ranking](#)  
[Ranking of Chile Universities](#)

## **Colombia**

[Ranking U-Sapiens](#)

## **Czech Republic**

[Mission and Profile of Higher Education Institutions in the CR](#)

## **France**

[L'Etudiant University Ranking](#)

## **Kazakhstan**

[Ind Ranking of Kazakhstan Universities](#)  
[Nati ranking best HEIs of Kazakhstan](#)

## **Latvia**

[Latvia University Ranking](#)

## **Lithuania**

[Veidas University Ranking \(Lithuania\)](#)

## **Macedonia**

[Macedonian HEIs Ranking 2013-2014](#)

## **Malaysia**

[SETARA Rating System for Malaysian Higher Education Institutions](#)

## **Turkey**

[URAP Turkish University Ranking](#)

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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



[carlos.martins.carvalho@tecnico.ulisboa.pt](mailto:carlos.martins.carvalho@tecnico.ulisboa.pt)

<http://ep.tecnico.ulisboa.pt/>

<http://oe.tecnico.ulisboa.pt/>