



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

10, October 2011

IREG CONFERENCE - BRATISLAVA

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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

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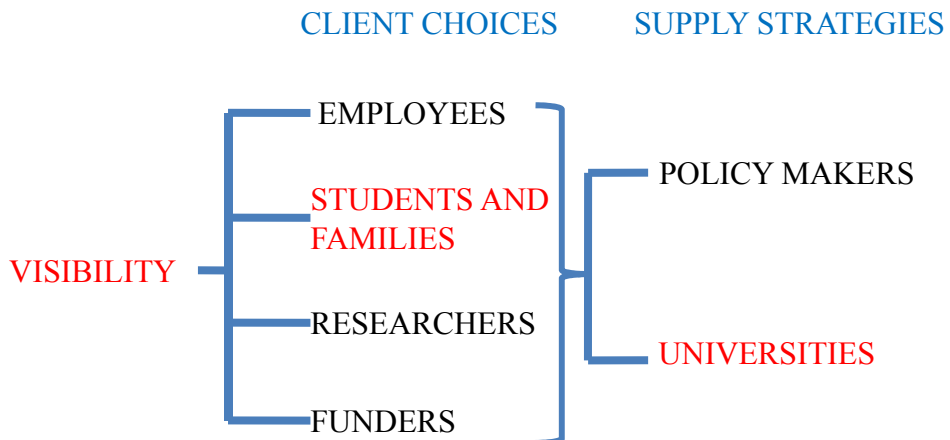
Agenda



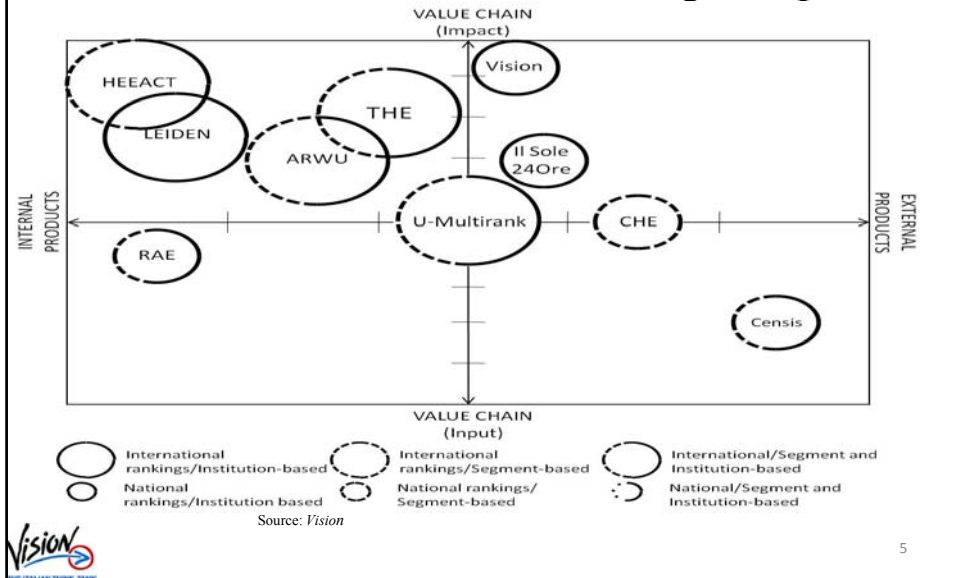
- **Rankings' merits and limits**
- **Vision's proposal**
- **Results**
- **Next steps**



Merits



Rankings Map



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



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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



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MORE RANKINGS

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



UNINTENDED CONSEQUENCES

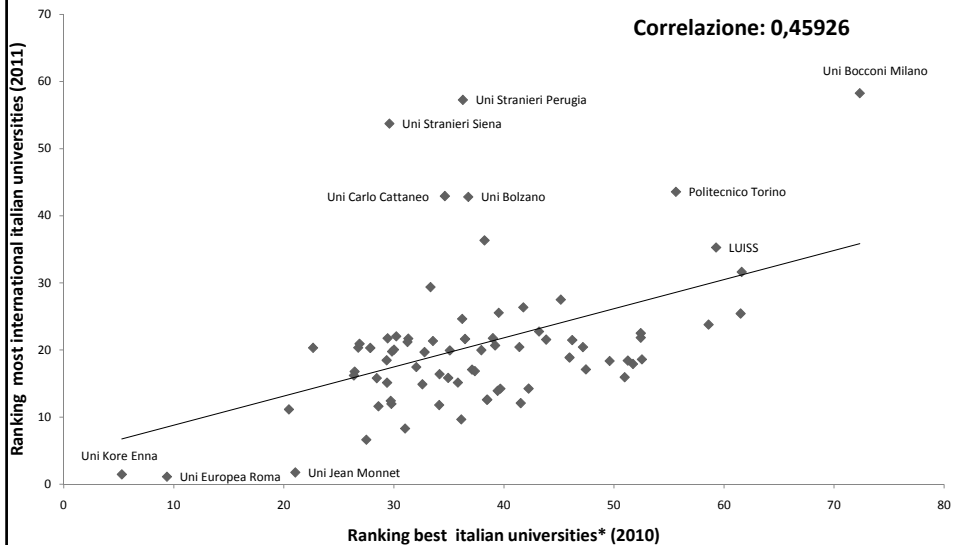
1. **International students**
2. Students coming from **other regions**
3. Students with **full mark**
4. **Placement**
5. Students **satisfaction**
6. **Private funding** for research
7. **Citations** on Google-Scholar
8. **Media Coverage**



Internationalization and quality



Overall score, Vision rankings (2011, 2010)



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



* Without indicators on international students

Vision - Internationalization ranking (2011)



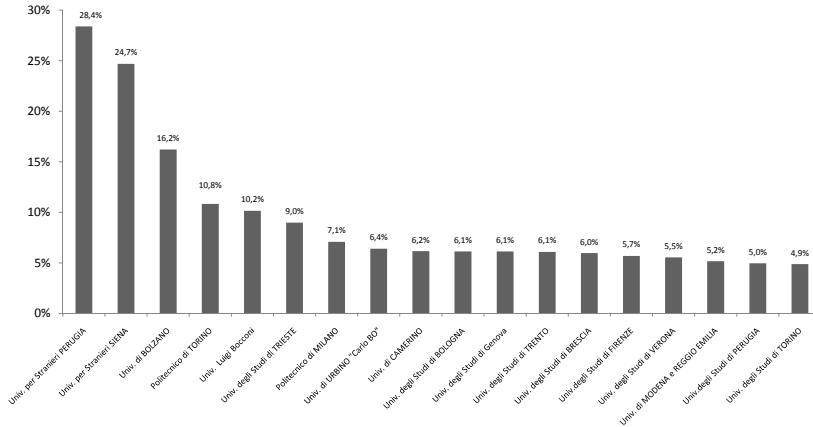
1. International Students
2. International faculty
3. FTE exchange students outgoing plus FTE exchange students incoming
4. FTE exchange faculty outgoing plus FTE exchange faculty incoming
5. BRIC +5 students
6. BRIC + 5 faculty
7. Cultural diversity
8. Satisfaction
9. Growth rates IS
10. Growth rates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

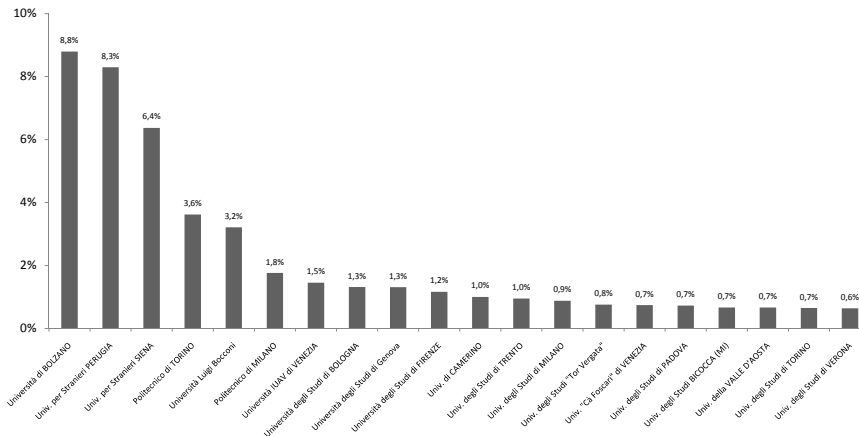


Fonte: Dati MIUR, elaborazione Vision



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International students BRIC+ EU 5 on total (2010)

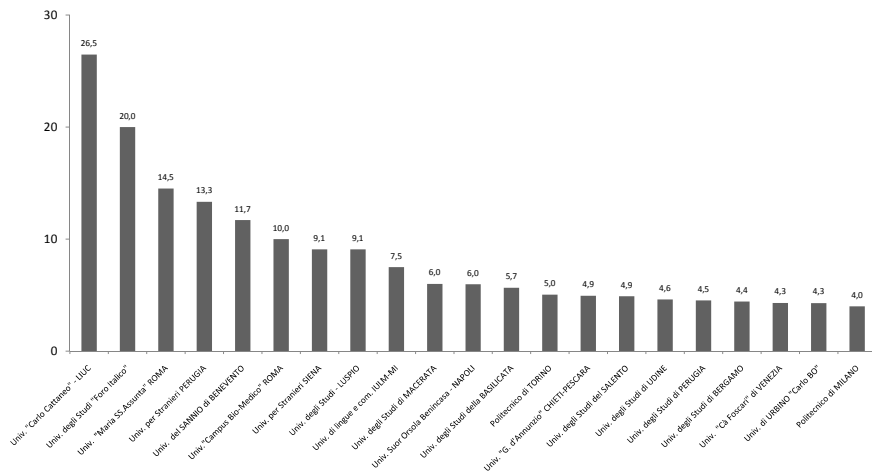


Fonte: elaborazione Vision su dati CNVVSU e MIUR



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Exchange faculty outgoing as percentage of total (2010)



Fonte: elaborazione Vision su dati LLP ed ERASMUS



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Next steps



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



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www.visionwebsite.eu