

Strategic Reconciliation Framework for Sustainability Development Towards World-Class University

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Abstract

The Asia-Pacific region has seen rapid growth in transnational higher education due to globalization. Consequently, many universities are pursuing to become World-Class universities to establish construction excellence, uniqueness, and innovation in building and developing a global reputation. This study aims to identify and explore the classification of operational resources and market requirements in the strategic reconciliation effort (sustainable alignment) of Universitas Airlangga toward the Top 500 World Class University ranking. This research paradigm is postpositivist with the research setting at Universitas Airlangga, Surabaya. The reason for choosing a qualitative single case study approach is the uniqueness and specificity of the operational resource categories and market requirements in strategic reconciliation (sustainable alignment) efforts of Universitas Airlangga toward being ranked in the Top 500 World Class University. The data has been analyzed by using the interactive model proposed by Miles and Huberman and combined with the data analysis procedures presented by Creswell. This research found that the strategic reconciliation efforts of Universitas Airlangga toward the Top 500 World Class University reflected on the operational resource category consisting of academic culture, human resources, facilities and infrastructure, reputation, networking, capability, information technology, and budget, as well as the market requirements category consisting of the quality of output, competitors, market position, and graduate associations.

Keywords: Market Requirements, Operational Resources, Operations Strategy, Strategic Reconciliation, World Class University