

# Academic Rankings:

*What they do to the Image & Reputation of Business Schools:*

Dr. Khalid Amin

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# ACCELERATED CHANGES



*IN LAST 10 YEARS MANY KNOWN PRODUCTS & COMPANIES HAVE DISAPPEARED.*

*IN NEXT 10 YEARS THE FOLLOWING COULD DISAPPEAR.*

- Post Office
- Check
- Newspaper
- Book
- Land line telephone
- Television
- Privacy

***Same is TRUE for Academic Ranking***



# Why is Academic Ranking important?



- **Innumerable & complex** choices
- **Rapid & Continuous Changes** in the quality of Institutions.
- **Varied interests** of different stakeholders.
- Ranking provides **Benchmarking** for **Comparative Evaluation & Decision Making** by Stakeholders



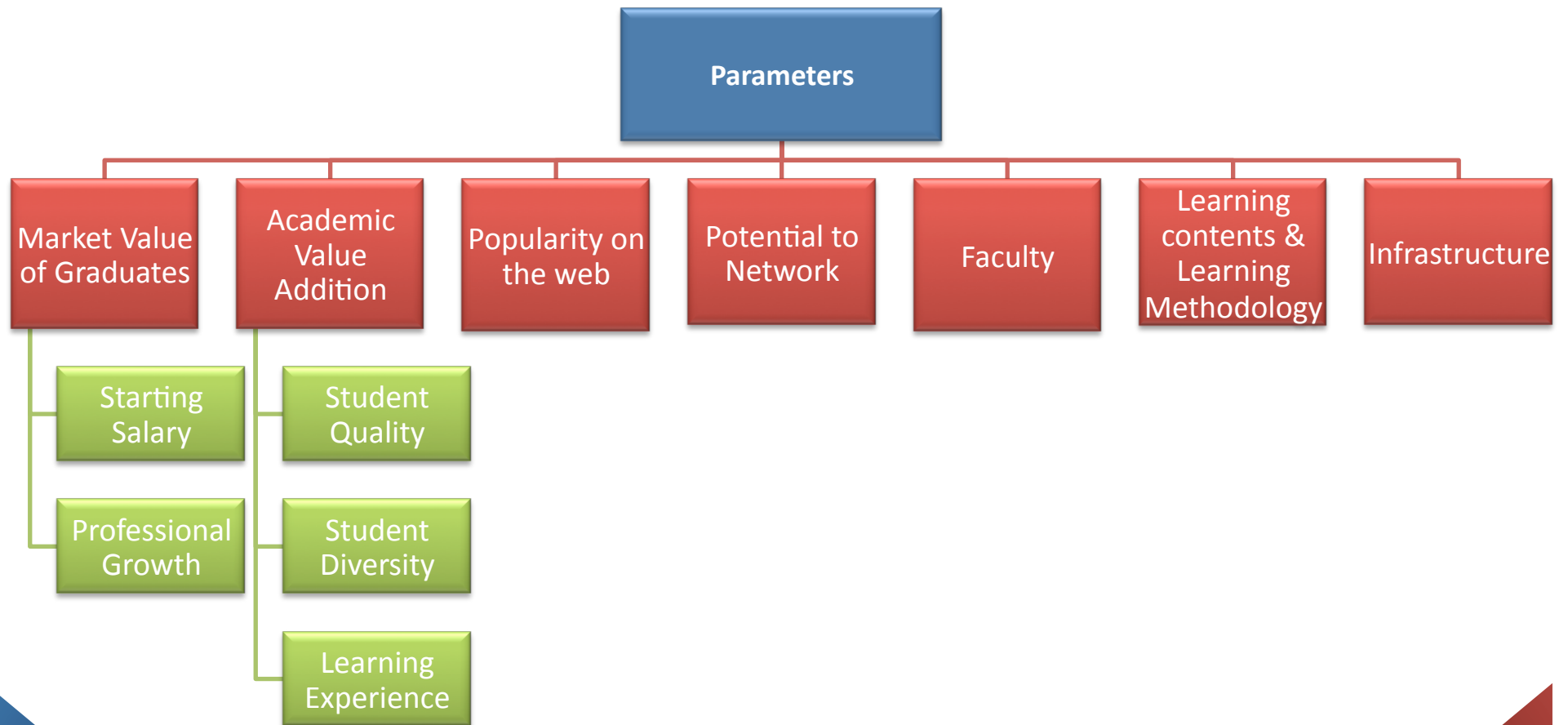
# Academic Ranking “Attracts”

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- Students
- Faculty
- Employees
- Employers
- Funding
- Premium fee



# Model Academic Ranking



# Market Value of Graduates



- Current starting salary of the top 3 business schools:
  - Harvard: \$125k
  - Wharton: \$121k
  - Stanford: \$120K



# Ranking Schools by Internet Media Buzz

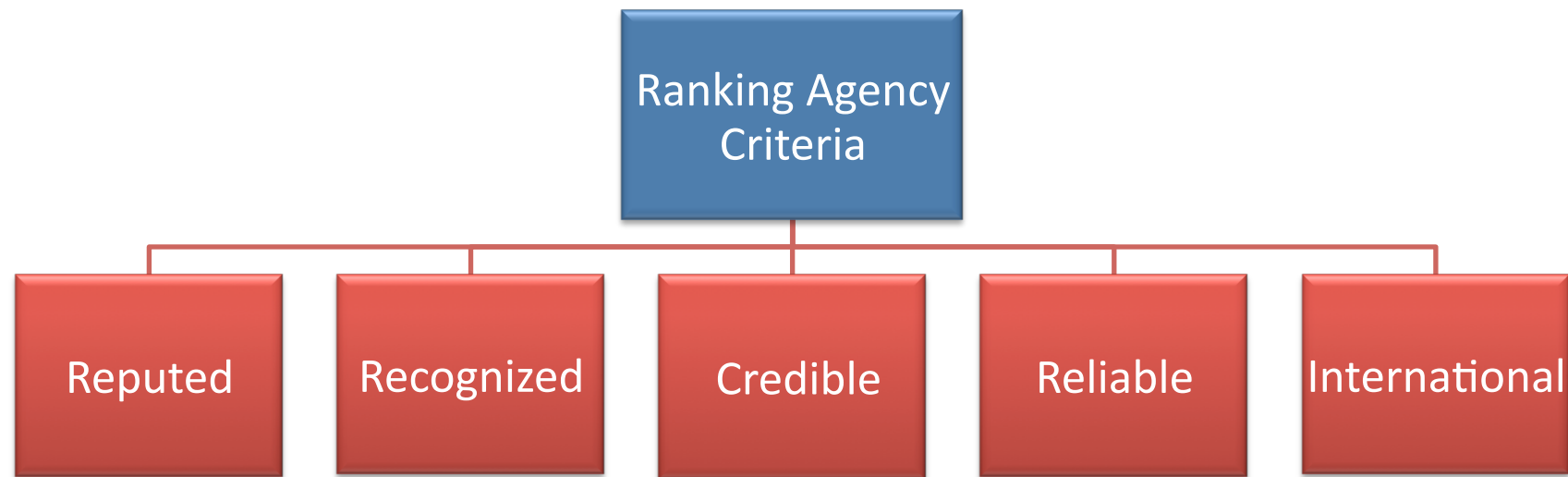


1. Harvard University
2. Northwestern University
3. University of California, Berkeley
4. Columbia University
5. California Institute of Technology
6. Massachusetts Institute of Technology
7. Stanford University
8. University of Chicago
9. University of Texas, Austin
10. Cornell University



# Ranking Agencies Criteria

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Thank You!

