Help business schools visualize their competitive positions: implications for strategic developments from popular rankings

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Abstract

With quick and continued globalization development during the past decade, global competition on educational market is becoming normal. That is, the pressure on business school competitiveness is not only from its peers within a single nation, but also from worldwide peers. Therefore, business school rankings have increasingly received prominent concerns not only by faculties, current and prospective students, and alumni, but also gradually by school deans and even government leaders. Given that the popular ranking systems originate to offer prospective students and their families guidance about how to select business schools that best fit their needs, current ranking systems simplify their collected data into a single dimension and sum up the scores of criteria under the dimension so as to let prospective students and their families compare and select schools more easily. Accordingly, this study aims to present a spherical displaying methodology and demonstrate the use of the methodology to help business schools visualize their competitive positions and think about the way to devise development strategies based on popular rankings.

Keywords: business school, ranking, visualizing, strategic development

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