TOWARDS A SUSTAINABLE AND ENTREPRENEURIAL UNIVERSITY!

Nowadays, universities are facing several challenges on the way of creating value for their students, businesses, stakeholders, investors, human resources, communities, etc.

They have to find new opportunities, new way of creating and maintaining new market through positioning of themselves in front not only to students as the main target but at least five active and dynamic stakeholders. So, in traditional universities or higher education institutions, usually the main concern is related to main target: students.

Every resource and efforts within those HEIs goes for that target. This is how it works with those HEIs which are mostly teaching oriented.

In entrepreneurial universities one simple marketing plan is not enough, there are needed several and multiply marketing plans. At least one marketing plan for the categories: investors, human resources, communities, businesses, other stakeholders. Also the overall concern of an entrepreneurial university should be related with equity, product and market share.

This means that in the difficult road of creating a successful proposed value, an entrepreneurial university needs to focus more in marketing in order to be more entrepreneurial than traditional, and in order to go through entrepreneurial need to focus more in proactivity that reactivity, opportunity, value proposition, and innovation.

This is a severe methodology for HEIs to use positioning as a key component in order to create a sustainable proposed value, competitive advantages and profits for all stakeholders.

From the otherview of point, this way of working in a difficult market, will create for sure a new dimension for those HEIs: networking.

This will create and strength the social component of sustainable development for proper region, creating a more sustainable development for that country. Serving all categories of stakeholders, basing and co-creating value together with communities and businesses, sustaining by a selective team, using the opportunities that crisis offers, will create for sure a strong and huge network which will be a treasure for further evolution and innovativeness of HEIs, and using education as powerful mechanism for achieving sustainable development.

Prof. Dr. Klodiana GORICA