



# **LAPORAN PENELITIAN MANDIRI**

**DOSEN DTPS- MAGISTER MANAGEMEN**

**THE DEVELOPMENT HIGHER EDUCATION VISION  
CONDUCTED WITH MARKET- BASED MANAGEMENT  
RESEARCH FOR THE GLOBAL COMPETITIONS**

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**PROGRAM PASCASARJANA FEB  
UNIVERSITAS PERSADA INDONESIA  
Y.A.I**

2019

## **LEMBAR PENGESAHAN**

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**KaProdi MM FEB UPI YAI, 2019**



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## Abstract

The best aim to organizations for well achievement was made people would be happy for received the consumers' value and they have a new energy for the future and sustainability life on the communities. The corporate should have a great vision and mission to guide all members and the stakeholders for long run organizations for moving forwards and always elevated the new life. Actually, the scientific pathways on market-based - research in management would help the leader to state the visions and missions also strategic planning and design for applied to the future for pursue the market- positions in global competitive advantage.

Keywords: Visions, missions and sustainability

## **BAB I. Introduction**

In- phase of the digital- disruptive economics

As analytic the advance our understanding of hence interesting and increasingly relevant knowledge in management areas, through learning with hard-ways, focus, confidence and always have the critical thinking, that always provided the new concept- modeling on evidence-based in management would achievement best accomplishment in the higher education learning. Our focus to development the scientific- concept that conduct with market- based management philosophic would ensure to attain best solution in business. The market orientation in business should be the best concept to starting other context area in range- industries in digital era (e.g. marketing, HRD, Finance and Accounting management). Recently, many resources in corporation have the heterogeneously and misguide in strategies also have imperfectly in the information provided and very costly that could hard to pursue the market positions- in the competitive advantage that attempt to financial performance in firms.

The corporate vision should describe what venture desire to pursue for long-run and set the direction for planning and executing. Hence, the main and effectively that vision could forwards-looking, having the well motivating and best inspirational also should reflectively for the corporate culture, leaderships and core of great value for energizer people, who might some benefits and improvements for corporate in the future. Furthermore, many scholars have research in this area; cause these things to starting doing business for the process of the organizational resources advantage to attempt the market positions in competitive advantage. Hence, the market visioning competence (MVC) would delivered set of capabilities for the market position with competitive

advantage that organizational achievement and should considering entire; individual-competence, the networking, the proactive market, the market learning tools and the best idea driving. Actually, in market-based management would have to make the significant affect on customers and employee satisfactions as the foundation of any business, moreover, the corporate need the powerful vision to attained, that its have the specific characteristics pertain; conciseness, clarity, having the future orientations, stability, challenge and could to inspire people. (Galle, 2016; Kantabutra & Avery, 2010; Landroquez, 2013; Matinheikki, Rajala, & Peltokorpi, 2017; Reid, de Brentani, & Kleinschmidt, 2014; Russell, Huhtamäki, Still, Rubens, & Basole, 2015)

Actually, the business paradigm in digital era and disruptive economics would mentions many business problems to be solved (e.g. why do the mostly firms? who are the competitor in the market-place?, what the new technologies?, how selling the product? What customers value will deliver? How could making the interrelation ship with customer?). Furthermore, to solved many obstacles and getting the challenge would need endeavor and strive to pursue the best achievement conduct with develop an independent enquiry and critical analysis skill with undertaking the sustainable – scientific research investigations.

Indeed, for anticipated the paradigms in future market, the model that will assist companies to improve plans marketplace. The scholars should be present a new concept, "edited platforms," as a consumer aware, but company driven, and the product development- model, conducted the empirical models for attain the organizations aims with best solutions in market-based management.



**Fig. 1.** The Best Agile Management for the Leadership



Hence, in this decade has been beginning the new era that has the newest mass transportations more operations the mass rapid transit that will encourage many customers easily to reaching the central business quicker and the people movement could making more trading in many product and services. The firms always have the generic strategies for winning the market with cost leaderships, customer focus and diversification of product in other ways the institutions would doing business with robust market orientations works with making and delivered more superiors customers satisfaction that would reflection for business successes will have the gain business profitability's. Furthermore, many scholar and scientists were doing research to support at the corporate with the well information about the best data on market-based and consumers needs to be understood for taking the best solution and making decisions and action plan for managers for its firm goals. Hence, the most important thing was supported with well data that could be accessed, especially the demographic data, newest technologies and the connection between students and higher educations. In our country the quality of lecture have an index to be valued by many people, which indicated competencies and capability to handle our students for well accomplishment in their learning process.



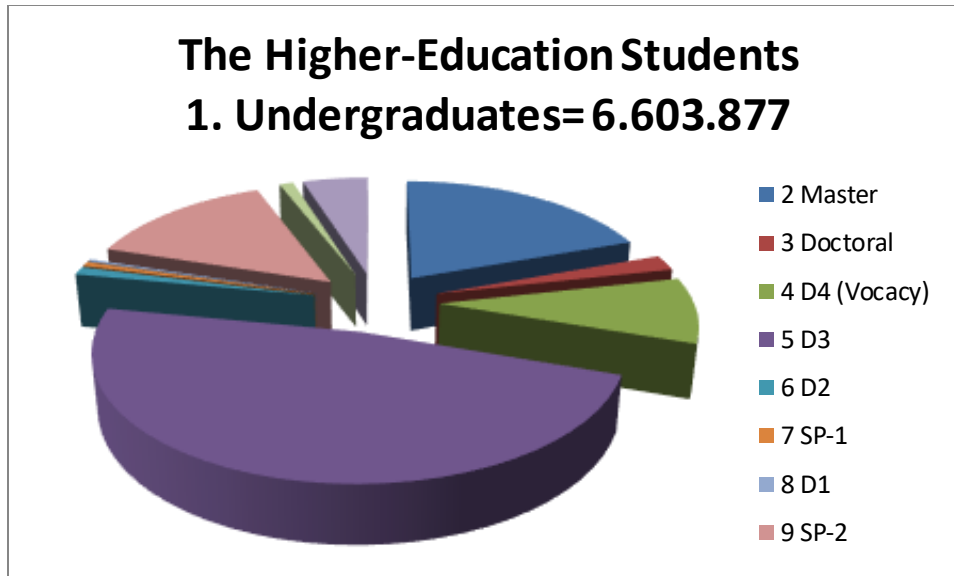
## The data

Recently, in our country Indonesia having students of the higher education's in table below:

**Table 1.** The Distributions of the Level of Educations

No	The Level of educations	The Students (remarks)
1	Undergraduates	6.603.877
2	Master	371.545
3	Doctoral	39.339
4	D4 (Vocacy)	165.376
5	D3	910.943
6	D2	20.293
7	SP-1	11.588
8	D1	5.760
9	SP-2	269
10	S2 (applied)	20
11	Prophesy	93.339

(source: Data center- IPTEKDIKTI, 2018)



**Fig. 3.** The Distributions Higher Education

Actually, from the table above indicated having the potentials and very big market in educational institutions higher education to manage for long-running and sustainability, furthermore, the best vision of the higher education's institutions should having powerful and making the well business strategy and the best leadership that ability to motivated staff would be very potentially affect and increased an organizational performance.

## The TYPE of higher educations

The type of higher education in our country divided in forth, as table 2 below

**Table 2.** The Type of HE

No	The Type of Higher-Education	The Students (Remarks)
1	The Private Higher Educations	4.922.855
2	The Public Higher Educations	2.237.749
3	The PTA	896.874
4	The PTK	165.178
<b>TOTAL</b>		<b>8.222.656 students</b>

The purpose of this inquiry from the situation in higher education's would state that the vision and mission statement in higher education should be stated with divergent views and the process for developing under research on customer orientation and the organizational-culture in market-based research in agile management (Amores-Salvadó, Castro, & Navas-López, 2014; Guiso, Sapienza, & Zingales, 2015; Kantabutra & Avery, 2010). Furthermore, the research questions, what factors could affect the vision statement, that should provide the broad directions, the focal point to entire stakeholders, the best achievement, become the foundations for develop strategic planning, have a great expectations, the higher performance in universities and the well synergy?

### **BAB III. THE ORIENTATION DEVELOPMENT on business that conduct within the MARKET- BASED management PHILOSOPHY**

#### **The constant existence was the changing world.**

The market-based in business has been the robust market-orientation to attain, prompt and affirmative well customers respond, the blue-print within development and growth in master management was centralize conduct with the market-based management as the philosophy that combine with resources advantage in the dynamic- competitive world (Linville, Rowlett, & Kolind, 2015; Matinheikki et al., 2017; Monferrer, Blesa, & Ripollés, 2015; Sudbury-Riley, 2016). Furthermore, the implementing in process business for tracking market-performance would be a required in business to measure the profits at the market-position within the competitive advantage.(Anselmsson & Bondesson, 2015; Chen, Li, & Liu, 2015; Nguyen, Yu, Melewar, & Gupta, 2016; Tournois, 2013)

The Institutions have wanted to become in behalf of the best higher educations around the word for the sustainable and long-rung existence. Much organization in higher education in the world should have a magnificent statement of the visions and mission and should be establish for the starting statement. The mission could determine from the institutions aims for the future that would be to attempting for reach the great achievement to satisfaction some stakeholders. (Galle, 2016; Jansen, 2015; Kantabutra & Avery, 2010; Matinheikki et al., 2017)

The market-based management research could supported to developing vision and vision statement that focused from the customer orientation and the relational-ship also always have to connected each other between consumers and the higher education institutions. The theoretical based on resources advantage theory for competitions, service- dominant logic and network theory

have become the foundation for inquiry the theme with deeply. (Abrahamsen & Håkansson, 2015; Håkansson & Olsen, 2015; Hunt, 2011; Lusch, Vargo, & O'Brien, 2007; Pelin & Shelby, 2012; Shelby, 2001, 2012; Shelby & Sreedhar, 2012; Vargo & Lusch, 2017; Vargo, Wieland, & Akaka, 2015)

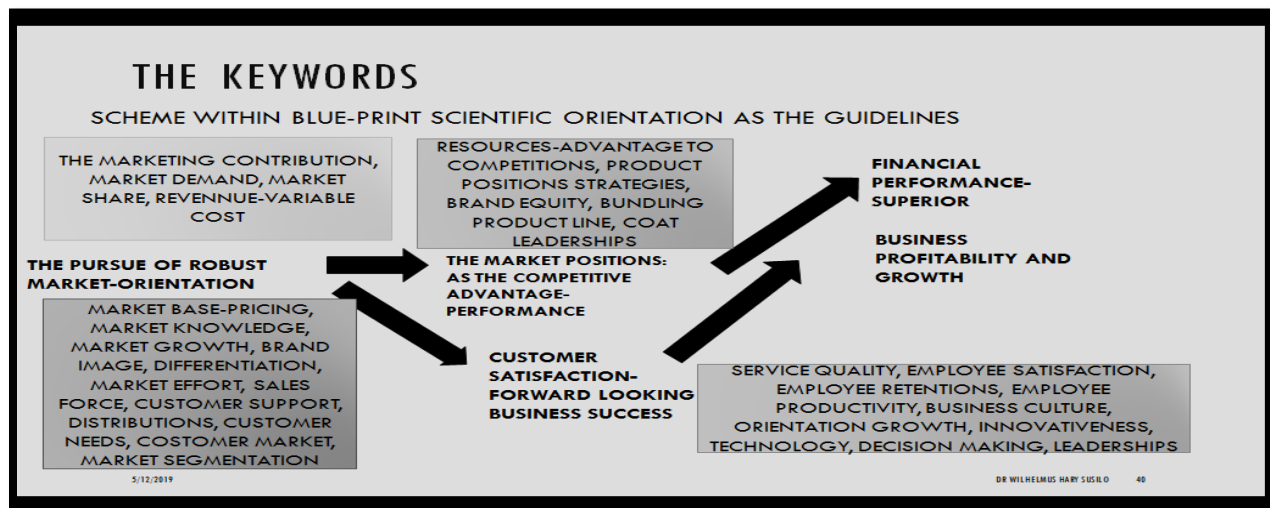
#### **BAB IV. THE PREMISE in the digital era**

Recently, the misguide on industrial strategies development always happened, heterogeneous demand theory, the ability to explain the reason on many venture size – scopes, and the process of evolutionary the competitions. Moreover, the premises pertains; therefore, the heterogeneous demand across industries and very dynamic, consumers and venture information's imperfect and costly, the corporate objective to superior financial performance, the venture resources and very heterogeneous characteristics' (financial, physical, legal, human, organizational and relational), the role of management and management-motivations, also the competitive- dynamics (Chi, Lieu, Hung, & Cheng, 2016; Liu, Liu, Ding, & Lin, 2015).

The strategy for face the global condition in the higher education market place, we could do the well analysis conducted with the philosophy market-base management to create best solution. Furthermore, the key word as scheme below, shown the potential theme which could help search the best potential outcome to supported for development the higher education vision-mission (Bhatti, Larimo, & Carrasco, 2016; Farhad Hosseini, Khodadad Hosseini, Kordnaiej, & Ahmadi, 2016; Sung, Lu, & Ho, 2010; Whittington, Yakis-Douglas, Ahn, & Cailluet, 2017).

## BAB V. Research Suggest for Development the Visions

The research suggests for development higher education vision that conduct with market-based management to reach the globally competitive advantage are future-oriented, stable, concise, clear, challenging, abstract and inspiring. The causal research could be develop with the structural equation modeling to measurement model and structural model (Augusty, 2014; Killa & Ferdinand, 2017). The resources advantage of the higher education should well identify and the corporate visions must be shared by their members and having the well communicated each other for better performance outcome than the visions without appropriate realization factors. (Choi, Yoshikawa, Zahra, & Han, 2014; Dustin, Bharat, & Jitendra, 2014; Jogaratnam, 2017; Martin, Javalgi, & Cavusgil, 2017)



**Fig. 4.** The Key Words of the Blue-print

Actually, the blue-print for market-based management research should refer on scheme above in fig.4 , and making the priority for achievement best performance in higher educations.

Furthermore, to develop our vision- mission in higher education should determining the resources- advantage that could increasing market position and also the superior financial performance in higher education and suggests conducted to the basis the sustainable-competitiveness advantage in the globally era(Diaz Ruiz & Kowalkowski, 2014; Najafi-Tavani, Sharifi, & Najafi-Tavani, 2016; Yaprak, Tasoluk, & Kocas, 2015). The stresses and determining the higher education vision- mission development, which should consideration entire the market segments, heterogeneous demand, the comparative advantage of the resources and the market positions of the competitive advantage in Asia as the energy for face the globally competition in the digitalize era.(Grün & Dolnicar, 2015; Hunt, 2010; Hunt & Arnett, 2004; Swart & Roodt, 2014) The research and development (R&D) sections could driven the holistic- part for the strategy implementation that should have an effort to many things as follows to; an emphasize to the outcome and the process improvements, the stress basic on conduct to applied research in market base management, to be a leader in R& D, to develop the artificial intelligent in digital data, the budgeting and the stakeholders or the outsourcing also the technological improvements that affect the consumers in higher educations. The breakthrough innovations could be help to the higher education in the resources advantage (product, process, technology and cost) that to lead the consumers satisfactions and mention for facing the tight competitiveness in Asian and the world at all. (C. Roach, Ryman, & White, 2014; Guiral, 2012; Hau & Kang, 2016; Maceika & Šostak, 2014; Mandal, 2016; Mirvis, Herrera, Googins, & Albareda, 2016; Nagy, Schuessler, & Dubinsky, 2016; Nguyen et al., 2016; Taherparvar, Esmaeilpour, & Dostar, 2014)



Finally, the higher education's have to achievement the hallmark of management that would be conduct within powerful visions and should have the highly desirable and inspiring for the future and should be fight for the tight competitiveness.

## Acknowledgement

I would be mentions to the Expertise and Experience Learning Club, Faculty of Business and Economics, University Of Persada Indonesia Y.A.I. To In Kind E&EL CLUB LABORATORY FEB UPI Y.A.I team.

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