

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

Wilhelmus Hary Susilo^{1*}, Yudi Yulius², Yosandi Yulius³

^{1*} Persada Indonesia University Y.A.I, Jakarta, Indonesia

Received: 03-August-2019, Revised: 10-Sep-2019, Accepted: 15-Sep-2019, Published: 24-Sep-2019

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, Sustainability.

1. INTRODUCTION

1.1. 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 conducts 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 effect on customers and employee satisfactions as the foundation of any business, moreover, the corporate need the powerful vision to attained, that it's have the specific characteristics pertain; conciseness, clarity, having the future orientations, stability, challenge and could to inspire people. (Galle, 2016; Kantabutra and Avery, 2010; Landrogez, 2013; Matinheikki *et al.*, 2017; Reid *et al.*, 2014; Russell *et al.*, 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 customer's value will deliver? How could making the interrelation ship with customer?). Furthermore, to solved many obstacle 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.

Actually, for anticipated the paradigms in future market, the model that will assist companies to improve plans for the future 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.

Figure 1. The Best Agile Management for the Leadership



Source: Authors Concept

1.2. The Recent Condition in Asian

The globally competitive- world was impact entire companies in diverse industrial sectors, that must respond faster. The companies were focus to costumers that they have much choice, expected more and hoped the lowest prices if the firms could attempt the market positions on the level of competitive advantage. Recently, in the business environment among institutions were more attentions to customers focus would always to change in needs, lifestyle, the consumptions behavior, demographics, more complicated modern technologies and an automatic handling that used that less employee. Furthermore, the macro-economic, social factors, the political and the policies from the governments aspect were would emphasize thinking by among enterprises' in Asia.

Figure 2. The Transform of the Strategy Perspective Asian



Source: Authors Concept

Actually, 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.

1.3. The Data

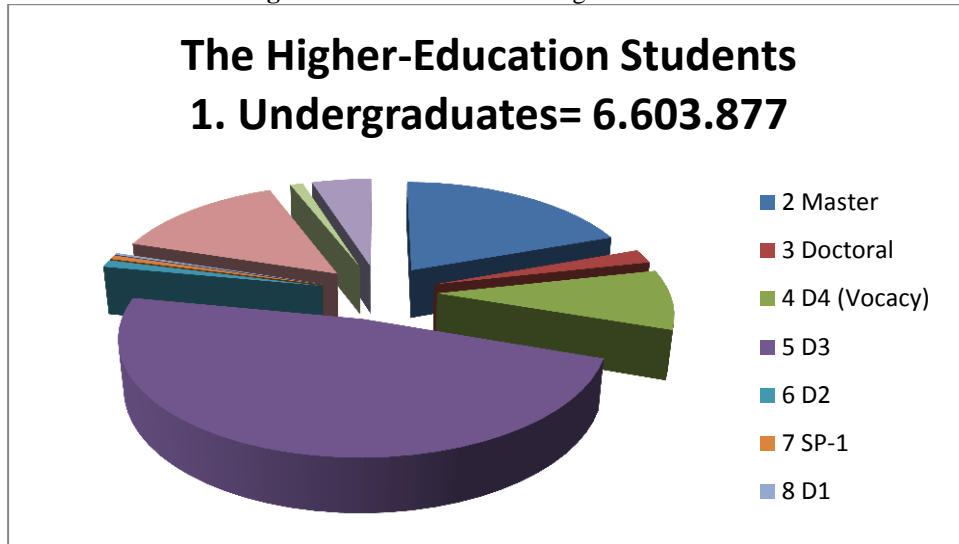
Recently, in our country Indonesia having students of the higher education's in table below:

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

Figure 3. The Distributions Higher Education



Source: IPTEKDIKTI, 2018

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.

1.4. The Typeof 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
TOTAL		8.222.656 students

Source: IPTEKDIKTI, 2018

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-Salvado *et al.*, 2014; Guiso *et al.*, 2015; Kantabutra and 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?

2. THE ORIENTATION DEVELOPMENT ON BUSINESS THAT CONDUCT WITHIN THE MARKET- BASED MANAGEMENT PHILOSOPHY

2.1. 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 *et al.*, 2015; Matinheikki *et al.*, 2017; Monferrer *et al.*, 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 and Bondesson, 2015; Chen *et al.*, 2015; Nguyen *et al.*, 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 and 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 and Hakansson, 2015; Hakansson and Olsen, 2015; Hunt, 2011; Lusch *et al.*, 2007; Pelin and Shelby, 2012; Shelby, 2001;2012; Shelby and Sreedhar, 2012; Vargo *et al.*, 2015; Vargo and Lusch, 2017).

3. THE PREMISE IN THE DIGITAL ERA

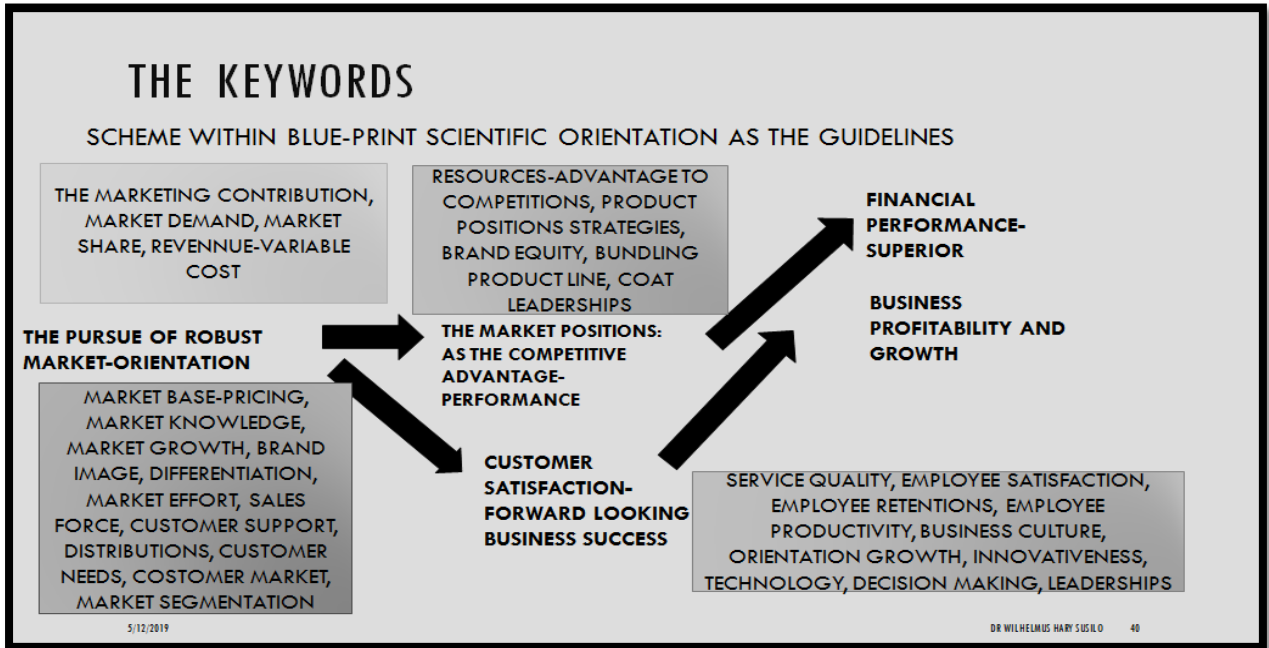
Recently, the misguide on industrial strategies development always happened, heterogeneous demand theory, the ability to explain the reason on many venture size – scopes, and the process of evolutionary the competitions. Moreover, the premises pertains; therefore, the heterogeneous demand across industries 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 *et al.*, 2016; Liu *et al.*, 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 *et al.*, 2016; FarhadHosseini *et al.*, 2016; Sung *et al.*, 2010; Whittington *et al.*, 2017).

4. RESEARCH SUGGEST FOR DEVELOPMENT THE VISIONS AND MISSION ON HIGHER EDUCATIONS

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 developing with the structural equation modeling to measurement model and structural model (Augusty, 2014; Killa and 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 *et al.*, 2014; Dustin *et al.*, 2014; Jogaratnam, 2017; Martin *et al.*, 2017).

Figure 4. The Key Words of the Blue-print



Source: Authors Concept

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 and Kowalkowski, 2014; Najafi-Tavani et al., 2016; Yaprak et al., 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. (Grun and Dolnicar, 2015; Hunt and Arnett, 2004; Hunt, 2010; Swart and Roodt, 2014) The research and development (R&D) sections could drive 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. (Guiral, 2012; Hau and Kang, 2016; Maceika and Sostak, 2014; Mandal, 2016; Mirvis et al., 2016; Nagy et al., 2016; Nguyen et al., 2016; Roach et al., 2014; Taherparvar et al., 2014).

Finally, the higher educations 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 in disruptive economics.

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.

REFERENCE

Abrahamsen, M. H. and Hakansson, H. (2015). Caught in the middle: Buying from markets and selling to networks. *Industrial Marketing Management Journal*, 49: 4-14.

- Amores-Salvado, J., Castro, G. M. and Navas-Lopez, J. E. (2014). Green corporate image: moderating the connection between environmental product innovation and firm performance. *Journal of Cleaner Production*, 83: 356-65.
- Anselmsson, J. and Bondesson, N. (2015). Brand value chain in practise; the relationship between mindset and market performance metrics: A study of the Swedish market for FMCG. *Journal of Retailing and Consumer Services*, 25: 58-70.
- Augusty, F. (2014). Structural Equation Modelling Dalam Penelitian Manajemen, Fakultas Ekonomi dan Bisnis Universitas Diponegoro.
- Bhatti, W. A., Larimo, J. and Carrasco, I. (2016). Strategy's effect on knowledge sharing in host country networks. *Journal of Business Research*, 69(11): 4769-74.
- Chen, H., Li, Y. and Liu, Y. (2015). Dual capabilities and organizational learning in new product market performance. *Industrial Marketing Management Journal*, 46: 204-13.
- Chi, C. W., Lieu, P. T., Hung, K. and Cheng, H. W. (2016). Do industry or firm effects drive performance in Taiwanese knowledge-intensive industries? *Asia Pacific Management Review*, 21(3): 170-79.
- Choi, Y. R., Yoshikawa, T., Zahra, S. A. and Han, B. H. (2014). Market-oriented institutional change and R&D investments: Do business groups enhance advantage? *Journal of World Business*, 49(4): 466-75.
- Diaz-Ruiz, C. A. and Kowalkowski, C. (2014). Market representations in industrial marketing: Could representations influence strategy? *Industrial Marketing Management*, 43(6): 1026-34.
- Dustin, G., Bharat, M. and Jitendra, M. (2014). Competitive advantage and motivating innovation. *Advances In Management Journal*, 7(1): 1-7.
- FarhadHosseini, S., KhodadadHosseini, S. H., Kordnaiej, A. and Ahmadi, P. (2016). Survey and explain the role of sensemaking in successful strategy implementation in iran's automotive companies. *Verklas: teorijairpraktika*, 17(3): 202-15.
- Galle, P. (2016). Self-Knowledge by Proxy: Parsons on Philosophy of Design and the Modernist Vision. She Ji. *The Journal of Design, Economics, and Innovation*, 2(4): 322-42.
- Grun, B. and Dolnicar, S. (2015). Response style corrected market segmentation for ordinal data. *Marketing Letters*, 27(4): 729-41.
- Guiral, A. (2012). Corporate social performance, innovation intensity, and financial performance: Evidence from lending decisions. *Behavioral Research in Accounting*, 24(2): 65-85.
- Guiso, L., Sapienza, P. and Zingales, L. (2015). The value of corporate culture. *Journal of Financial Economics*, 117(1): 60-76.
- Hakansson, H. and Olsen, P. I. (2015). The roles of money and business deals in network structures. *Industrial Marketing Management*, 45: 207-17.
- Hau, Y. S. and Kang, M. (2016). Extending lead user theory to users' innovation-related knowledge sharing in the online user community: The mediating roles of social capital and perceived behavioral control. *International Journal of Information Management*, 36(4): 520-30.
- Hunt, S. D. (2010). The theory of monopolistic competition, marketing's intellectual history, and the product differentiation versus market segmentation controversy. *Journal of Macromarketing*, 31(1): 73-84.
- Hunt, S. D. (2011). Developing successful theories in marketing: insights from resource-advantage theory. *AMS Review*, 1(2): 72-84.
- Hunt, S. D. and Arnett, D. B. (2004). Market segmentation strategy, competitive advantage, and public policy: Grounding segmentation strategy in resource-advantage theory. *Australasian Marketing Journal*, 12(1): 7-25.
- Jansen, E. P. (2015). Participation, accounting and learning how to implement a new vision. *Management Accounting Research*, 29(12): 45-60.
- Jogaratanam, G. (2017). The effect of market orientation, entrepreneurial orientation and human capital on positional advantage: Evidence from the restaurant industry. *International Journal of Hospitality Management*, 60: 104-13.
- Kantabutra, S. and Avery, G. C. (2010). The power of vision: statements that resonate. *Journal of Business Strategy*, 31(1): 37-45.
- Killa, M. F. and Ferdinand, A. T. (2017). Study on smart relational capability and social networking advantage: Bridging proactive entrepreneur orientation and marketing performance. *International Journal of Business Research*, 17(2): 151-64.
- Landroquez, S. M. (2013). Developing an integrated vision of customer value. *Journal of Services Marketing*, 27(3): 234-44.

- Linville, D. L., Rowlett, J. T. and Kolind, M. M. (2015). Academic pinstitution: Higher education's use of pinterest for relationship marketing. *Journal of Relationship Marketing*, 14(4): 287-300.
- Liu, M. L., Liu, N. T., Ding, C. G. and Lin, C. P. (2015). Exploring team performance in high-tech industries: Future trends of building up teamwork. *Technological Forecasting and Social Change*, 91: 295-310.
- Lusch, R. F., Vargo, S. L. and O'Brien, M. (2007). Competing through service: Insights from service-dominant logic. *Journal of Retailing*, 83(1): 5-18.
- Maceika, A. and Sostak, O. (2014). Creation of an innovation-friendly environment. *Verstas: Teorijairpraktika*, 15(2): 121-28.
- Mandal, S. (2016). An empirical competence-capability model of supply chain innovation. *Verstas: Teorijairpraktika*, 17(2): 138-49.
- Martin, S. L., Javalgi, R. G. and Cavusgil, E. (2017). Marketing capabilities, positional advantage, and performance of born global firms: Contingent effect of ambidextrous innovation. *International Business Review*, 26(3): 527-43.
- Matinheikki, J., Rajala, R. and Peltokorpi, A. (2017). From the profit of one toward benefitting many – Crafting a vision of shared value creation. *Journal of Cleaner Production*, 162: S83-S93.
- Mirvis, P., Herrera, M. E. B., Googins, B. and Albareda, L. (2016). Corporate social innovation: How firms learn to innovate for the greater good. *Journal of Business Research*, 69(11): 5014-21.
- Monferrer, D., Blesa, A. and Ripollés, M. (2015). Born globals trough knowledge-based dynamic capabilities and network market orientation. *BRQ Business Research Quarterly*, 18(1): 18-36.
- Nagy, D., Schuessler, J. and Dubinsky, A. (2016). Defining and identifying disruptive innovations. *Industrial Marketing Management*, 57: 119-26.
- Najafi-Tavani, S., Sharifi, H. and Najafi-Tavani, Z. (2016). Market orientation, marketing capability, and new product performance: The moderating role of absorptive capacity. *Journal of Business Research*, 69(11): 5059-64.
- Nguyen, B., Yu, X., Melewar, T. C. and Gupta, S. (2016). Critical brand innovation factors (CBIF): Understanding innovation and market performance in the Chinese high-tech service industry. *Journal of Business Research*, 69(7): 2471-79.
- Pelin, B. and Shelby, D. H. (2012). Alliance market orientation, new product development, and resource advantage theory. *Journal of Business & Industrial Marketing*, 27(7): 592-600.
- Reid, S. E., De-Brentani, U. and Kleinschmidt, E. J. (2014). Divergent thinking and market visioning competence: An early front-end radical innovation success typology. *Industrial Marketing Management*, 43(8): 1351-61.
- Roach, C. D., Ryman, J. and White, J. (2014). Culture, conduct and innovation: a deconstruction of market orientation. *Journal of Research in Marketing and Entrepreneurship*, 16(2): 128-45.
- Russell, M. G., Huhtamaki, J., Still, K., Rubens, N. and Basole, R. C. (2015). Relational capital for shared vision in innovation ecosystems. *Triple Helix*, 2(1): 1-36.
- Shelby, D. H. (2001). Commentary - A General Theory of Competition: issues, answers and an invitation. *European Journal of Marketing*, 35(6): 524-48.
- Shelby, D. H. (2012). The evolution of resource-advantage theory: Six events, six realizations, six contributions. *Journal of Historical Research in Marketing*, 4(1): 7-29.
- Shelby, D. H. and Sreedhar, M. (2012). Managerial action and resource-advantage theory: conceptual frameworks emanating from a positive theory of competition. *Journal of Business & Industrial Marketing*, 27(7): 582-91.
- Sudbury-Riley, L. (2016). The baby boomer market maven in the United Kingdom: an experienced diffuser of marketplace information. *Journal of Marketing Management*, 32(7-8): 716-49.
- Sung, T. J., Lu, Y. T. and Ho, S. S. (2010). Time-based strategy and business performance under environmental uncertainty: An empirical study of design firms in Taiwan. *International Journal of Design*, 4(3): 29-42.
- Swart, M. P. and Roodt, G. (2014). Market segmentation variables as moderators in the prediction of business tourist retention. *Service Business*, 9(3): 491-513.
- Taherparvar, N., Esmailpour, R. and Dostar, M. (2014). Customer knowledge management, innovation capability and business performance: a case study of the banking industry. *Journal of Knowledge Management*, 18(3): 591-610.
- Tournois, L. (2013). Total market orientation, customer value, and market performance from a dual perspective. *Journal of Applied Business Research*, 29(4): 1157.

- Vargo, S. L. and Lusch, R. F. (2017). Service-dominant logic 2025. *International Journal of Research in Marketing*, 34(1): 46-67.
- Vargo, S. L., Wieland, H. and Akaka, M. A. (2015). Innovation through institutionalization: A service ecosystems perspective. *Industrial Marketing Management*, 44: 63-72.
- Whittington, R., Yakis-Douglas, B., Ahn, K. and Cailluet, L. (2017). Strategic planners in more turbulent times: The changing job characteristics of strategy professionals, 1960–2003. *Long Range Planning*, 50(1): 108-19.
- Yaprak, A., Tasoluk, B. and Kocas, C. (2015). Market orientation, managerial perceptions, and corporate culture in an emerging market: Evidence from Turkey. *International Business Review*, 24(3): 443-56.