

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

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

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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, 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 should to inspire people. (Galle, 2016; Kantabutra and Avery, 2010; Landrogoez, 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

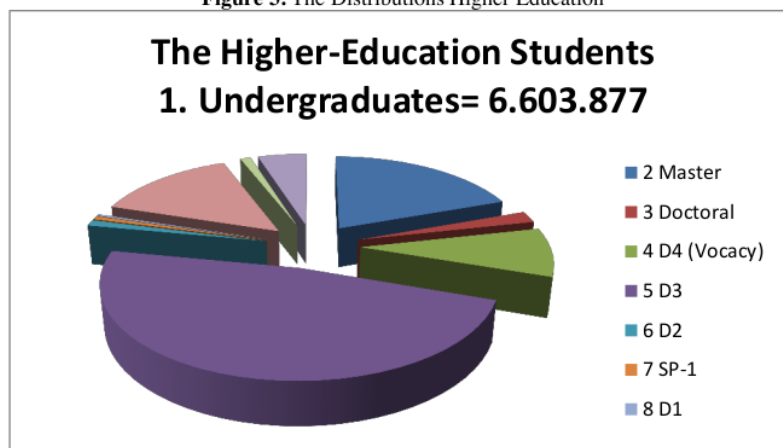
Recently, in our country Indonesia having students of the higher education's in table below:

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 (Linvill *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 world 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; Gunt, 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

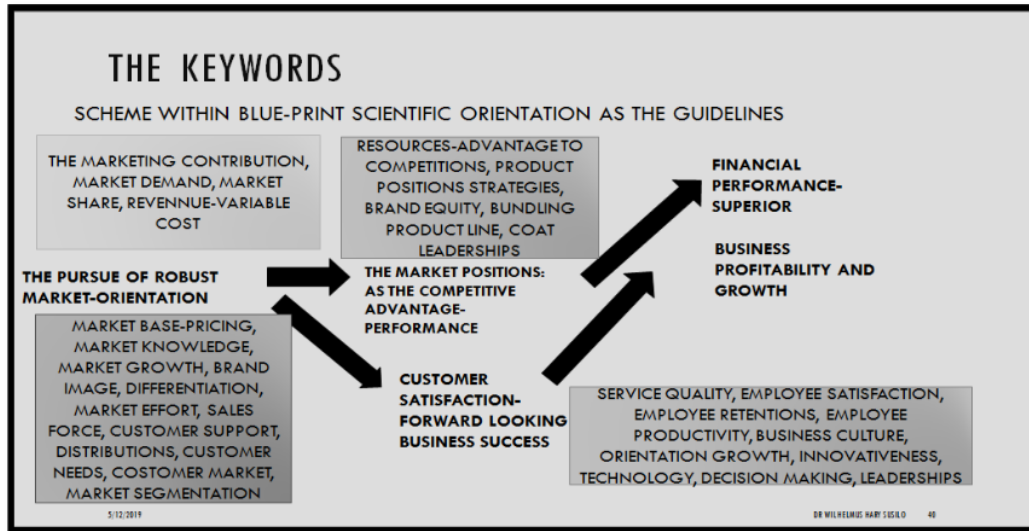
Recently, the misguide on industrial strategies development always happened, heterogeneous demand theory, the ability to explain the reason on many venture size – scopes, and the process of evolutionary the competitions. Moreover, the premises pertains; therefore, the heterogeneous demand across industries 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 with 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.

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