

## **Pertinence of University Rankings**

**There is lots of debate in the academic circle and social media about the value, validity, and acceptance of university rankings, this let me pen down, and explore the pertinence of University Ranking.**

**While researching and analyzing the content on University Ranking and its importance for university leaders, students and academic community, I also came across with various negative contents & views about it, which I would be discussing in the next post. Let's begin exploring the University Ranking to understand its pertinence for the beneficiaries.**

Beyond doubt ranking plays a pivotal role in shaping and organizing the higher education as per the pre-defined indicators, which were well researched and periodically updated by the ranking organizations and ranked them as "best" institution. Hence, it is apparently understood that university rankings are means towards better higher education and should not be considered as an end of achievement. Thus, the summarized various pertinence of university rankings is as:

- The ranking results were published by rankers on their portals and also displayed on various social media platforms and discussion portals, which leads to appreciate the impact and visibility of the institute.
- Enhance Reputation and Branding of the institution
- It provides Reliable source of data for peculiar decision making in higher education
- University ranking encourages collection and publication of academic data
- Ranking is a pertinent management tool
- Zero in on International Collaborations and Partnerships
- Assist in choosing International partnerships and benchmarked institutions, having top universities as partner could also be helpful in appreciating reputation of the university.
- It could be a part of national policy on higher education
- Rankings could be used for monitoring its own as well as its partners' and competitors' performance.
- Ranking influence the student choice of study destination, when selecting international university.
- The enrollment of quality students correlates with the performance of the university in the rankings.
- In the same way ranking influence talented applicants and researchers. They tend to seek employment in top ranked institutions in their field.

It is extremely crucial for the ranking organizations to provide the most objective picture of the position of specific institutions in relation to one another. The flaws both intended and unintended of the rankings couldn't be ignored, and their utilization based on convenience by institutions and even by governments. The discussion about the limitations and flaws in ranking would be discussed in next post, also would strive to explore the substitute of ranking for higher education.