

Assessing the Corporate Identity of Malaysia Universities in the East Coast Region with the Market Conditions in Ensuring Self-Sustainability: A Study on Universiti Sultan Zainal Abidin

Authors : Suffian Hadi Ayub, Mohammad Rezal Hamzah, Nor Hafizah Abdullah, Sharipah Nur Mursalina Syed Azmy, Hishamuddin Salim

Abstract : The liberalisation of the education industry has exposed the institute of higher learning (IHL) in Malaysia to the financial challenges. Without good financial standing, public institution will rely on the government funding. Ostensibly, this contradicts with the government's aspiration to make universities self-sufficient. With stiff competition from private institutes of higher learning, IHL need to be prepared at the forefront level. The corporate identity itself is the entrance to the world of higher learning and it is in this uniqueness, it will be able to distinguish itself from competitors. This paper examined the perception of the stakeholders at one of the public universities in the east coast region in Malaysia on the perceived reputation and how the university communicate its preparedness for self-sustainability through corporate identity. The findings indicated while the stakeholders embraced the challenges in facing the stiff competition and struggling market conditions, most of them felt the university should put more efforts in mobilising the corporate identity to its constituencies.

Keywords : communication, corporate identity, market conditions, universities

Conference Title : ICMHSS 2015 : International Conference on Management, Humanities and Social Sciences

Conference Location : Rome, Italy

Conference Dates : December 03-04, 2015