

ABSTRACT

Universities need to demonstrate their quality and pay attention to community conditions in order to gain a positive image and reputation. They must have the ability to plan, implement, and develop academic programs. The demands on universities include quality assurance, quality control, and continuous quality improvement. Therefore, this article aims to identify key themes and knowledge gaps related to university image and reputation in order to summarize what is known and to direct future research efforts towards issues that might assist university managers in managing Higher education institutions (HEIs) perceptions. To achieve the aforementioned objectives, we conducted a narrative review, but also used several systematic techniques that resulted in more robust and transparent findings for academics and practitioners to consider in their decision-making. The study identifies the most cited articles, influential authors, institutions, countries, key research areas, and research clusters.

362 university image and reputation were extracted from Scopus database and further analyzed using bibliometric analysis method. An analysis of these publications shows that the United States is the most influential country with the highest number of citations. The most prominent platform for information dissemination is Corporate Reputation Review with 37 publications. More generally, Middlesex University, Hendon, London, appears to be the most prolific institution in conducting research on University Image and Reputation. In terms of author influence, Melawar, T.C. tops the list with 346 citations, followed by Foroudi, P. with 211 citations. To illustrate the main research domains, the top contributors cover the fields of Social Sciences; Business, Management, and Accounting; Arts and Humanities; Economics, Econometrics, and Finance; and Computer Science.

Keywords: university image, university reputation, systematic literature review