

Review of: "The Myth of the Liberal Arts vs. National Universities Divide: A Marketing Strategy"

Thanikachalam Vedhathiri¹

¹ Center for Interational Affairs, National Institute of Technical Teachers Training and Research (NITTTR), Chennai, India

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Clarity: 2/5; Novelty: 2/5; Language: 4/5; Utility: 2/5

The author has undertaken important research work comparing two different models of higher education institutions, viz, Liberal Arts Colleges and National Universities. Even though both institutions offer many professional programs like law, engineering, and health care, and focus on problem-solving abilities and critical thinking skills, they are very different from society's view.

Liberal Arts Colleges also offer many professional courses like law, engineering, and health sciences. They focus on problem-solving abilities, communication, business, computer sciences, and data analytics.

National Universities have well-developed vision, mission, and focus on interdisciplinary research studies, consultancy projects, and contributing to knowledge capital. They naturally focus on marketing to earn more funds to meet growth. In this process, they have to employ outstanding faculty members who are considered to be leaders and substantially contribute to knowledge capital and human capital.

Now the Liberal Arts Colleges have to develop interdisciplinary and multidisciplinary postgraduate and doctoral programs. Further, these institutes have to bid for complex research and development projects to meet the challenges of transnational companies.

Both types of institutions have to create well-planned vision statements and prepare mission statements to plan outstanding interdisciplinary and outcome-based programs, and offer research and development programs to business and transnational companies.

It is not right to state that both types of institutions are the same, but National Universities get more reputation because of marketing their "brand."

Branding depends on excellence, the extraordinary outcome of the programs, and the creation of knowledge capital and human capital.

Hence, one has to focus on reputation through the services rendered to society. Institutional development through a learning organization is essential, and the Liberal Arts Colleges have to self-evaluate and plan to get market brands.

Actionable Steps: The author has to undertake a research study and conduct it based on the above suggestions. He has

to collect data through a detailed literature survey, get research reports on both types of institutions, and obtain feedback from alumni, employers, faculty members, accrediting agencies, and parents.

Such a study will be expected by readers of your paper. One can prepare a research proposal and get funds from National Research Councils/Associations/Government Departments. An analysis of the data will give the right figures, and one can draw conclusions/shortfalls. Further, this research will be highly useful for administrators.