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The role of service quality and institutional image in establishing relational commitment between private universities and the student

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Abstract

For service organization, relational commitment and outcomes have been essential for long-term relational successful. This study is purposed to identify the impact of institutional image, service quality, students' trust on the students' relational commitment in private higher education institutions in Central Java, Indonesia. To examine the relationship of trust on relational commitment, some relevant variables of service quality and institutional image were studied along with the central role of mediating variable of trust. By using a two-step approach, Structural Equation Modeling (SEM) was used to test the proposed model. The sample used in this study is 500 respondents. It was taken by applying proportional random sampling. There are several findings from this study. There is a significant and positive influence between service quality and students' trust. There is a significant and positive influence between institutional image and students' trust. The result also shows that there is a significant and positive influence between service quality and students' relational commitment. There is a significant and positive influence between institutional image and students' relational commitment. Finally, there is also a significant and positive influence between students' trust towards students' relational commitment. In the last part, managerial implications were widely discussed. © 2018, Allied Business Academies. All rights reserved.

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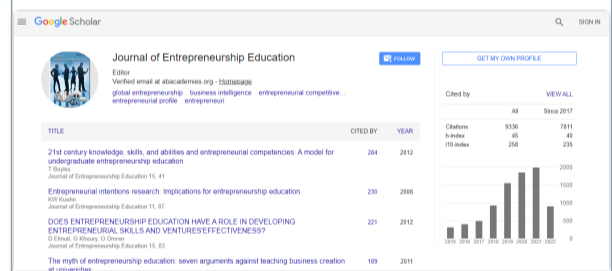
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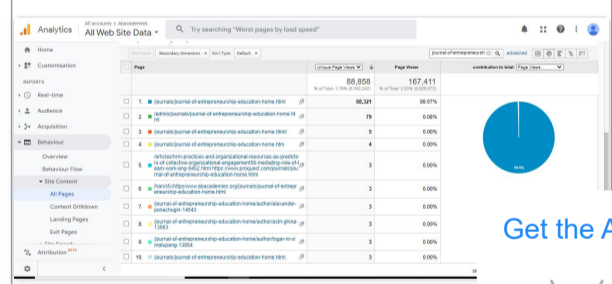
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PUBLIC PRIVATE PARTNERSHIPS IN EDUCATION: MODES OF GOVERNANCE IN DEVELOPING ECONOMY

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ABSTRACT

High schools and their product—a human capital—can be regarded as one of the most important sectors affecting the socio-economic development of the country. The key role here belongs to a public-private partnership of the state and business structures with educational institutions. The relevance of this issue for developing economy is caused by the fact that in terms of financial and economic instability and insufficient amounts of budget funds, attracted for implementation of social projects and programs, there is need to form motivational incentives and create opportunities to attract extra-budgetary sources of funding. As the role of the state in the public-private partnership is not limited by the partner's role in the interaction, this makes it necessary to analyse tasks and functions of the interrelated parties, as well as their benefits from participation in the public-private partnership projects using the dual education. This paper considers the economic essence of the partnership in terms of harmonizing the interests of the state and business. The public-private partnership in the sphere of higher education is defined as a system of mutually beneficial long-term relations between the state and business with a view of efficient allocation of roles between the partners in the sphere of higher education to improve competitiveness of high schools. The authors used the mathematical theory of games in order to estimate all possible strategies of investment and use of funds both for the state and business associations. Applying the minimal costs criterion, it is possible to develop the decision set matrix in the given interaction structure of the state and business organizations.

Keywords: Human Capital, Dual Education, Economics of Public-Private Partnerships, Payoff Matrix, Entrepreneurship Interaction Strategy, Liability of the Parties.

INTRODUCTION

Higher education plays an important role in the professional training of competent and competitive specialists for all branches of the Republic's economy in the integration of science and production.

SPECIFICITY OF THE RELATIONSHIP BETWEEN PROJECT MANAGEMENT AND ORGANIZATIONAL CULTURE

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ABSTRACT

The organizational culture becomes not only an effective instrument for the organization development under the conditions of globalization but also an important factor for forming the global cultural space. Searching for new approaches to control changes in the organizational culture of modern society has become a topical issue. The aim of this paper is to examine the possibilities of applying the project approach to control the changes in the organizational culture under the conditions of modern market. Lewin theory was applied while determining core phases within the structure of the intended organizational change. The possibility of the project management application for the organizational change management is because the project management method allows the organization moving from the current state, via the transition one, to the targeted future condition, which is the essence of the organizational changes.

Keywords: Enterprise, Strategic Management, Project Approach, Organizational Structure, Corporate Traditions, "Employee-Employer" System, Lewin Theory.

INTRODUCTION

One of the key processes of the twenty first century is the progressing globalization, characterized by the deep changes in the whole system of international relations. Under these conditions, the organizational culture is a complicated social and economic phenomenon that is subject to continuous development, which is constantly developing and is closely connected with the development and changing of the organization itself. Stewart points out that nowadays it is not sufficient “just to change the organizational structure; it is necessary to change its culture as well” (Stewart, 1999) for a successful organization transformation. As Naylor indicates, “all changes in the integral systems will have an effect on the culture while the culture will effect and restrain any change...The culture change is definitely integrated into the process of the organizational change in general” (Naylor, 2003). Besides, existing organizational culture tends

ENTREPRENEURIAL INTENTIONS OF LAW STUDENTS: THE MODERATING ROLE OF PERSONALITY TRAITS ON ATTITUDE'S EFFECTS

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ABSTRACT

A robust body of literature has examined the factors that try to explain entrepreneurial intentions. On this topic two approaches stood out in literature: the personality traits model and the theory of planned behavior. Is entrepreneurial intention a matter of personality or attitude? In fact, they are not necessarily two exclusionary views, but might somehow interact on the formation of entrepreneurial intentions.

This paper reports findings from a study that empirically examined the predictors of the law students' decision to become entrepreneurs, drawing on the Theory of Planned Behavior and The Five-Factor Model of Personality. Data were collected from a sample of students enrolled in a law undergraduate degree. Findings reveal that both attitude and perceived behavior control are significant predictors of entrepreneurial intentions and that the personality trait extraversion moderates the effect of attitude on entrepreneurial intentions. Based on the results, it is concluded that it is worthwhile investing in entrepreneurship education.

INTRODUCTION

In the aftermath of the economic and financial crisis in 2007, the unemployment rate rose rapidly (e.g., in Portugal, according to INE 2017, the unemployment rate reached 15.7% in 2012). Promoting self-employment seemed to be an attractive solution for the alarming unemployment rates. Since then, entrepreneurship has increasingly gained social and political support. The value of entrepreneurship for economic development, job creation and innovation is well documented (e.g., Ucbasaran et al., 2013), and has been recognized since the 80s. Accordingly, literature on the subject has greatly expanded mainly over the last decade, which is confirmed by several studies that review the relevant literature and testify the growing interest in the topic (e.g. Aldrich and Martinez, 2001; Davidsson, 2008; Shane and Venkataraman, 2000).

Although several definitions of entrepreneurship have been advanced, Schumpeter's definition (1912/1934, quoted in Baumol, 1990), linking entrepreneurial talent to the production of innovations ("*carrying out new combinations*"), remains popular among scholars. Some examples of definitions of entrepreneurship can be found in Low and MacMillan (1988) and Howorth et al. (2005). In many studies, entrepreneurship is just about creating companies (e.g. Kolvereid, 1996; Kolvereid and Isaksen, 2006), but for Schumpeter, the entrepreneur is a unique and creative individual who develops new products, services and techniques, that innovate the way in which people operate.

There are considerable divergences regarding the factors behind the decision of becoming an entrepreneur. A line of research views entrepreneurship as a career choice. Another line attributes the decision to personality traits (e.g. Llewellyn and Wilson, 2003; Rauch and Frese, 2007). Based on the latter approach is the assumption that vocational choices are grounded on