

ACADEMIC KNOWLEDGE VALUE CHAIN MANAGEMENT AND ACADEMICS REALTIVE PREFORMANCE EVALAUTION FRAMEWORKS IN HIGHER EDUCATION

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ABSTRACT

Academic knowledge value chain management in higher education involves external and internal stakeholders in the effective *creation* and efficient *provision* of high quality *learning, research and service* outputs and outcomes. Academic faculties are one of the main stakeholders responsible for co-creating, co-providing and co-delivering of such high-quality outputs and outcomes. The design and implementation of a proper performance methodology to evaluate motivate and align towards common institutional goals and values become very important. In this paper, we propose two frameworks for academic knowledge value chain management and for relative performance evaluation management respectively. The relative performance evaluation management framework uses a Data Envelopment Analysis (DEA) approach based on tangible and intangible criteria related to the institution's mission and academics' job description. An Analytical Hierarchy Process (AHP) is integrated into the DEA approach as a reduction technique to aggregate the more criteria measures into fewer ones to establish a better DEA classification. The proposed DEA_AHP approach is validated on a real-data collected on 35 faculty members at the Olayan School of Business. Suggestions on how to implement the relative performance evaluation management system are discussed with highlights on further research directions.

Keywords: Academic Knowledge Value Chain, Relative Performance Evaluation, Academic Staff, Analytical Hierarchy Process, Data Envelopment Analysis.

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