

**Some remarks about  
ranking.**

**Pros and cons**

# **Schools and brands**

- **There are Schools better than brands**
- **There are Schools worse than brands**
- **Country brand is in high correlation with School brand**

# **Who wants ranking and who doesn't**

- **Supporters are highly ranked  
Business Schools, Schools that  
belong to ranking list and  
Schools that are dreaming to be  
ranked**
- **The rest are against**

# **Challenges of ranking for CEE countries**

- **Low country brands**
- **To compete according to some criteria (salaries of graduates, research budget etc) is unrealistic**
- **Potential conflicts of ranking**

# **Metodological ideas for ranking**

- **Avoiding environment influence in ranking process**
- **For example: dividing financial data (salaries of graduates, etc) to GDP per capita**

# **Opportunities from ranking for Business Schools**

- **Better opportunities for benchmarking and for faster development**
- **Potential access to the list of world top of Business Schools and positive influence for sales**

# Issues for thinking

- **Home pages of ranked Business Schools as a rule reflect ranking**
- **Deans and rectors are presenting this as strength of School**
- **Ranking started in 1983. It is 27 years ago**
- **Only 5% universities belong to ranking lists**