

## Call for Book Chapters in the



# UNIVERSITY MANAGEMENT: CHALLENGES, PERSPECTIVES AND STRATEGIES

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### **Background and motivation:**

In an era of rapid globalisation, dynamic technological advancements, and evolving educational paradigms, the management of universities stands at a crossroads. As the landscape of higher education shifts, these institutions face an array of complex challenges that require adept navigation and innovative solutions. The book, "*University Management: Challenges, Perspectives and Strategies*" delves into the intricate world of managing universities, offering a comprehensive exploration of the obstacles and opportunities that shape their strategic pathways.

From the bustling metropolises to idyllic countryside campuses, universities across world share a common mission: to cultivate intellectual growth, contribute to research excellence, and prepare students for a world of boundless possibilities. Yet, in their pursuit of academic excellence, they encounter a multitude of challenges that test their resilience and strategic acumen. These challenges span a diverse spectrum, ranging from the intricacies of student expectations and funding dynamics to quality assurance, technological transformations, and the imperatives of environmental sustainability.

The book is more than a mere collection of hurdles universities face. It is a meticulous exploration of these challenges, intricately dissected through the lens of situational analysis. This approach illuminates the context-specific nuances that shape the decision-making processes within universities around globe. By blending theoretical insights with real-world case studies, the book unveils the strategic choices and roadmaps that institutions undertake to navigate the complexities they face.

At the heart of this exploration lies the concept of strategy maps – visual representations that elucidate the relationships between various management challenges and the strategies deployed to address them. These strategy maps serve as invaluable tools to guide universities in their quest for sustainable success. They encapsulate the dynamic interplay between student expectations, funding realities, research endeavours, internationalisation efforts, technological transformations, and the imperatives of governance. Through the lens of strategy maps, the book paints a vivid picture of the decisions, trade-offs, and transformative steps that universities embrace to flourish in a rapidly evolving educational ecosystem.

The proposed book is an essential resource for university administrators, policymakers, educators, researchers, and stakeholders invested in the future of European higher education. By offering a panoramic view of the challenge's universities confront and the strategic approaches they undertake, this book empowers readers to grasp the intricacies of university management and envision a future where institutions thrive amidst the ever-changing educational landscape.

## **Objective and topics:**

Nevertheless, within this context, the primary focus of this book lay on the pursuit of an optimal synergy between predictive management of university precision and model transparency. This endeavour presents a noteworthy challenge, necessitating a delicate equilibrium to install assurance and comprehension among decision-makers.

Bringing together contributions of thought leaders in the field, the book plans to cover the following foci and is accordingly inviting book chapters to each of these (exemplary) foci. We invite all kinds of contributions, being conceptual/theoretical, qualitative, quantitative or experimental by nature, which will cover various aspects of management of universities methods, principles, applications, and empirical evidence, providing a comprehensive understanding of the field. Possible key themes and others of relevance will be considered:

### **TENTATIVE BOOK STRUCTURE**

#### **Section 1: Institutional Operations and Strategies**

Chapter 1: Changing demographics and student expectations

Chapter 2: The evolution of university missions

Chapter 3: Funding and Financial Sustainability

Chapter 4: Quality Assurance and Accreditation

#### **Section 2: Academic Advancements and Innovations**

Chapter 5: Managing Research and Innovation

Chapter 6: Internationalisation and Collaboration

Chapter 7: Digital Transformation and Technological Challenges

#### **Section 3: Governance and Ethical Considerations**

Chapter 8: Bologna Process Reimagined

Chapter 9: Academic Freedom and Governance

Chapter 10: Sustainability and Environmental Responsibility

#### **Section 4: Student Wellbeing and Success**

Chapter 11: Language and Multilingualism

Chapter 12: Student Mental Health and Wellbeing

Chapter 13: Employability and Workforce Preparation

Thus, with this book we invite scientific endeavour to get on board a comprehensive exploration of ongoing predictive research trajectories, meticulously untangling emerging subjects that hold the potential to shape our comprehension of future of and phenomena profoundly.

**Target extent** (please indicate word count and include all footnotes /endnotes, and references, noting that figures are each calculated at 500 words and tables at 300 words). 8000-9000 words each of chapters.

**Copyright:** None of material to be included has been previously published.

## SELECTION OF CONTRIBUTIONS TO THE BOOK

The contributions are selected upon the extended abstract (max one page). The abstract submission should include:

- ✓ The number and the title of the book section to which submitted contribution should be considered
- ✓ Title of the contribution
- ✓ Author(s)' details, including 150-200-word bio with the focus on experience
- ✓ ORCID identification numbers for all authors if used/applicable/desired.
- ✓ Extended abstract (up 500 words) a (British English) (+ references in APA style). (Publication Manual of the American Psychological Association, Seventh Edition, ISBN 978-1-4338-3215-4)
- ✓ Current state, theories or methods to which the contribution is made
- ✓ The primary research questions
- ✓ The theoretical and/or conceptual focus of the contribution
- ✓ The research methodology/design if applicable
- ✓ The expected results
- ✓ The contribution to the discourse on university management

## SUBMISSION DEADLINE:

- I. Abstract submission deadline: May 1st, 2024
- II. Decision upon abstract acceptance May, 7th 2024
- III. Full chapter due: June/ July/August 2024
- IV. Feedback to authors: September /October 15th 2024
- V. final submissions after reviews due: December 1st, 2024
- VI. Estimated book publication: Middle 2025

Please do study the information contained in Author Hub: <https://www.e-elgar.com/author-hub/author-information/>

All submissions should be made via email to the handling editor Marina Dabić [mdabic@net.efzg.hr](mailto:mdabic@net.efzg.hr)

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