

Sustainability Transformation of Higher Education Institutions

A Relationship Quality Management Perspective

Because of their fundamental mission, generating knowledge through research and disseminating it via teaching and publications, Higher Education Institutions (HEIs) can serve as a vehicle for enacting new worldviews and approaches for sustainability transformation. This book explores the realised and unrealised potential of HEIs to achieve this, adopting a relationship quality management framework. This involves understanding the sustainability needs, preferences, and behaviours of both internal and external stakeholders to deliver satisfying stakeholder experiences, co-creating and communicating sustainable value, thereby fostering stakeholder trust and long-term commitment.

This book presents relationship quality management concepts and tools for identifying and transforming stakeholder sustainability needs into action for the benefit of HEI's sustainability transformation. It includes practical insights into the application of relationship quality management tools such as Kano-analysis, the measurement of perceived service quality in higher education (HEdPERF), stakeholder and materiality matrix, Quality Function Deployment (QFD), Analytic Hierarchy Process (AHP), or the Net Promoter Score (NPS) for assessing HEI customer satisfaction and referral behaviour. It will be of great interest to scholars and students, as well as HEI employees working on sustainability strategy and stakeholder engagement.

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