

The Development and Application of a Methodology for
the Visual Presentation of Business School Rankings

Chian-Son Yu and Han-Lin Li

Shih Chien University and National Chiao Tung University

Abstract

Upon entering the 21st century, business schools globally compete in a market-driven environment and rankings are very important part of that environment. Therefore, business school rankings increasingly receive lot of attentions, not only from faculties, current and prospective students, and alumni, but also from education and government leaders. As a result, though business school rankings published by current media receive profuse negative criticisms, these rankings significantly influence public perception and it is difficult to ignore or dismiss the impact of current media. Accordingly, instead of merely criticizing these rankings, this research presents a methodology and applies it to allocate business schools onto a three-dimensional sphere, enabling business schools to visualize their competitive positions and visually perform grouping and strategic thinking.

Keywords: Business school, ranking, visualize competitive positions, visually perform grouping.