



Center for University Governance and Reputation



Universidad
de Navarra

1. Introduction

Universities are currently immersed in a process of accelerated transformation. They operate on a global stage and are affected by demographic changes and progressive reductions in public financing. The digital transformation has shaken their very foundations and questioned the validity of a system that has been remarkably fruitful for centuries.

These factors and others have a direct effect on university governance. Properly governing institutions of higher education has become complex and demanding, and now requires specific, continuous training.

In an increasingly more competitive environment, universities are forced to design strategies with the aim of becoming highly differentiated, socially relevant centers that continue to make a valuable contribution to society.

They have to be renowned and appreciated to attract the best students, professors and researchers, and they must also earn the support of financial, political and social institutions. Reputation, because of its importance, represents an essential intangible asset for university governance.

The University of Navarra has created the Center for University Governance and Reputation with the aim of promoting and carrying out research on good governance and management of universities' intangible assets from an international, interdisciplinary approach.

The Center provides continuity for a number of University activities organized in recent years. The Center's mission is to join forces with other institutions to continue increasing the university system's educational and social impact.

The Center for University Governance and Reputation at the University of Navarra is dedicated to training and research on good university governance and management based on an international, interdisciplinary approach and the best practices of the most developed university systems.

The Center was created based on a belief in the importance of the university's contribution to society, the need to innovate and adapt to new environments, and the benefits of collaboration between academics and professionals.

2. The Center and the University of Navarra



The University of Navarra was created in 1952 based on a Christian ethos and promoted by St. Josemaría Escrivá de Balaguer, the founder of Opus Dei. Its mission is to seek and present the truth; contribute to the academic, cultural and personal education of its students; promote academic research and healthcare activities; provide suitable opportunities for the development of its professors and employees; and carry out broad cultural outreach and social promotion work with a clear goal of service.

It boasts a number of schools and study and research centers in Pamplona, San Sebastián, Madrid and Barcelona. According to the Times Higher Education Ranking, the University of Navarra is one of the top three universities in Europe, along with Oxford and Cambridge. For the fourth consecutive year, the University has claimed first position in Spain and 71st at the world level in the QS employability ranking.

IESE Business School is the University's postgraduate School of Business Adminis-

tration. Founded in 1958, IESE launched the first two-year MBA program in Europe. It is currently one of the world's leading business schools and has campuses in Madrid, Munich, New York and Sao Paulo.

In 1962, the University created the Clinica Universidad de Navarra, an academic hospital with centers in Pamplona and Madrid. It specializes in research and care of highly complex disorders. It has frequently been distinguished as the private hospital with the best reputation in Spain.

In 2015, the University opened the Museum University of Navarra, through which it encourages artistic creation, research and teaching on artistic expression, and also promotes the arts and culture in the University community.

Like other research universities, the University of Navarra also boasts research centers in a number of areas, including applied medicine, technology, big data, biodiversity, social sciences and humanities.

3. Activities



Since it was created, the Center for University Governance and Reputation has organized several educational activities and promoted research projects with the aim of sparking academic and professional reflection on the governance and reputation of institutions of higher education.

I. Conferences and Training Sessions

II. Research

III. Consultancy and Advice

Since 2015
16 activities



1.500
PARTICIPANTS



150+
SPEAKERS



30+
COUNTRIES



20+
PARTNER
INSTITUTIONS

I. CONFERENCES AND TRAINING SESSIONS

University Strategic Management



Educational program targeting university presidents, vice presidents and executive council members to enhance their knowledge on governance of higher-education institutions.

With an interdisciplinary approach based on both theory and practice, specialists from different countries share knowledge and useful experience on how to handle universities' current and future challenges.

STRATEGIC UNIVERSITY MANAGEMENT CONFERENCE

OBJECTIVE

To provide training on governance and strategic management

TARGET AUDIENCE

University governing bodies

HELD

Annually

University Reputation

In April 2015, the University of Navarra began organizing the Building Universities' Reputation Conference (BUR) to provide a context for academics and professionals to share their reflections on strategies for improving university reputation.

The Building Universities' Reputation Conference is an international forum on university reputation organized by the University of Navarra every two years with the cooperation of the Spanish Conference of University Presidents, Universia, the British Council, the IREG Observatory on Academic Ranking and Excellence and university associations such as CASE and the World 100 Reputation Network.

Five conferences on university reputation were held between April 2015 and October 2019. The first three (2015, 2017 and 2018) were held at the University of Navarra. Two conferences were organized in 2019: the first was held in Russia in May and was jointly coordinated by the Higher School of Economics in Saint Petersburg; the second was held in Peru in October and was jointly organized by the Universidad de Piura.

CONFERENCE ON UNIVERSITY REPUTATION

OBJECTIVE

To hold an interdisciplinary discussion on reputation's contribution to organizational governance

TARGET AUDIENCE

Academics and professionals

HELD

Every two years

Museum Reputation



In September 2019, the first international museum conference based on the BUR concept was organized. The Building Museum Reputation Conference was held at the Museum University of Navarra with the participation of some of the world's leading museums.

CONFERENCE ON MUSEUM REPUTATION

OBJECTIVE

To hold an interdisciplinary discussion on reputation's contribution to organizational governance

TARGET AUDIENCE

Academics and professionals

HELD

Every two years

Educom Conference



In 2016, with the aim of fostering reputation at as many institutions as possible, the University of Navarra began organizing the Educom Conference on communication and reputation at educational centers. Educom Conferences were also held in Peru in 2017 and 2018.

EDUCOM CONFERENCE

OBJECTIVE

To improve communication at educational centers

TARGET AUDIENCE

Professionals from educational centers

HELD

Every two years

Academic Program for Latin American Communication Directors (PRADI)



In October 2018, the first Academic Program for Latin American Communication Directors (PRADI) was held. It was organized by the University of Navarra School of Communication, Corporate Excellence - Centre for Reputation Leadership, and Fundacom.

The program includes three courses designed to provide communication directors with specific training on reputation and intangible asset management. Since October 2018, PRADI programs have been organized in Argentina, Mexico and Uruguay.



II. RESEARCH

The Center for University Governance and Reputation promotes research on governance, reputation and intangible asset management in higher-education institutions. The Center's professors supervise doctoral dissertations and research projects that help generate knowledge in these fields.

The Center's research areas include the following:

- Identity and culture of organizations.
- Strategy and models of university governance.
- Leadership, innovation and change management.
- People and talent management.
- Fundamentals of reputation.
- Communication and crisis management.
- Differentiation, rankings and international positioning.
- Financing and resource management
- Performance indicators and big data analytics.

III. CONSULTANCY AND ADVICE

The University of Navarra's Center for University Governance and Reputation offers consultancy and advisory services for institutions with an interest in these areas.

For these areas of activity, the Center collaborates with academic and professional experts, who work jointly with institutions to design continuous improvement strategies.

Within the context of these activities, the Center also promotes networking events that encourage learning and interaction among professionals in the academic community.

Consultancy work has been carried out on demand since 2011 for public and private higher-education institutions, as well as educational centers and healthcare institutions.

4. Management and Faculty

FACULTY

The Center for University Governance and Reputation faculty is made up of academics with extensive experience in governance of higher-education institutions and professionals in the field of university management.



YAGO DE LA CIERVA

Professor at IESE Business School of the University of Navarra



MAGDALENA GAETE

Delegate of the University of Navarra in Russia



ELENA GUTIÉRREZ

Professor in the School of Communication at the University of Navarra



ÁNGEL J. GÓMEZ-MONTORO

Director of the University of Navarra's Madrid campus



MARÍA IRABURU

Vice President of the Faculty of the University of Navarra



MÓNICA HERRERO

Professor and former Dean of the School of Communication at the University of Navarra



PILAR LOSTAO

Vice President of International Relations and Alumni of the University of Navarra



JUAN M. MORA

Vice President of Communication of the University of Navarra



CONCEPCIÓN NAVAL

Dean of the School of Education and Teaching at the University of Navarra



JULIA PRATS

Professor at IESE Business School of the University of Navarra



JORDI RODRÍGUEZ-VIRGILI

Professor in the School of Communication at the University of Navarra



ALFONSO SÁNCHEZ-TABERNEO

President of the University of Navarra



CHARO SÁDABA

Dean of the School of Communication at the University of Navarra



TERESA SÁDABA

Director of ISEM Business School and professor in the School of Communication at the University of Navarra

MANAGEMENT COMMITTEE

Director

JUAN MANUEL MORA

Vice President of Communication, University of Navarra

Manager

SANTIAGO FERNÁNDEZ-GUBIEDA

Director of the University of Navarra Reputation Unit and assistant to the Vice President of Communication

TECHNICAL OFFICE

MARÍA BARCÁIZTEGUI

Administrative Office of the University of Navarra Executive Council

5. Partner Institutions

The following Spanish and international institutions have collaborated on Center activities:



WORLD 100
REPUTATION
NETWORK



CONFERENCE
OF RECTORS
OF SPANISH
UNIVERSITIES



CORPORATE
EXCELLENCE -
CENTRE FOR
REPUTATION
LEADERSHIP



FOUNDATION FOR
THE IMPULSE OF THE
COMMUNICATION
IN SPANISH AND
PORTUGUESE IN
THE WORLD



COUNCIL FOR
ADVANCEMENT
AND SUPPORT OF
EDUCATION (CASE)



BRITISH
COUNCIL



DIRCOM



UNIVERSIA



IREG
OBSERVATORY



FOUNDATION
SOCIETY AND
EDUCATION

6. Conference Speakers

The following academics and professionals have participated in the Center's most recent activities:

ÁNGEL ALLOZA

CEO, Corporate Excellence - Centre for Reputation Leadership

RIRI FITRI SARI

Chair of the UI GreenMetric University Ranking

PETTER NYLANDER

Global CEO of Universum (Netherlands)

JOSÉ MARÍA SANZ

Assistant Vice President of the Spanish Conference of University Presidents (Spain)

PAUL ANDREW

Vice President for Public Affairs and Communications at Harvard University (United States)

JOSÉ ANTONIO GUZMÁN

President of the Universidad de Los Andes (Chile)

SANDRA OREJUELA

Dean of the School of Communication at the Universidad de Piura (Peru)

LOUISE SIMPSON

Director of the World 100 Reputation Network (United Kingdom)

PHIL BATY

Chief Knowledge Officer at Times Higher Education (United Kingdom)

PABLO HALPERN

Director of the Corporate Reputation Center at ESE Business School, Universidad de los Andes (Chile)

MIKHAIL PIOTROVSKY

Director of the Hermitage Museum (Russia)

BEN SOWTER

Director of QS Quacquarelli Symonds (United Kingdom)

SIR PAUL CURRAN

President of City University of London

SERGEY KADOCHNIKOV

Director of the Saint Petersburg Campus of the Higher School of Economics (Russia)

ROLANDO RONCANCIO

Vice President of Academic Affairs at the Universidad de La Sabana (Colombia)

MARK SUDBURY

Communication Consultant for the World 100 Reputation Network and the Knowledge Partnership (United Kingdom)



**ALBERTO
DURÁN**

President of
the ONCE
Foundation
(Spain)

**GILLES
LIPOVETSKY**

Philosopher
and writer
(France)

**AXEL
RÜGER**

Director of the
Royal Academy
of Arts (United
Kingdom)

**MARIJK
VAN DER WENDE**

Former Dean of Gradua-
te Studies and current
Professor of Higher
Education at Utrecht
University (Netherlands)

**TAN
ENG CHYE**

President of
the National
University of
Singapore

**RICARDO
MARTÍ FLUXÁ**

President of the
Board of Trustees
of the Reina Sofia
Museum

**JAIME
SAAVEDRA**

Leader of Education
Global Practice at the
World Bank Group

**BERT
VAN DER ZWAAN**

Former Chair of
the League of
European Research
Universities
(Netherlands)

**CHRISTINE
FAIRCHILD**

Director of Alumni
Relations at the
University of Oxford
(United Kingdom)

**JOSÉ JUAN
MORESO**

Former President
of the Universitat
Pompeu Fabra in
Barcelona (Spain)

**JAN
SADLAK**

Former President
of the IREG
Observatory on
Academic Ranking and
Excellence (Poland)

**CEES
VAN RIEL**

Professor of Corporate
Communication
at Rotterdam School
of Management
(Netherlands)

**MIGUEL
FALOMIR**

Director of the
Prado Museum
(Spain)

**MARCO
MUÑOZ**

Senior Director of the
Office of Philanthropic
Partnerships at Massa-
chusetts Institute of Tech-
nology (United States)

**GABRIELA
SALINAS**

Former Global
Brand Manager
at Deloitte (Spain)

**RUPERT
YOUNGER**

Director of the
Oxford University
Centre for Corporate
Reputation
(United Kingdom)

CONTACT DETAILS

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