

Fostering Global Branding Prominence of Public Higher Education Institutions in Brunei Darussalam through Strategic Resources of Global Collaboration and Digital Transformation

Asmahlati Ahmad¹, Dr. Razli Ramli², Prof. Dr. Fauziah Sh. Ahmad³

¹Azman Hashim International Business School, UTM Kuala Lumpur, UTB School of Business, Universiti Teknologi Brunei

Email: asmahlatibolkini@graduate.utm.my¹, razli@utm.my², fsa@utm.my³

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Abstract

This study utilizes the Resource Based View (RBV) to analyze how Universiti Teknologi Brunei (UTB) can leverage its strategic resources—specifically, global collaborations and digital marketing transformation—to enhance its global brand prominence. Positioned as a leading technological university in Brunei, UTB aims to capitalize on these strategic resources to improve its international visibility and educational offerings. Initial interviews and discussions with UTB stakeholders and a review of its current capabilities indicate that international partnerships and digital strategy transformation are crucial to achieving competitive advantages in the global educational landscape. This study will employ a mixed-methods approach to systematically evaluate the potential impacts of these strategies. Quantitative data will be collected through surveys targeting UTB's international students, faculty, and staff complemented by qualitative data from semi-structured interviews with diverse group of participants, including key institutional leaders, faculty members, staff, and representatives from partner institution. The findings are expected to contribute to strategic management practices in higher education by providing evidence-based recommendations for enhancing global brand prominence through targeted strategic initiatives. This research will offer insights into the effective application of RBV in the higher education sector, serving as a valuable model for similar institutions aiming to elevate their global standing.

Keywords: Global Branding, Resource Based View, Higher Education Management, Strategic Collaboration, Digital Marketing Transformation, Brunei Darussalam.

Introduction

In an era defined by globalization and intense competitive pressures, higher education institutions are increasingly striving to distinguish themselves on the global stage. UTB, a

prominent engineering and technology university in Brunei, is actively pursuing this objective through strategic resource management. This research, based on preliminary discussions with UTB stakeholders, employs the Resource Based View (RBV) as its theoretical foundation. RBV contends that an organisation's competitive advantage stems from utilizing resources that are valuable, rare, inimitable, and non-substitutable—attributes that UTB embodies through its strategic global collaborations and digital capabilities. This perspective is particularly relevant for higher education institutions seeking to excel in a dynamic and competitive environment (Aragón-Correa & Sharma, 2003). These interventions would only be finalized and executed upon stakeholders' consent.

UTB's position as a leading technological institution in Brunei provides it with unique resources that are integral to its strategic initiatives. The university's commitment to digital marketing transformation is evidenced by its advanced facilities and robust IT infrastructure. According to Pham (2023), digital strategy transformation in higher education is a global trend that enhances teaching, learning, and research activities in innovative ways, highlighting the benefits of such initiatives for maintaining competitive advantages (Pham, 2023). Similarly, Ngo and Vu (2023), discussed how digital strategy transformation at universities aims to improve educational quality and management through information and communication technology, aligning with UTB's strategic goals (Ngo & Vu, 2023).

Moreover, UTB's strategic global collaborations are a testament to its proactive approach to forming partnerships with esteemed strategic global institutions. These partnerships not only enhance academic quality and research output but also solidify UTB's reputation as a leading educational provider on the international stage. Such collaborations are particularly valuable, as they align with the RBV framework by leveraging relationships that are difficult for competitors to replicate.

This study aims to elucidate how UTB can harness these strategic resources to enhance its global brand prominence. By leveraging its strengths in international collaboration and digital marketing transformation, UTB is well-positioned to elevate its status in the global educational landscape. This research contributes to the strategic management discourse in higher education by providing actionable insights and a model that other institutions can emulate, particularly those looking to leverage similar resources in comparable contexts.

Materials and Methods

Research Design and Action/Intervention Approach

This study adopts a mixed-methods approach to comprehensively evaluate the impact of strategic resources on the global brand prominence of UTB. The research design integrates both quantitative and qualitative methodologies to gather a robust set of data that reflects the multifaceted nature of strategic initiatives (Creswell & Creswell, 2020).

Suggested interventions for Cycle One under Digital Marketing Transformation, the recommended interventions consist of Digital Marketing Campaigns aimed at International Recruitment, an Enhanced Digital Content Strategy, and Website Optimization. For Cycle Two, under Strategic Global Collaboration include participating in global research and education networks, along with conferences and workshops and leveraging on alumni

networks. However, each of these interventions will be proposed and finalized, and then implemented only with the approval and consent of the stakeholders.

The quantitative component will assess the effectiveness of global collaborations and digital marketing transformation strategy in enhancing UTB's global reputation. In contrast, the qualitative component will explore the contextual factors and stakeholder perceptions that influence these initiatives.

Quantitative Data Collection

Quantitative data will be collected through a structured survey administered to UTB faculty, administrative staff, and students. The survey will include questions on the perceived impacts of global collaborations and digital marketing transformation on UTB's educational offerings and international stature. This data will be statistically analyzed to identify significant correlations and trends. Survey methodology will follow best practices in educational research to ensure reliability and validity (Fowler Jr, 2020).

Qualitative Data Collection

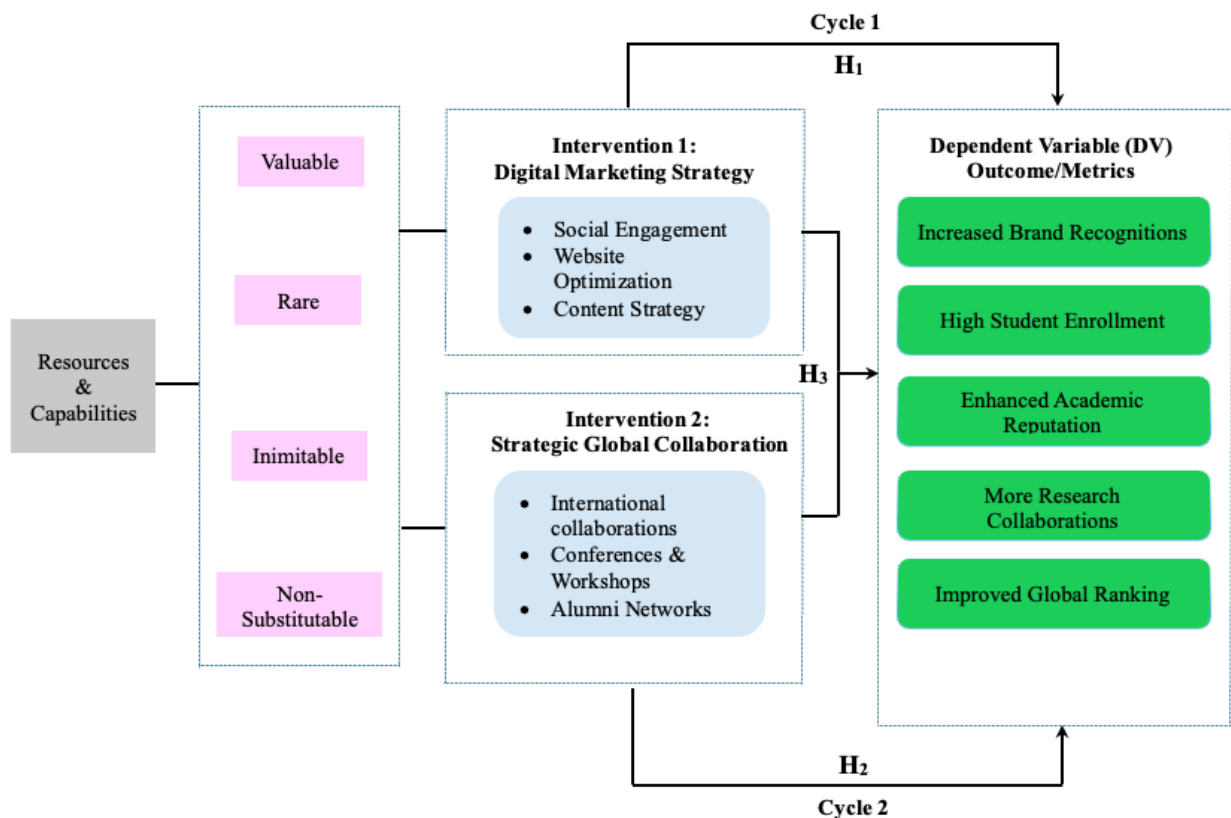
Semi-structured interviews will be conducted with key stakeholders at UTB, including senior administrators, faculty members involved in international partnerships, and representatives from partner institutions. These interviews aim to gather in-depth insights into the strategic decisions, challenges, and successes associated with implementing digital and collaborative strategies. The interview guide will be developed based on the theoretical framework to ensure all relevant aspects of RBV are explored (Yin, 2020).

Data Analysis

Quantitative data will be analyzed using SPSS software to perform descriptive statistics, correlation analysis, and regression analysis to determine the effects of strategic resources on UTB's global prominence. Qualitative data from the interviews will be transcribed and analyzed using NVivo software to conduct thematic analysis, where data will be coded and themes related to RBV's application and effectiveness will be identified (Braun & Clarke, 2021).

Theoretical Framework Application

The study is framed using the Resource-Based View of the firm, which posits that an institution's competitive advantage is derived from its ability to leverage unique and valuable resources. The following diagram illustrates how UTB's strategic resources, are hypothesized to enhance its global brand prominence:



Hypothesis 1 (H_1): Digital Strategy Transformation has a significant positive impact on Global Brand Prominence.

Hypothesis 2 (H_2): Strategic Global Collaboration has a significant positive impact on Global Brand Prominence.

Hypothesis 3 (H_3): The combined application of digital marketing transformation and strategic global collaborations leads to a more significant enhancement in global brand prominence than either strategy alone.

Figure 1: Theoretical Framework of RBV Application at UTB

This diagram depicts the strategic resources at UTB and their hypothesized impact on enhancing global brand prominence.

Results and Discussion

Anticipated Results

Given the comprehensive methodological framework deployed, this study expects to uncover significant insights into the strategic use of digital transformation and global collaborations at UTB. Quantitatively, it is anticipated that finding a positive correlation between the extent of digital marketing transformation initiatives and improvements in global brand prominence, as measured by increased international student enrolment. Similarly, enhanced global collaborations are expected to correlate strongly with higher academic output and increased research collaborations, as indicated by publication rates and joint international research projects. Also, the integration of these strategies is anticipated to create a synergistic effect, amplifying UTB's global brand prominence more effectively than either strategy alone. These interventions will not only enhance UTB's visibility but also improve its competitive position in the global education landscape. These findings would support the hypotheses derived from the Resource-Based View (RBV) that strategic resources contribute significantly to competitive advantage in the global education sector (Barney, 2021).

Qualitative Insights

The qualitative data are expected to provide depth to the quantitative findings, offering nuanced insights into how these strategies are implemented and perceived within the university. Preliminary analysis suggests that while stakeholders are optimistic about the potential of international collaborations and digital strategies, there are challenges related to resource allocation, stakeholder alignment, and execution. These discussions will highlight the operational complexities and strategic considerations that underpin the successful implementation of such initiatives.

Discussion

The discussion will integrate the quantitative and qualitative findings to offer a comprehensive view of the impact of strategic resources on UTB's global brand prominence. This will include an analysis of how digital transformation has enabled UTB to expand its educational reach and flexibility, critical in today's education landscape as noted by Pham (2023). Additionally, the role of global collaborations in enhancing UTB's research capacity and international credibility will be examined, aligning with recent studies on the impact of international partnerships in higher education (Ngo & Vu, 2023).

Theoretical and Practical Implications

The findings will contribute to the theoretical literature by providing empirical support for the RBV in the context of higher education, specifically within the rapidly evolving sector of global higher education. Practically, the results will inform policy makers and educational leaders at UTB and similar institutions about the strategic benefits of investing in digital capabilities and cultivating robust international partnerships.

Limitations and Future Research

The study acknowledges potential limitations such as the variability in stakeholder engagement and the dynamic nature of global educational policies which may affect the generalizability of the results. Future research could explore longitudinal impacts of these strategic resources and expand the scope to include comparative analyses with other institutions in similar contexts.

Conclusion

This study anticipates demonstrating that strategic global collaborations and digital transformation significantly contribute to enhancing the global brand prominence of Universiti Teknologi Brunei. By leveraging these strategic resources, UTB is expected to realise substantial improvements in international visibility and educational effectiveness. Future work should focus on the continuous evaluation of these strategies' impact and explore the potential for expanding digital innovations and international partnerships further. This research sets the groundwork for a deeper understanding of how higher education institutions can effectively utilize their unique resources to achieve a competitive advantage in the global education market.

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