



A Suggested Proposal for Scientific Research Activation at King Khalid University to Achieve the Competitive Advantage in a view of World Ranking*

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ABSTRACT

The present study aimed to find proposal for scientific research activation at King Khalid University to achieve the competitive advantage in a view of world ranking according to the standards of international polarization and scientific publication.

The study depends on the descriptive method. the study's community is composed of academic staff and deanships of King Khalid University. Survey was used as a major tool for collecting data , distributed on a random sample of 258 persons. The study found some results including decline of the teaching efficiency and scientific publication of the academic staff at King Khalid University . As well as introducing a suggested proposal which aims to enable the university to achieve a competitive advantage to reach higher world ranking and to elevate the teaching efficiency of the academic staff . Also improvement of their skills in the field of scientific research. As well as increase the efficacy of the scientific research publication and participation in research projects. Finally, it supports the distinct efforts of King Khalid University through the innovation in the field of scientific research and upgrading their levels to higher ones at world ranking.

Keywords: international polarization, scientific publication.

* This research was conducted as an update of the requirements to get the master's degree in education specializing the foundation of education at faculty of education university of Bisha.



Study problem:

Study problem can be identified in the next question: what is the suggested proposal for scientific research activation at King Khalid University to achieve the competitive advantage in a view of world ranking.

Some research questions are derived from it as ::

What is the importance of scientific research ? what are its aims?

What are the factors to improve standard of international polarization of the academic staff of King Khalid University to achieve the competitive advantage in view of international ranking?

What are the factors to improve standard of international publication from the scientific view at King Khalid University to achieve the competitive advantage in view of international ranking?

What are the factors to improve standard of international publication from the financial view at King Khalid University to achieve the competitive advantage in view of international ranking?

What are the factors to improve standard of international publication from the managerial view at King Khalid University to achieve the competitive advantage in view of international ranking?

Goals of study:

Recognize the importance of scientific research and its goals.

Disclose the factors to improve standard of international polarization of the academic staff of King Khalid University to achieve the competitive advantage in view of international ranking.

Disclose the factors to improve standard of international publication from the scientific view at King Khalid University to achieve the competitive advantage in view of international ranking.

Disclose the factors to improve standard of international publication from the financial view at King Khalid University to achieve the competitive advantage in view of international ranking.

Disclose the factors to improve standard of international publication from the managerial view at King Khalid University to achieve the competitive advantage in view of international ranking.



Importance of research:

Theoretical importance

This study was made in meeting what the scientific conferences ,seminars and research have recommended to the importance of enhancing the university's performance at international ranking.

This study is considered as an enrichment of the Arabian library for what it provides as an intellectual framework specialized universities progress in international ranking.

Practical importance:

The current research helps to increase the international ranking.

Achieve higher ranking in King Khalid University education through activation of scientific research to improve the performance of the academic staff via the international polarization in the university and improve the standard of international publication in terms of financial , scientific and managerial view.

Frontiers of research:

Objective frontier:

The study was limited in activation of scientific research to improve the standard of the international polarization in the university and improve the standard of international publication in terms of financial , scientific and managerial view.

Spatial frontier:

The study was only made at King Khalid University (this because the low local , Arabic and international ranking of academic staff efficiency standard (international polarization) and the standard of international publication in terms of financial , scientific and managerial view.

Summary of study results:

The study found some results and the most important ones are:

_Decrease in quality standard of the academic staff in the field of incentives of scientific research which goes back to the little interest of the privileged academic staff in scientific research .

_Decrease in research citation standard of the academic staff of King Khalid University to intermediate level as a result of lack of scientific research recently.

_Decrease in scientific research publication standard at respected scientific magazines to intermediate level because the academic staff strategy to focus upon academic field more than practical one, and low financial aid for scientific research.



_Decrease in standard of scientific patents number and rate of international research cooperation and joint projects to intermediate level due to low academic level at the university and lack of incentives and specialized academics of scientific research.

_Decrease in standard of scientific research level which relate the academic path to the practical one to intermediate level and this because absence of clear strategies and goals of scientific research in the university.

_The weak financial allocation to support scientific research has led to the inaction of the academic staff to participate in the financed common research projects, this did not come to that only ,but also the rate of university research publication has declined in distinctive respected international magazines. Finally participation in common scientific research that don not carry the university name but another university name according to their conditions.

_Decrease in the standard of the personal profit of the researcher in scientific invention to intermediate level , this due to the low level of intellectual rights.

_Decrease in the standard of scientific publication of the research in a limited data source and the standard of the compatibility of the scientific topic with the publisher's speciality to intermediate level because of the little awareness of standards of scientific publication in respected international magazines.

Recommendations:

_Follow up of modern international scopes of academic teaching development.

_Promotion of the concept of scientific publication through training courses and conferences.

_Guidance of scientific research to make the decision and developing the universities policy for scientific culture improvement.

_Establishment of competent authority to support and finance the creative research specially.

_Encouragement of academic staff to publish their scientific production on their university website to increase percentage of research citation.

_Promotion of partnership and collaboration between Arabic universities and high internationally ranked international universities for experience exchange.

Suggestions:

_To make a comparative study between academic staff members at some Saudi universities to discover points of strength and weakness which affect standard of their efficiency and practice.

_To conduct a study to promote competitiveness in the field of scientific publication.



_To make a study to discover the standards of academic staff polarization according to the world ranking.

_To conduct a study to know publication requirements of databases of international scientific indexing (ISI) and how the academic staff are aware of it.

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