

Competitiveness Of State Universities And Colleges In The Cordillera Administrative Region Of The Philippines.

- **Author(s):** Venus Grace K. Fagyan
- **Abstract:** Global competitiveness in the academe occupies a prime spot on the center stage alongside the globalization of markets, education, and business more than ever. This study determined the competitiveness of three level -III state universities and colleges (SUCs) in the Cordillera Administrative Region via the McKinsey 7S model that assesses Strategy, Structure, Systems, Shared values, Staff, Style, and Skills. The ability of this model to provide the perspective in deciding the readiness of SUCs for opportunities presented by the internationalization of education justifies its use as an assessment tool. Through the descriptive qualitative research method, it found that SUCs are generally competitive, rating highly on "Shared Values", "Style", "Skill" and dominantly on the soft than the hard elements. All other areas need more investment to effect global educational processes. The SUCs' visions for competitiveness fueled quality aims and resultantly led them to level-up for eventual international recognition through quality assurance. Sustaining competitiveness calls out for continued engagement in staff development and forging strong partnerships with the industry sector, the untapped political leadership, and alumni stakeholders to support aims for the hard elements. A framework for collaboration and cooperation for the CARSUCs is very essential to approach global competitiveness.
- **Keywords:** effect global, SUC, Sustaining competitiveness, quality assurance