
A PROPOSED VISION TO DEVELOP THE COMPETITIVENESS OF EGYPTIAN UNIVERSITIES USING THE BLUE OCEAN STRATEGY(BOS)



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Abstract

The Competition in knowledge economy societies is essentially an educational competition, and a race in education. As countries progress through education and activating its outputs in creating comprehensive societal development and causing massive breakthroughs in economic, military and political growth, it has become imperative for any society seeking development, competition and excellence to review and reform their educational systems, especially universities. It must be recognized that 21st century education is the cornerstone of competitiveness, and the central challenge to building the competitiveness of countries. The fundamental transformations in the economy require creative policies to create a link between education and competitiveness.

This research is a practical translation of the need for Egyptian universities to have competitive advantages as the most important requirements for achieving strategic excellence, based on the current

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reality that universities must strive to have competitive capabilities to help them determine their future image and build their competitive strategies to ensure excellence in performance and future competition.

Many Egyptian universities directed towards globalization and entering the global race. As well as the emergence of the blue ocean strategy as a development for strategic management in the evolving and changing business world. The researcher found it important to highlight the Blue Ocean strategy as one of the strategic entrance methods to develop the competitiveness of universities.

The research sought to find out the conceptual framework for universities' competitiveness, and to identify criteria and indicators for measuring them, with theorizing of the Blue Ocean strategy, as well as a presentation of the most important contemporary global approaches to developing the competitiveness of universities, and to provide a suggested vision to develop the competitiveness of Egyptian universities using the Blue Ocean strategy. Based on the descriptive approach to describe aspects of the research problem with the aim of identifying the theoretical foundations of the blue ocean strategy, while clarifying the philosophical premises of the term competitiveness in universities and its most important requirements.

Keywords:

Blue Ocean Strategy(BOS- the competitiveness of universities