

**Thesis title: Using Benchmarking Concept to Improve The
Performance Of public Egyptian Universities-
Applied Study on The American University in
Cairo.**

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Thesis abstract

This study aims to make a comparison between public Egyptian universities and foreign universities in Egypt, in order to measure the service quality level which is offered by both of them. Trying to identify the performance gap between them, and the causes of this gap, and how to overcome this gap, in order to reach to the optimum performance. Applying by that the steps of benchmarking technique in higher education. Which is considered one of the continuous improvement tools among the total quality management approach.

This study focus on displaying all the problems that leads to decrease the service quality in public Egyptian universities and how to solve these problems using benchmarking technique.

This study spotlights on the reasons that makes labor market maximize their demand on graduates of certain universities, and also show that service quality that offered to graduates is considered one of the greatest factor that affect the increases or decreases of labor market demand on graduates.

The study based on three hypotheses as follows:

First hypothesis

The increases of labor market demand on graduates of foreign universities in Egypt is due to the differences of service quality that offered from both public Egyptian universities and foreign universities in Egypt.

Second hypothesis

The concern improving the academic position leads to an increase of service quality offered by public Egyptian universities in comparing with foreign universities in Egypt.

Third hypothesis

The service quality offered by public Egyptian universities is affected by problems that relates to managerial positions.

The study composed of two parts. The first part was composed of four chapters, and represents the theoretical part of the study. the first chapter about the general frame of the study, the second chapter about the theoretical and philosophical frame of benchmarking, the third chapter about problems and strategic developments of higher education, the fourth chapter about comparing the performance of both public Egyptian universities and American university in Cairo.

The second part of the study identified the field study; it composed of three chapters begins with chapter five, which was about measuring the service quality offered from both public Egyptian universities and American university in Cairo. chapter six focused on measuring the effects of academic positions on service quality offered from both public Egyptian universities and American university in Cairo. chapter seven

listed the results of hypotheses testing, and the study results, and the recommendations.

In order to test the hypotheses, the researcher depends on secondary data, which composed the theoretical frame of the study. In addition to the primary data, which was collected by questionnaires .whereas three questionnaires were designed, first one was directed to students of both public Egyptian universities and American university in Cairo (230case). the second one was directed to academic staff members of both public Egyptian universities and American university in Cairo (170 case). The third one was directed to personnel managers and human resource managers of different sections in labor market (80 case).

As regards the results of hypotheses test, it has been confirmed that the first hypothesis has been accepted, and the second hypothesis has been accepted, and the third hypothesis has been accepted.

The statistical analysis reveals that, the most important factors that affect the decreases in service quality offered by public Egyptian universities, ranking as follows:

- ◆ Regarding to University book factor (the book does not contain theoretical and applied parts that make the students have the ability to create and innovate).
- ◆ Regarding to Educational technology methods factor (the internet service does not work in high efficiency in the colleges).
- ◆ Regarding to Academic staff members factor (they did not push the students to have the ability for self-learning).

- ◆ Regarding to Examination factor (the exams did not match with the period and the quantity the student gained during the year).
- ◆ Regarding to Managerial services factor (the employees does not serve the student in a respective and kindly way).
- ◆ Regarding to Library factor (there is no sufficient number of computers which helps the students in the process of searching).
- ◆ Regarding to Classrooms factor (the seats are not in a high level of quality).

In addition, the statistical analysis reveals that the students of public Egyptian universities were not satisfied about the services that offered to them, on the other side the students of the American university in Cairo were satisfied about the services offered to them

- ◆ Also the statistical analysis reveal that, the most effective factors for labor market preference to hire the American university graduates according to their importance are:
- ◆ The university has an excellent awareness about labor market needs and desires through (caps), this due to the service quality that offered by it.
- ◆ The AUC graduates have many languages that enable them to work in different labor market sections.
- ◆ There is an effective and continuous communications between AUC and different labor market sections about developing educational courses according to their needs.

At last the researcher made a description model to identify the relationship between improving the factors affecting service quality in public Egyptian universities by using benchmarking concept, and labor market demand on its graduates, and show the obstructions and capabilities when Applying this concept in public Egyptian universities.