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THE STUDENT AS A RESOURCE FOR THE ATTRACTIVENESS OF A UNIVERSITY

The spiral of attractiveness

The attractiveness of a university lies in the resources the university has and can command and manage. Many of these resources have a double side. They give capacity to the universities internal work, but they can also have an external capacity, that of having the capacity to attract other resources. If resource A is present at the university, other resources, such as B and C, will be attracted to the university since resource A is present. Thus, the attractiveness of a university consists of resources attracting resources in positive spiral. But, this being the law of attraction, it is also the law of repulsion, where absence of resources will lead to other resources being repulsed, i.e., a negative spiral.

Resources of a university

The resources of a university consist of different capital, such as physical capital, financial capital, network capital and human capital.

The physical capital consists of the buildings and the equipment of the university, but also of the site location of the university (Cattaneo, Malighetti, Meoli & Paleari, 2017). Since a university consists of humans, these humans want to be localised at attractive places, such as large cities with attractions, such as restaurants, theatres, and dance palaces. These locations, however, have the character of a double-edged sword since an attractive location will at the same time expand the supply of staff and students but also increase the competition for staff and students.

The finance capital consists of the monetary resources the university have and can attract through student fees, government money, research funding and charity,

such as endowments from corporations, organizations and individual endowments from alumni and other donors. The strength of financial capital is its flexibility, that it can be converted into other resources, such as buildings and staff.

Network capital consists of those organizations and individuals in the environment of the university that are willing to supply the university with other resources, for example relationships with corporations that willingly will offer trainee positions for the students at the university.

The human capital of a university consists of its academic staff, its administrative staff and its students. Especially the academic staff has been observed as an important resource since they are engaged in the operational core of the university, performing the education, the research and the societal engagement of the university. Abell & Becker (2021) found that the attractiveness of a university for academic staff (among young Australian PhD-students and early-career academics) consisted of five factors: Reputation, including performance in research; organisational culture, including collegiality; role characteristics, including autonomy and administrative workload; career development and growth, including overseas projects and exchange; and physical characteristics, including site location. Another study, by Prakash, Yadav, Singh & Aarti (2022), performed in India, added economic values, such as compensation, as an important factor of attractiveness. It is noticeable that these studies did not include the students as a factor creating an attractive university for staff members.

The student as a resource

A student at a university can be seen as and be treated as being the raw material that is transformed in the production process of the university by being equipped with scientific knowledge and critical capacity. A student is, however, also a potentially important resource of the university that can attract other resources and that can influence the other resources of the university, thus improving the capacity of the university.

Sandberg Hanssen, & Mathisen (2018) and Santos, Rita & Guerreiro (2018) have shown that students are attracted by a university due to their specific

programmes, high quality studies, educators of high academic quality, reputation of the university including its visibility, international environment with English courses and possibility to study abroad, financing conditions by the university, network capacity, community factors, and site factors such as possibility to find housing, transports and part-time jobs. But, once attracted, the student influences the resources of the university and the universities capacity to attract resources.

During the educational process at the university, the university performs its very function of a university, to give scientific knowledge and develop the student's critical capacity. But at the same time, mixed in the educational process, the university develops the student as a resource for the university.

The student is a resource in the teachers teaching activity. By being active and critical, the teacher is stimulated in its own thinking and development. The lecture room becomes a true learning facility, where both the students and the teachers develop. Active students will therefore influence the attractiveness of the university for the teaching staff and for prospective teaching staff.

The student is a resource when the student does a master thesis. While a master thesis is a product of education, with good students and with good supervisors, the work of the student can be so advanced that it creates a master thesis that can be converted into a journal article, probably with the help of the supervisor. The student can be assigned a research question for the master thesis that is close to the supervisor's own research and thereby improve the supervisor's research. In both cases, the supervisor will experience the student as a resource in the researchers own work, thus increasing the attractiveness of the university, both for the researchers of the university and for prospective researchers.

When the master thesis is converted into a scientific article, to be presented at conferences and published in scientific journals, it becomes part of the reputation process within the scientific community, which could attract potential teachers but also increase the performance of the university. A master thesis can also be transformed into a debate article presented in newspapers or even on radio or

television, which will show the public the capacity of the university, thus creating attractiveness through the reputation process.

Additionally, students can be used as teaching assistants, which reduce the teaching load of the academic teachers, improve the knowledge of the teaching student and show the students of the course the quality of the university to develop students into teachers, thus improving the reputation of the university.

When the student has to perform an internship in an organization, the student can be a resource by being an ambassador of the university. If the student in its internships makes a very positive impression and performance at the organization, the organization will not only offer internship to the university in the future, but will maybe support the university with other resources, such as guest lectures by the employees of the organization and financial support. The organization will become part of the network resources of the university.

The student will always be a resource of the university by being an ambassador of the university. During the studies at the university, it will talk about the university for others, thus being part of the creation of the university's reputation. After the studies the talking part of the reputation creation will continue. But now the student will be performing tasks that others can experience and eventually connect to the university, for example an employer will interpret the quality of the performance by the student as partly due to the university, thus influencing the reputation of the university. If an organization get a strong positive impression of a former student, the organization could be prone to look for another student from the university, thus improving the demand of the university's students. In these cases, the attractiveness of the university will increase for both the students and for the organizations.

The student creating attractiveness by influencing the reputation process through being an ambassador imply, however, a specific kind of training. Upper class students have been trained in etiquette since childhood, in their primary socialization. Lower class students have indeed had their primary socialization in lower class etiquette, but that etiquette is seldom the etiquette at many workplaces and important events. Therefore, in order to develop the students' resources and its capacity to

perform as an ambassador of the university, the university should offer courses in etiquette, for example in the evenings since these courses are more practical than intellectual. Indeed, academic training is geared towards scientific knowledge and critical thinking, but could also include building the capacity to interact with humans. The students experience of the university will be transferred to the students' parents, which will be a resource for the university, probably mainly by influencing the reputation of the university.

The student can also be a resource by providing financial resources to the university through student fees, in those countries where there are student fees. But student fees have two sides. While the capacity to demand high fees from students will give access to financial capital, it will also select students of wealthy families, which not necessarily is correlated with intellectual capacity that fosters the intellectual development of the university, its students and its academic staff. Very high fees could create the expectation of low effort and high grade, creating the peculiar tendency of higher grades at more prestigious, high-fee universities (Mansfield, 2001; Collin & Smith, 2009). In order to compensate for the deficiency in the supply of student with high intellectual supply, universities with high student fees offer scholarship to students with lesser financial capacity but with high intellectual capacity.

Conclusion

The student is a resource, partly attracted by the university, but also developed by the university, that will influence the attractiveness of the university through influencing the working conditions of the academic staff as teachers and researchers and being an attractive potential employer of academic staff because of its good students. The student also influences the reputation of the university, which influence the attractiveness of the university for external parties, such as prospective students, internship organizations and organizations giving endorsements.

It has, however, to be noticed that the student as a resource is a factor in a causal spiral, where good and satisfied students will be part of a positive spiral attracting and creating more resources, while bad and negative students will be part

of a negative spiral. A university has reasons to attract good student, but also to develop them during the study period, so they become satisfied students and well performing students that becomes a positive part of the reputation production, thus increasing the attractiveness of the university.

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Коллін Свен-Олоф. Студент як ресурс привабливості університету.

Привабливість університету створюється внаслідок взаємодії внутрішніх та зовнішніх ресурсів, які складаються з фізичного капіталу (приміщення,

обладнання, розташування університету), фінансового капіталу (плата за навчання, фінансування досліджень, державні та благодійні надходження), мережевого капіталу (взаємодія з організаціями та спільнотами) та людського капіталу, частиною якого є не тільки викладачі та співробітники, а й студенти. Автор припускає, що студенти є одним із потужних ресурсів університету, оскільки через них здійснюється вплив на інші ресурси та покращуються спроможності університету.

В лекційних аудиторіях розвивається критичне мислення студентів, активні студенти впливають на діяльність викладачів, на їхнє мислення, на їхній розвиток і таким чином підвищують привабливість університету

Результати науково-дослідної роботи студентів, магістерські роботи, за умов належного керівництва, можуть бути представлені в наукових публікаціях, виступах на конференціях або представлені широкому загалу в пресі та на телебаченні, що є складником репутаційного процесу.

Студент – це завжди ресурс університету, його представник, і під час навчання. і під час проходження виробничої практики на підприємстві, і під час професійної діяльності після отримання диплома. Адже, позитивне враження від роботи «хороших» студентів буде спонукати роботодавців шукати випускників саме цього університету, створювати умови для розвитку університету, підвищувати його привабливість як для організацій, так і для студентів.

Втім, є й зворотний вплив «поганих» студентів на репутацію університету та на рівень його привабливості. Саме тому для університету важливо робити все можливе для розвитку студентів, для задоволення їхніх потреб, оскільки від цього залежить репутація та привабливість університету.

Ключові слова: привабливість університету, репутація університету, ресурси привабливості, студент

Collin Sven-Olof Yrjö. The Student as a Resource for the Attractiveness of a University.

The attractiveness of the university lies in the synergistic interaction of its internal and external resources, including the physical capital (e. g. the buildings, equipment, site location of the university), the financial capital (e. g. the student fees, government money, research funding, charity), network capital (organizations and individuals in the environment of the university), and the human capital consisting of the academic staff, administrative staff, and students. The latter is regarded to be an important resource of the university that can influence the other resources of the university, thus improving its capacity.

The lecture room becomes a true learning facility, where both the students and the teachers develop.

The student is also a resource while doing research and working on a master thesis with good supervisors and converting the results into a scientific journal article or presenting them at conferences, in newspapers, or media, thus creating attractiveness through the reputation process.

The students will always be a resource for the university by being its ambassador either while studying or having an internship in an organization, or after getting the diploma and making a career. If the student or a former student makes a very positive impression, the organization would probably support the university with other resources, it could be prone to look for other students from the university, thus improving the demand of the university's students and increasing the attractiveness of the university for both the students and the organizations. However, it should be noted that the student as a resource is a factor in a causal spiral, where good and satisfied students will be part of a positive spiral attracting and creating more resources, while bad and negative students will be part of a negative spiral. A university has reasons to attract good students, and develop them during the study period, so they become satisfied and well-performing students which becomes a positive part of the reputation production, thus increasing the attractiveness of the university.

Key words: attractiveness of the university, resources of the attractiveness, reputation of the university, students.