

REFERENCES

- Ali, M., Mustapha, I., Osman, S., & Hassan, U. (2021). University social responsibility: A review of conceptual development and future research agenda. *Journal of Cleaner Production*, 286, 124911. <https://doi.org/10.1016/j.jclepro.2020.124911>
- Abdullah, A. H., Hassan, H., & Mohamad, M. (2021). Total quality management implementation and organizational performance in higher education institutions: A systematic review. *Total Quality Management & Business Excellence*, 32(13–14), 1515–1532. <https://doi.org/10.1080/14783363.2020.1714886>
- Ali, K., & Shastri, R. K. (2022). Implementation of total quality management practices in higher education institutions: Challenges and opportunities. *International Journal of Quality & Reliability Management*, 39(5), 1132–1150. <https://doi.org/10.1108/IJQRM-05-2021-0165>
- Ali, M., Mustapha, I., Osman, S., & Hassan, U. (2021). University social responsibility: A review of conceptual development and future research agenda. *Journal of Cleaner Production*, 286, 124911. <https://doi.org/10.1016/j.jclepro.2020.124911>
- Almaiah, M. A., Al-Khasawneh, A., & Althunibat, A. (2020). Exploring the critical challenges and factors influencing the e-learning system usage during COVID-19 pandemic. *Education and Information Technologies*, 25, 5261–5280. <https://doi.org/10.1007/s10639-020-10219-y>
- Altbach, P. G., & de Wit, H. (2021). The past, present, and future of internationalization in higher education. *International Higher Education*, 105, 4–6.
- Antony, J., McDermott, O., & Sony, M. (2021). Quality management and continuous improvement in education: A systematic review. *International Journal of Quality & Reliability Management*, 38(6), 1310–1333. <https://doi.org/10.1108/IJQRM-03-2020-0090>
- Ashwin, P., & McVitty, D. (2021). The meanings of student engagement: Implications for policies and practices. *Higher Education*, 82, 1–17. <https://doi.org/10.1007/s10734-020-00622-1>
- Beerens, M. (2021). Quality assurance and internationalization in higher education: Tensions and opportunities. *Quality in Higher Education*, 27(3), 285–300. <https://doi.org/10.1080/13538322.2021.1905363>
- Bendermacher, G. W. G., oude Egbrink, M. G. A., Wolphagen, I. H. A. P., & Dolmans, D. H. J. M. (2020). Unravelling quality culture in higher education: A realist review. *Higher Education*, 79, 39–60. <https://doi.org/10.1007/s10734-019-00363-5>
- Biesta, G. (2022). Reclaiming teaching for teacher education: Towards a quality culture. *Teaching and Teacher Education*, 111, 103616. <https://doi.org/10.1016/j.tate.2021.103616>
- Cardoso, S., Rosa, M. J., & Stensaker, B. (2022). Why is quality in higher education not improving? Understanding quality assurance practices. *Quality Assurance in Education*, 30(1), 1–15. <https://doi.org/10.1108/QAE-05-2021-0060>

- Cheng, M. (2022). The changing landscape of quality assurance in higher education: Global trends and local responses. *Higher Education Quarterly*, 76(3), 456–472. <https://doi.org/10.1111/hequ.12355>
- Cheng, Y. C., & Tam, W. M. (2021). Quality assurance and university transformation: New perspectives for institutional development. *Educational Management Administration & Leadership*, 49(5), 761–779. <https://doi.org/10.1177/1741143220941651>
- Chiarini, A., & Vagnoni, E. (2022). Quality management systems and continuous improvement approaches in higher education institutions. *The TQM Journal*, 34(7), 1450–1468. <https://doi.org/10.1108/TQM-02-2021-0045>
- Creswell, J. W., & Poth, C. N. (2023). *Qualitative inquiry and research design: Choosing among five approaches* (5th ed.). SAGE Publications.
- Deming, W. E. (1986). *Out of the crisis*. MIT Press.
- Dill, D. D., & Soo, M. (2021). Academic quality assurance and university governance: International developments and challenges. *Higher Education Policy*, 34, 543–561. <https://doi.org/10.1057/s41307-020-00192-1>
- Elliott, K. (2021). Quality assurance and enhancement in higher education: Moving from compliance to improvement. *Quality Assurance in Education*, 29(3), 245–260. <https://doi.org/10.1108/QAE-10-2020-0128>
- Elken, M., & Stensaker, B. (2020). Conceptualising “quality work” in higher education. *Quality in Higher Education*, 26(3), 241–255. <https://doi.org/10.1080/13538322.2020.1820474>
- European Association for Quality Assurance in Higher Education. (2021). *Standards and guidelines for quality assurance in the European Higher Education Area (ESG)*. ENQA.
- Etzkowitz, H., & Zhou, C. (2021). The triple helix model of innovation: University–industry–government relations in higher education development. *Industry and Higher Education*, 35(3), 169–180. <https://doi.org/10.1177/0950422220964521>
- Fischer, H., & Young, M. (2021). Quality culture and organisational learning in higher education institutions. *Studies in Higher Education*, 46(8), 1532–1547. <https://doi.org/10.1080/03075079.2019.1688289>
- Fitzgerald, S., & Cunningham, J. A. (2021). University reputation and strategic management in global higher education. *Higher Education Research & Development*, 40(4), 745–759. <https://doi.org/10.1080/07294360.2020.1806158>
- Ganguly, A., & Kumar, C. (2023). Quality assurance mechanisms and institutional effectiveness in higher education. *Quality Assurance in Education*, 31(2), 205–220. <https://doi.org/10.1108/QAE-07-2022-0111>
- González, J., & Wagenaar, R. (2021). Quality enhancement and competence-based education in European higher education. *Higher Education*, 81, 123–140. <https://doi.org/10.1007/s10734-020-00525-1>
- Gunn, A., & Mintrom, M. (2022). Evaluating university performance: Rankings, reputation, and institutional strategy. *Higher Education*, 83, 1259–1277. <https://doi.org/10.1007/s10734-021-00745-y>
- Harvey, L. (2020). Quality assurance in higher education: Contemporary debates. *Quality in Higher Education*, 26(2), 107–119. <https://doi.org/10.1080/13538322.2020.1755283>

- Hazelkorn, E. (2022). Global rankings and the geopolitics of higher education. *European Journal of Higher Education*, 12(2), 135–152. <https://doi.org/10.1080/21568235.2021.2018648>
- Hemsley-Brown, J., Melewar, T. C., Nguyen, B., & Wilson, E. (2021). Exploring brand reputation and competitiveness in higher education institutions. *Journal of Business Research*, 128, 246–258. <https://doi.org/10.1016/j.jbusres.2021.01.019>
- Huisman, J., & Naidoo, I. (2022). Institutional quality and higher education governance in changing environments. *Higher Education Policy*, 35, 543–561. <https://doi.org/10.1057/s41307-021-00242-8>
- Javed, Y., & Alenezi, M. (2023). A case study on sustainable quality assurance in higher education. *Sustainability*, 15(10), 8136. <https://doi.org/10.3390/su15108136>
- Kehm, B. M. (2021). Quality assurance and accreditation in higher education: Developments and future challenges. *European Journal of Higher Education*, 11(3), 251–266. <https://doi.org/10.1080/21568235.2021.1915884>
- Kleijnen, J., Dolmans, D., Willems, J., & van Hout, H. (2021). Effective quality assurance practices in higher education: Developing a quality culture. *Studies in Higher Education*, 46(5), 965–978. <https://doi.org/10.1080/03075079.2019.1659286>
- Liu, N. C., & Cheng, Y. (2021). The development of world-class universities and global university rankings. *Higher Education*, 81, 1–18. <https://doi.org/10.1007/s10734-020-00530-4>
- Maassen, P., & Stensaker, B. (2021). From organised anarchy to structured governance: The changing role of quality assurance in higher education. *Higher Education Quarterly*, 75(3), 401–415. <https://doi.org/10.1111/hequ.12282>
- Marginson, S. (2021). What drives global science and university rankings? *Studies in Higher Education*, 46(12), 2508–2524. <https://doi.org/10.1080/03075079.2020.1725872>
- Meyer, H. D., & Rowan, B. (2022). Institutional governance and organizational improvement in higher education. *Educational Evaluation and Policy Analysis*, 44(2), 265–283. <https://doi.org/10.3102/01623737211066908>
- Miles, M. B., Huberman, A. M., & Saldaña, J. (2020). *Qualitative data analysis: A methods sourcebook* (4th ed.). SAGE Publications.
- Ministry of Education of the People's Republic of China. (2021). *Guidelines for undergraduate teaching audit and evaluation*. Ministry of Education.
- Mok, K. H., Xiong, W., Ke, G., & Cheung, J. O. W. (2021). Impact of COVID-19 pandemic on international higher education and student mobility: An Asian perspective. *Higher Education Policy*, 34, 1–16. <https://doi.org/10.1057/s41307-020-00272-2>
- Moustakas, C. (2021). *Phenomenological research methods*. SAGE Publications.
- Nguyen, C. H., & Meek, V. L. (2021). Higher education governance and quality assurance reforms in Asia: Emerging challenges and opportunities. *Higher Education*, 82, 1055–1072. <https://doi.org/10.1007/s10734-021-00697-3>

- OECD. (2021). *Enhancing quality and relevance in higher education*. OECD Publishing.
- OECD. (2021). *Supporting higher education institutions in quality enhancement and institutional development*. OECD Publishing.
<https://doi.org/10.1787/7f8d6e1a-en>
- Patton, M. Q. (2020). *Qualitative research & evaluation methods* (4th ed.). SAGE Publications.
- Pham, H. H., & Ho, T. T. H. (2022). Transforming higher education governance in Asia: Quality assurance, accountability, and institutional autonomy. *Higher Education Policy*, 35, 765–783. <https://doi.org/10.1057/s41307-021-00256-2>
- Pratasavitskaya, H., & Stensaker, B. (2021). Governance and quality assurance in higher education: The role of institutional autonomy. *European Journal of Higher Education*, 11(4), 392–408.
<https://doi.org/10.1080/21568235.2021.1895412>
- Rebora, G., & Turri, M. (2024). Quality assurance and university governance: Organizational challenges in higher education institutions. *Higher Education Policy*, 37, 1–19. <https://doi.org/10.1057/s41307-023-00314-6>
- Rosa, M. J., & Amaral, A. (2021). Quality assurance and the challenges of institutional improvement in higher education. *Quality Assurance in Education*, 29(4), 425–440. <https://doi.org/10.1108/QAE-09-2020-0112>
- Sarrico, C. S. (2022). Quality assurance and rankings in higher education: Between accountability and improvement. *Quality Assurance in Education*, 30(3), 287–302. <https://doi.org/10.1108/QAE-11-2021-0170>
- Schindler, L. A., Puls-Elvidge, S., Welzant, H., & Crawford, L. (2021). Definitions of quality in higher education: A synthesis of the literature. *Higher Learning Research Communications*, 11(1), 1–20.
<https://doi.org/10.18870/hlrc.v11i1.1205>
- Seyfried, M., & Pohlenz, P. (2021). Assessing quality assurance practices in higher education: Organizational learning and institutional improvement. *Assessment & Evaluation in Higher Education*, 46(7), 1052–1067.
<https://doi.org/10.1080/02602938.2020.1856041>
- Shah, M., & Jarzabkowski, L. (2022). Quality assurance in higher education: A review of global practices and future directions. *Quality Assurance in Education*, 30(4), 455–471. <https://doi.org/10.1108/QAE-01-2022-0010>
- Shen, W., Wang, H., & Cai, Y. (2021). Academic evaluation and faculty performance management in Chinese universities: Challenges and implications. *Studies in Higher Education*, 46(10), 2041–2056.
<https://doi.org/10.1080/03075079.2020.1723528>
- Sohail, M. S., Rajadurai, J., & Rahman, N. A. A. (2021). Total quality management practices and institutional performance in higher education. *International Journal of Educational Management*, 35(4), 850–867.
<https://doi.org/10.1108/IJEM-06-2020-0305>
- Stensaker, B. (2021). Quality culture in higher education: A changing concept in changing times. *Higher Education Policy*, 34, 1–18.
<https://doi.org/10.1057/s41307-020-00212-0>
- Su, Y., & Zhang, L. (2022). Internal quality assurance and institutional development in Chinese higher education: Challenges and opportunities.

- Quality Assurance in Education*, 30(2), 195–210.
<https://doi.org/10.1108/QAE-08-2021-0128>
- Tight, M. (2021). Globalization and internationalization as frameworks for higher education development. *Higher Education*, 82, 1–18.
<https://doi.org/10.1007/s10734-020-00623-0>
- Tran, L. T., & Marginson, S. (2021). Internationalization of higher education and global competitiveness: Challenges and opportunities. *Higher Education Research & Development*, 40(5), 925–939.
<https://doi.org/10.1080/07294360.2020.1825346>
- Wang, Q., Cheng, Y., & Liu, N. (2022). Building world-class universities in China: Governance transformation and institutional strategies. *Higher Education*, 84, 1047–1064. <https://doi.org/10.1007/s10734-022-00812-7>
- Wang, R., & Liu, Y. (2023). Quality assurance reform and higher education governance transformation in China. *Studies in Higher Education*, 48(7), 1321–1338. <https://doi.org/10.1080/03075079.2022.2046701>
- Williamson, B., & Eynon, R. (2020). Historical threads, missing links, and future directions in AI in education. *Learning, Media and Technology*, 45(3), 223–235. <https://doi.org/10.1080/17439884.2020.1798995>
- Xiong, W., Yang, J., & Shen, W. (2022). Higher education reform in China: A comprehensive review of policymaking, implementation, and outcomes since 1978. *China Economic Review*, 72, Article 101752. <https://doi.org/10.1016/j.chieco.2022.101752>
- Yang, R. (2020). Re-thinking quality assurance in Chinese higher education. *Quality in Higher Education*, 26(3), 283–299.
<https://doi.org/10.1080/13538322.2020.1816255>
- Yang, R., & Welch, A. (2021). Globalisation, internationalisation, and Chinese higher education reform. *Higher Education*, 82, 129–147.
<https://doi.org/10.1007/s10734-020-00615-0>
- Yin, R. K. (2018). *Case study research and applications: Design and methods* (6th ed.). SAGE Publications.
- Zhang, L., & Worthington, A. C. (2022). University reputation, global rankings, and higher education competitiveness: Evidence from international perspectives. *Studies in Higher Education*, 47(9), 1814–1830.
<https://doi.org/10.1080/03075079.2021.1946021>