

## REDESIGNING VALUE CHAIN FOR HIGHER EDUCATION AND A PROPOSAL FOR ANALYSIS PROCESS

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### **ABSTRACT**

*Increasing global competitive environment in the field of higher education has made universities necessary to take strategic management into account. In this context value chain analysis is one of the most basic and important tools used in strategic management. However, the generic value chain model developed by Porter deals mainly with activities and processes related to private sector initiatives. In this study, a unique value chain model which could be used by higher education institutions and especially by universities was tried to be developed, and a proposal was made to analyze the model in question. The paper outlines the main components of the proposed model and explains how it works conceptually and at a practical level as a tool to help value-creating capabilities of higher education institutions.*

**KEYWORDS:** *Higher Education, Value Chain, Value Chain Analysis*