

Track 2: Higher Education Management Research

House of Quality for Higher Education Institutions (HQ4HEI) – Presentation and Validation of the Questionnaire Motivation, Satisfaction, Citizenship and Quality (MOSCQual)

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Abstract

The need to improve the quality of higher education institutions (HEIs) has never before aroused as much interest as in this new century. In view of the politicization of higher education, all stakeholders in the institutions are pressed, to be accountable, as regards the way they use the resources they have, and the results they achieve. In this sense, this study reflects the concern with the need to improve the quality of higher education, and focuses on the following key areas, which it considers as priorities in the construction of a "House of Quality" for HEI: the quality of human resources and the quality of material resources available. The quality of human resources depends essentially on the motivation, satisfaction, and behaviour of citizenship of the main educational agents (teachers and students). The quality of material resources does not lie in the fact that HEIs have a lot of material resources, or that they invest in many quality material resources, but rather in the quality of the way they are used, that is, in their proper use.

The present study seeks to contribute to the integration of these two key domains in the construction of the "House of Quality" in HEI, presenting the procedures for the construction and validation of the Questionnaire called Motivation, Satisfaction, Citizenship and Quality (MOSCQual), designed by the authors of this study.

The study was conducted with a sample of professors and students of the course of Management Degree, School of Social Sciences, University of Évora - Portugal, and the results revealed the importance of these key variables in the general management of HEI to achieve a promising and sustainable future for all stakeholders.