

The Websites of the Palestinian Universities as Criterion for Classification and its Use as Competitive Advantage. (From the perspective of Students and Staff)

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Abstract:

The study aimed at addressing the role of website rating on university ranking from an out view of Palestinian university community (including the students and their teachers as the community study). Relying on top website ranking meters, and definitely the Webometrics international ranking, the study assumes six peculiarities for an exemplary university website as crucial rating factors: (Layout and design, Usability, Research gate, inclusivity, link functionality, and response). Then the study applied the six chosen web-rating criteria on a questioner targeting Palestinian university community in the scope of exploring their attitudes toward the role and the advantage of each of the six chosen parameters. A random stratified sample of 588 students and teachers were chosen out from the community study including (523) student sample and (35) teacher sample, all were chosen from three faculties at Al-Quds and Al-Istiqlal Universities as following: Faculty of Humanities, Faculty of Law, and Faculty of Administration). After surveying the 588 sample members with 100% respondents, an ABC analysis was conducted through the SPSS statistic method.

Analysis has proven the university websites has crucial role in advancing Palestinian universities ranking competency. The study revealed out that the degree of competitive advantage of the

chosen universities was 72%. The study recommends that Palestinian universities have to improve their webpages in accordance with the assumed parameters, specially their research gates by the online publishing of their scientific researches and studies.