



Ghassan Aouad

Chancellor of Abu Dhabi University, Past President of the Chartered Institute of Building (...)
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Building Reputation in Universities: The Importance of Good Governance

This is the fourth article discussing issues related to building reputation in universities, and this time the focus is on good governance. Good governance involves providing a clear vision and direction, in addition to minimizing risks and protecting reputation. It not only helps safeguard this reputation but is also key to a university's success and long-term survival. By keeping management and governance separate, universities can operate more effectively. At ADU, governance and management are entirely distinct. Our Governing Board has given strong support to me and the senior leadership team in managing the university on a daily basis, backed by the solid and rigorous governance established by the Board, chaired by the visionary Dr. Ali Bin Harmal Aldhaheri, Ph.D.

With strong governance, universities can create and follow effective strategic plans. This helps them adjust to changes in education. Good governance also helps spot potential problems early. With solid policies, universities can avoid financial, legal, and reputation issues. In addition, good governance ensures that universities follow laws and rules. This reduces legal risks and builds the university's credibility. By clearly defining roles, good governance helps avoid conflicts of interest, creating a fair environment for everyone.

Effective governance attracts funding and resources. When people see a well-run university, they are more likely to invest in it, ensuring a steady flow of money. In addition, A university with good governance is appealing to talented leaders. Skilled directors want to work where their contributions are valued. Additionally, a university known for strong governance attracts talents boosting its reputation.

Strong governance helps make better decisions. This leads to positive results for the university and its community. Clear governance also improves communication, making it easier for everyone to understand how the university is doing. In addition, Good governance includes checks and balances to prevent mismanagement and ensure resources are used well. When faculty and staff see that their university is well-run, they feel more secure and valued. This leads to happier employees and lower turnover. Good governance also encourages honesty and responsibility among everyone at the university.

In conclusion, good governance is essential for universities to face today's challenges. By keeping management and governance separate, universities can ensure long-term success, make better decisions, and improve overall effectiveness. Strong governance benefits not only the university but also its whole community.

"Corporate governance is not just about compliance; it's about creating a culture of ethical leadership and responsible decision-making." – Mary Barra

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