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Abstract

?World-class? status is the ambition of universities and governments, especially those that take pride in their universities. This chapter examines the case of public universities in Malaysia, in particular reactions and responses of the top management of these universities to government-directed WCU objective. Malaysia is now halfway through the institutionalisation of the National Higher Education Strategic Plan 2020, with the WCU objective. Despite being institutionalised into the Malaysian higher education system, the idea of a WCU has received a variety of reactions and responses from Malaysian public universities. It is pertinent to connect these reactions to Malaysia?s regional education hub ambition. (HRK / Abstract übernommen)

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