

Table Appendix I. Data extraction

Authors	Type of work	Topics	Categories							Country Population
			Objectives*	(1)	(2)	(3)	(4)	(5)	(6)	
Alexander (1971)	Exploratory	To suggest a method of image assessment.		*						USA Students
Reid (1973)	Exploratory	To investigate, by the use of repertory grid techniques, the components of the images which sixth formers had of universities, and to explore how these related to particular universities or types of university.		*	*					United Kingdom Prospective students
Krampf and Heinlein (1981)	Exploratory	To identify the key factors in the evaluation and perception of the university by prospective students and to determine the variables that could be modified so as to improve its image and increase matriculation.		*						USA Prospective students
Davies and Melchiori (1982)	Prescriptive	To propose a series of frameworks to assist institutional administrators to locate where they actually stand in the field of image and reputation development, and try to develop perspectives on whether existing styles of operation are appropriate for their particular circumstances.			*					-
Cochran and Hengstler (1983)	Prescriptive	To outline the methods that may be followed to determine the relative position which the university occupies within the community and among potential students once the institution's goals are clear.			*					-
Struckman-Johnson and Kinsley (1985)	Descriptive	To describe how the Administration of the University of South Dakota assessed institutional image using the profile technique and considering the perspective of high school seniors, current university students and university alumni.		*	*					USA Students
Townsend (1986)	Exploratory	To determine the preferences of one state's community college faculty and administrators for the four possible institutional directions and seven different images and to explore possible relationships between administrative/faculty preferences and certain demographic characteristics of each group.		*						USA Faculty and university managers
Milo, Edson, and McEuen (1989)	Predictive	To examine the effects of negative publicity on the image and reputation of a school and on prospective student's choice of college.		*						USA Prospective students
Weissman (1990)	Prescriptive	To describe a process for evaluating and modifying image, geared to Higher Education institutions.			*					-
Bardo, Ross, and Headley (1990)	Exploratory	To develop and apply an image measurement instrument for university institutions that meets psychometric criteria.		*						USA Graduates
Terkla and Pagano (1993)	Descriptive	To discuss the use of a semantic differential research tool to measure an institution's image and examine the subsequent result, presenting the findings regarding various constituencies' perceptions.		*	*					USA Faculty, university managers and students (accepted applicants, current students and graduates)
Theus (1993)	Predictive	To study higher education officials' perceptions of characteristics they believe publics consider to be important, as well as communication systems that influence their evaluations and ultimately their boundary-spanning behaviours.		*						USA University managers
Hayes (1993)	Prescriptive	To incentivize universities to apply image management.			*					-
Treadwell and Harrison (1994)	Predictive	To assess organizational images, index the degree of similarity between members' images, and evaluate relationships between image similarity, organizational commitment, and communication.		*	*					USA Current students, faculty and staff
Parameswaran and Glowacka (1995)	Predictive	To investigate the effect of overall university image on graduate evaluation.		*						USA Employers
Symes (1996)	Descriptive	To identify the aspects that Australian universities emphasize in their promotional actions.			*					Australia -
Gioia and Thomas (1996)	Predictive	To investigate how top management teams in higher education institutions make sense of important issues [amongst them, identity and image] that affect strategic change in an academic institution.			*					USA University managers
Yavas and Shemwell (1996)	Prescriptive	To introduce an untapped technique, correspondence analysis, as a tool for assessing a university's image vis-à-vis its closest competitors.		*						-

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Landrum, Turrissi, and Harless (1999)	Predictive	To examine the relationships among the beliefs (cognitive variables) held by parents regarding a Higher Education institution and the orientation toward a given university.	*							USA Parents
Karrh (2000)	Prescriptive	To specify a decision-making framework for university marketing professionals based on the university image perceived by different segments and illustrate the use of that framework.		*	*					USA Current students, graduates, parents, faculty and staff
Ivy (2001)	Descriptive	To determine how universities and technikons in both the UK and in South Africa use marketing to differentiate their images in the higher education market.			*					United Kingdom and South Africa University managers
Nguyen and LeBlanc (2001)	Predictive	To assess, in business education, the impact of institutional image and institutional reputation as well as their interaction effect on the student's retention decision.		*						Canada Current students
Kazoleas, Yungwook, and Moffitt (2001)	Exploratory	To identify the "image/images" of the subject organization across residential or community populations and identify factors that related to image.	*							USA Society
Oplatka (2002)	Descriptive	To explore the messages through which low-stratified higher education institutions strive to increase their organizational image and "product" status and concurrently to attract prospective students.			*					Israel -
Beerli, Díaz Meneses, and Pérez Pérez (2002)	Predictive	To study the image of universities, with the aims of explaining the process of image forming by means of its different components, both in its cognitive and affective dimensions and of analysing its relationship with the students' satisfaction.	*	*						Spain Current students
Arpan, Raney, and Zivnuska. (2003)	Predictive	To examine the construct of university image, to define the criteria that contribute to image ratings across several universities and to look for possible differences in the use of image criteria across different groups of evaluators.	*		*					USA Current students and citizens (adults non-students)
Çetin (2004)	Descriptive	To explore the prevalent marketing practices of four universities of Turkey and their utilization of marketing knowledge for image building and promoting academic programs.			*					Turkey University managers
Mixon, Lyon, and Beaty (2004)	Predictive	To empirically assess the dilemma that national universities cannot attain a reputation for academic excellence if they maintain their religious identity.	*							USA University managers
Rindova, Williamson, Petkova, and Sever (2005)	Predictive	To examine the system of relationships between the antecedents, dimensions, and consequences of business schools' reputations.	*							USA Employers
Volkwein and Sweitzer (2006)	Exploratory	To examine the variables that are the most strongly associated with institutional prestige and reputation and presents an exploratory model.	*							USA -
Bosch, Venter, Han, and Boshoff (2006a)	Predictive	To analyse the brand identity variables and their impact on perceived brand image, leading to the assessment of stakeholder perceptions of the brand image of a university.	*							South Africa Students and other stakeholders
Bosch, Venter, Han, and Boshoff (2006b)	Descriptive	To report on possible disparities ("gaps") between the expectations linked to the Nelson Mandela Metropolitan University's brand image and the actual experience of this brand, as well as to offer recommendations whether dimensions, if any, of the Nelson Mandela Metropolitan University brand identity need to be addressed to enhance the image of the institution.		*						South Africa Students and other stakeholders
Alessandri, Yang, and Kinsey (2006)	Predictive	To explore the link between a university's visual identity and its reputation among the students.	*							USA Current students
Vidaver-Cohen (2007)	Conceptual	To propose a model that overcomes certain deficiencies presented by existing ways of measuring the reputation of business schools.	*	*						-
Baker and Brown (2007)	Exploratory	To unpick the question of university 'choice' from the point of view of people who have undertaken higher education in the past two decades and explore some of the ideas, images and normative beliefs involved.	*							United Kingdom Graduates
Helgesen and Nessen (2007)	Predictive	To look at the interplay between images and related constructs as student satisfaction, image of university college, image of study program and student loyalty.	*							Norway Current students
Brunner and Boyer (2008)	Descriptive	To examine how historically black colleges and universities are using their home pages to present images of themselves.		*						USA -

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Santiago, Carvalho, and Relva (2008)	Descriptive	To analyse the underlying social meaning of research and the way 'images of science' are built by universities on websites as an element that tries to make the difference in order to obtain competitive advantages in the institutional environment.						*		Portugal
Sung and Yang (2008)	Predictive	To assess the impact of institutional image and image-related constructs on students' supportive attitude.		*						South Korea Students
Yang, Alessandri, and Kinsey (2008)	Exploratory	To explore the link between reputation and relational quality in the context of student-university relationships, based on a perceptual analysis of the participants' subjective views.		*						USA Students
Tapper and Filippakou (2009)	Descriptive	To broaden our understanding of institutional reputation, presenting a more rounded view of what determines institutional reputation, with particular reference to the degree of importance of the factors from the perspective of established elite institutions.		*						-
Brown and Mazzarol (2009)	Exploratory	To provide a clearer guide as to what are the strongest drivers of student satisfaction within a University setting, and whether a focus on elements such as the improvement of image, the provision of improved 'hardware' and 'human' customer services and so on is justified by the likelihood of increased customer loyalty.		*						Australia Current students and graduates
Ressler and Abratt (2009)	Conceptual	To explore the impact of university reputation on stakeholder intentions.		*						-
Luque and Del Barrio (2009)	Predictive	To propose a methodology by which to identify the dimensions making up the corporate image of a university and the relative importance of each of these for a particular target group, in this case the teaching and research staff.	*	*						Spain Faculty
De Jager and Soontiens (2010)	Descriptive	To examine and compare criteria related to the importance of reputation and information to attract students in three different countries.			*					South Africa, Malaysia and Singapore Current students
Bastedo and Bowman (2010)	Predictive	To explore the institutional effects of the U.S. News & World Report undergraduate rankings on the reputational assessments made by senior administrators at peer universities and liberal arts colleges.		*						USA
Duarte, Alves, and Raposo (2010)	Exploratory	To review the organizational image construct; explore the process of image formation and analyse the impact of the different source factors on university's image.	*							Portugal Students
Zaghoul, Hayajneh, and AlMarzouki (2010)	Exploratory	To construct an instrument to identify the main dimensions determining the university's image to assess in marketing purposes.	*	*						United Arab Emirates Current students
Maric, Pavlin, and Ferjan (2010)	Exploratory	To know which factors influence "educational institution's image" and how important is the influence of individual factors affecting "educational institution's image".		*						Slovenia Current students and ex-students
Pampaloni (2010)	Predictive	To look at how organizational image and the factors that contribute to it influence the decision-making process of new, first-year college students.		*						USA Students
Alves and Raposo (2010)	Predictive	To gather information as to the importance of image to students and its influence on student satisfaction and loyalty levels.		*						Portugal Students
Brewer and Zhao (2010)	Predictive	To explore the effect that a prospective pathway college affiliated to a large comprehensive university in Sydney may have on the university's reputation. In particular, the association of reputation with preference for a pathway college, brand awareness and the opinion of college brand.		*						Australia Citizens
Bakanuska and Sontaitė (2011)	Exploratory	To construct a measurement model of corporate reputation in higher education institutions from the perspective of their customers.		*						Lithuania School leavers, current students and graduates
Polat (2011a)	Descriptive	To determine the organizational image based on the views of university students		*						Turkey Current students
Polat (2011b)	Exploratory	To determine the relationship between university students' academic achievement and perceived organizational image.		*						Turkey Current students
Bowman and Bastedo (2011)	Predictive	To examine the impact of rankings on the reputational assessments made by insiders in the higher education field.		*						-

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Draelants (2012)	Predictive	To explore the role played by the prestigious image of the French grandes écoles in their attractiveness, and its related problems, as analysed retrospectively by the students who succeeded in joining these elite institutions.	*							France Students
Matherly (2012)	Predictive	To model the decision criteria used by students in selecting a university, determine the factors that influence the image of a university, and ultimately, predict intention to enrol.	*	*						Not specified Various stakeholders
Kheiry, Rad, and Asgari (2012)	Predictive	To study the significance of intellectual image of university on students and its effect on satisfaction and degree of their loyalty.	*							Iran Students
Steiner, Sundström, and Sammalisto (2013)	Conceptual	To develop a multidimensional model, making it possible to identify and analyse both internal and external factors that have an influence on university identity and reputation.	*							-
Delgado-Márquez, Escudero-Torres, and Hurtado-Torres (2013)	Predictive	To investigate whether institutional performance in internationalization translates into an improved reputation in top universities.	*							-
Finch, McDonald, and Staple (2013)	Predictive	To explore the reputational attributes of three different categories of post-secondary institutions in Canada.			*					Canada Employers
Tamuliene and Murzaite (2013)	Predictive	To analyse the influence of higher education image on students' loyalty.		*						Lithuania Students and ex-students
Wilkins and Huisman (2013)	Predictive	To identify the criteria used by prospective students to evaluate the images they hold of international branch campuses and to investigate the impact of these assessments on students' attachment to institutions.	*	*						United Arab Emirates Prospective students
Chen and Chen (2014)	Predictive	To examine the relationship between the brand image students have of their colleges and their satisfaction and lifetime customer value.	*							Taiwan Students
Munisamy, Mohd Jaafar, and Nagaraj (2014)	Predictive	To investigate the reasons for students to pursue higher education and identify the key factors that influence students' decisions about their choice of institution [amongst them, the institution's reputation].	*							Malaysia Students
Chen (2015)	Predictive	To investigate the interrelationships among service recovery, relationship quality, and brand image in Taiwanese higher education institutions.	*							Taiwan Students
Wilkins and Huisman (2015)	Exploratory	To explore how international students form images of international branch campuses (identifying the sources of information and other influences).	*							United Arab Emirates Prospective students
Aghaz, Hashemi, and Sharifi Atashgah (2015)	Predictive	To examine the priorities of different factors contributing to university image among postgraduate students; to investigate the postgraduate students' perceptions of university image for current practices (as is) and ideal values (should be); and to examine the perceived university image impact on postgraduate students' organizational trust.	*	*	*	*				Iran Postgraduate students
Drydakis (2015)	Predictive	To estimate whether job applicants who have obtained a Bachelor of Science in economics from 15 UK universities face different labour market prospects.	*							United Kingdom Graduates

(1) Identification of the aspects/dimensions/facets that make up the image/reputation of HEIs.

(2) Proposal of a measurement model for the image/reputation of HEIs.

(3) Relation of the image/reputation of HEIs with other variables.

(4) Comparative analysis of various HEI stakeholders' perspectives.

(5) Evaluation/measurement of the image/reputation of specific HEIs.

(6) Proposal of orientations for managing the image/reputation of HEIs.

(7) Description of forms of action of specific HEIs in terms of image/reputation management.

* When possible the authors' original wording has been reflected.

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