

## **Thematic Analysis of Identities' Reflection of Pakistani Universities**

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### **Abstract**

The study partook in the thematic analysis of the statements of vision, mission, and core values of the top 10 universities of Pakistan from their web pages. Statements of vision, mission, and core values were accessed from universities' web pages. Thematic analysis revealed that some of the themes in their vision, mission, and core values were common among universities; and indeed, they reflected a good posture of Pakistani nationhood. Conclusions were that the universities had their mission to make their students have high moral values, develop research orientation among them and be capable of thinking in a critical and creative way. It is recommended that universities should clearly define themes for vision, mission, and core values on their web pages as well as in their prospectuses.

Key Words: Identities, Pakistani Universities, Vision & Mission

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### **Introduction**

The university education is considered investment for present and prospective cultural, economic and philosophical demands of society, by facilitating in instruction, research and knowledge extension. Students and researchers ought to be reasonable in understanding and introducing the history and thought or significance of the university. This is on the grounds that higher learning has been creating in better places in various forms. From these viewpoints, it will be reasonable to investigate and recognize the presence of different forms of higher learning foundations in the various corners of the world. The purpose and vision of the higher education institutes shape the policies and scholarly activities of all levels of education ranging from undergraduate to post Graduate.

### **Vision statement**

According to Efil (2004) vision depicts which spot it needs to get and what the university needs to change over in the future and is the presence of a dream with respect to the future needs. As indicated by Zel (1997) vision is clear as joins current realities, dreams, expectations, openings, and fears, as look towards the odd to depict what's to come. Vision guides future expert practices and shapes.

As indicated by Grusenmeyer (2009) nobody was ever formed without a dream. It guides us, helps as an amazing helper for people around us and ourselves and gives us way and reason. In heading to move and genuinely direct a vision must:

Be line up with the guiding principle of both the people and the university.

Be effectively associated with and recognized by everyone engaged with the university.

The reason for vision statement to define the university willpower, this vision statement explanation methodology the morals of the university just as morals communicates to the university head how things would be done however this statement don't gauge the lowest mark of the university. This statement is too interface the purpose and values of the university. Vision statement gives path to the bodies that how they can convey their best (Quinley, 1991), and any modification in it demand a strong theoretical and philosophical reason (Campbell & Yeung, 1991). There are some normal philosophies that may be useful to us to build up a decent vision statement:

Be inspirational

Be decisive

Be devoted

Be unique

Be expressive

Be genuine

Be solid

Outside universities have focused on scholarly and social assorted variety among understudies and staff which really advances globalization of instruction. Common support of research and educating is shared by higher level of remote institutes (Sridhar, & Sequeira, 2007).

### **Mission statements**

Mission is a motivation that offers arranged course for the university. It is additionally the proposition which conveys the plain hypothetical setting for the whole university. A mission conveys reasonable way and relations that can help as the base for strategies of sorted out effectiveness. A university can create a premise and shape on it feat its productivity by utilizing a mission statement of university as core interest. Three for the most important instruments of mission statements are inspected here: values, description of skills and purpose (Quinley, 1991).

According to Tutar (2004), Mission statement of an institute is a set of aims that advantage the relationship to get a handle on its objectives and that immediate its arranged destinations. Mission statement has to be short, genuine, and solid. They should depict the determination of the university, open pitch of action of the university, characterize the people and university worked, and aside the needs support through university & quick the allowed responsibilities of university (DPT, 2006).

A purpose of a solid mission statement is to consolidate all the person's occasions into the group alongside a university to line up the people. It also communicates to the university running whether they are duty effort is dynamic or important. The important effort of the university is described by a genuine mission statement. Mission statement has the value that it gives the uprising in any university from stage to stage (Quinley, 1991).

As indicated by Campbell & Yeung, (1991), there are no inflexible and wild rubrics to create a mission statement what makes a difference best is that is typically be mindful so as to be a right replication. These following are some regular codes that we can follow to create a decent mission statement,

Create it as brief as expected  
Create it memorable  
Create it interesting to you  
Create it practical  
Make sure it's existing

A statement of mission is an announcement of what is, a statement of vision is an announcement of what or how you might want impacts to be. A picture of the future you're attempting to make, what you have to be once you create up, what you need your university in future (Grusenmeyer, 2009).

Universities and schools have extensive late strain to address morals inside their educational program however might not have reflected changes in their mission statement. Somewhat most schools have put forth attempts to take care of morals inside their educational plan. The contrast among strict and mainstream school missions is that strict schools tend to 'define' themselves as far as character improvement and along these lines, morals and character attributes are integral to their missions. This is the primary significant target of mission statement (Davis, et al. 2007).

### **Vision and Mission Statement**

Vision and mission statements are the most habitually utilized the board apparatuses for vital anticipating the world (Bart, 2001), and should have three fundamental aspects being answered: What is our institute? What would it be a good idea for it to be? And, where would we like to be in what's to come?

The achievement of the vital arrangement relies upon the right plan of strategic mission and vision statements, & interest in the definition. Strategic statements of mission and vision likewise add to making of institutional character. Statement of mission acquaints university with general society and recognizes it from different associations by underlining its exceptional attributes. It is deserving of note that universities established in various districts and under various conditions all have comparative strategic mission and vision statements (ÖZDEM, 2011).

We regularly talk about statement of mission and statement of vision first, the basic unique foundation for both are our core valise. Core values stand the qualities and ethics on extremely center of atmosphere, and which we cannot move or lost (Grusenmeyer, 2009).

### **Core Values**

Core values are our opinions and guide our performances. The performances we involve in what individuals around see us, alongside our abilities and activities. Our external

performances and abilities can change quickly and intensely through our lives, affected by our condition and guided by our increasingly stable basic beliefs and core values. When the values of a university are identified, it's most of the time valuable to rank them from additional to less significant (Grusenmeyer, 2009).

All universities are diverse in certain manner private, public, land-award based and strictly subsidiary. However, these universities are similar in such a way that all have informative points. The directorial perspective and the enlightening information is a principle contrast that makes a university one of a different to another, similar to one university focus on instructing while other university center around research. Nevertheless, it is important for a university or higher educational institute to prominently interrelate its points (Quinley, 1991).

### **Rationale of the study**

The current study was about investigating into identities of Pakistani universities through their statement of vision, mission and core values as mentioned on their websites. The main purpose to conduct this research was to aware people of the importance of the statement of vision, mission and core values and to comprehend under which framework top Pakistani universities are working. There are researches related to the statement of vision, mission and core values like Bart, et al. (2001), worked on the relationship between mission statement and institutional performance. Similarly, Abelman, & Molina (2006) worked on vision and academic advising and Grusenmeyer (2009) worked on values & goals. Many researchers worked on the statement of vision, mission and core values separately; so, that is why to fill that gap there was a need to work on the statement of vision, mission and core values collectively because as per my knowledge gain through the internet, there is fewer researchers found that have worked on the statement of vision, mission and core values collectively in Pakistan.

### **Research Questions**

These were the following research questions.

- i. Are vision statement, mission statement, and core values important for university?
- ii. How do vision statements help the student to choose the profession according to interest?
- iii. How do core values play role in character building of student?

### **Methodology**

Qualitative research design has been used in this current study. Population used in the study was all national universities in Pakistan. Sample of the data included top 10 HEC ranked

national universities of Pakistan in 2015 to 2016. The data was collected from the web pages of top 10 HEC ranked national universities of Pakistan for the study. After when we collect the data, the data was organized, tabulated and analyzed by using thematic analysis method.

## Results

The data regarding vision, mission and core values of top 10 universities of Pakistan was gathered and analyzed on the basis of common themes found in every aspect of basic infrastructure of universities. Thematic analysis was used and following results were obtained from the research based on the topic 'thematic analysis of online identities reflection of Pakistani Universities'.

Table 1

*Frequency and percentage for themes of University vision*

S#	Themes	Frequency (%)
1.	A World Recognized University	6 (19.99 %)
2.	Leading Public University	5 (16.66 %)
3.	High Moral Values	5 (16.66 %)
4.	Economic Development	4 (13.33 %)
5.	An Affordable Education	3 (9.99 %)
6.	High Standard Education	3 (9.99 %)
7.	Learner-Centered Research	3 (9.99 %)
8.	Capacity Building of youth	3 (9.99 %)
9.	Accessible to Society	2 (6.66 %)
10.	Leading Institutions	2 (6.66 %)
11.	Progressive and Prosperous country	2 (6.66 %)
12.	Excellence in Education	2 (6.66 %)

Table 1 describes the themes found in the vision statement of University. It is clear that some fundamental themes in vision statement are included (declared or undeclared) in every university theme at every level whether higher or fundamental. While table No. 1 shows the frequency of recurring themes present in all the top 10 universities of Pakistan like world recognized university which has frequency 6/30 (19.99 %). Likewise, manner some other common themes are also observed i.e. high moral values having frequency 5/30 (16.66%) economic development having frequency 4/30 (13.33%) and so on. All other themes have frequency 1/30 (3.33%) which shows that these themes are distinct for every university.

The vision statement also found some themes which are very important for universities but they have very less frequency 1 (3.33 %). These themes are educational opportunities, learner-centered teaching, develop leadership, Centre of Excellence, Quality-Centric

Institute, Excellence in Research, Excellence in Development, Development of Muslim societies, Realize the national objective, National Security and Contributing to the Success.

Table 2

*Frequency and percentage for themes of Universities Mission*

S#	Themes	Frequency (%)
1.	Highest Moral Values	11(14.63%)
2.	Research Oriented Institution	5 (6.66 %)
3.	Thinking in a creative and critical way	5 (6.66 %)
4.	Youth responsible role in community	5 (6.66 %)
5.	Learning Environment	4 (5.32 %)
6.	Highest Quality Endeavors	3 (3.99 %)
7.	Leadership potential	3 (3.99 %)
8.	Improve global visibility	3 (3.99 %)
9.	Professional Excellence	2 (2.66 %)
10.	Produce and Train Researchers	2 (2.66 %)
11.	Make students able to meet the promising needs of the society	2 (2.66 %)
12.	Student seek knowledge logically	2 (2.66 %)
13.	Academic Excellence	2 (2.66 %)
14.	Execute Private and Public Sectors	2 (2.66 %)

Table 2 defines the themes found in the Mission Statements of Pakistan's top 10 Universities. It is clearly stated that highest moral values are highly observed in all the universities, having frequency 11/75 (14.63%) and secondly youth responsible role in community; critical thinking and research-oriented institution all having frequency of 5/75 (6.66%) while other mission themes like learning environment, quality education, improve global visibility & professional excellence etc. having frequency 4/75, 3/75 & 2/75 (5.32%, 3.99% & 2.66 %) respectively. All other mission statements like human resources, technological leaders and so on are observed having frequency 1/75 (1.33 %). So, it also describes that mission statements having top priority in overall top 10 universities are observed in high frequency and percentage.

There are some mission statement themes which have less frequency 1 (1.33 %) but important to improve the universities productivity such as Professional and Intellectual development of Faculty, A holistic education with two fold benefit, matured youth, positive contribution to public life, principles of merit, nurture talent, social skills, organize the curricular activities, collaboration of students, arrangement of student's events at national

level, best quality assurance strategies, technological leaders, encompassing activities, mobilization of the community, develop human resource, research and training in the field of life sciences.

Table 3

*Frequency and percentage for themes of Universities Core Values*

S#	Themes	Frequency (%)
1.	Islamic ethics	11 (55 %)
2.	Scholarship	6 (30%)
3.	Expressive Atmosphere	6 (30%)
4.	Collaboration	4 (20 %)
5.	Excellence in Education	2 (10 %)
6.	Innovations for the Advancement	2 (10 %)
7.	Presentations at Professional Conferences	2 (10 %)
8.	Civil and Respectful Communications	2 (10 %)
9.	Originality	2 (10 %)

Table 3 explains the themes found in the core values statements of top 10 universities of Pakistan. It is clearly stated that Islamic ethics are highly observed, having frequency 11/20 (55%) and secondly scholarship and expressive atmosphere frequency 6/20 (30%), while other core values like collaboration having frequency 4/20 (20%) and civil and respectful communications & innovations for the advancement & excellence in education and originality having frequency 2/20 (10%).

All the other core values like humanistic ideals, fosters intellectual freedom, Value Research, Humanistic ideals and distinction in scholarship etc. having frequency 1/20 (5 %). So, it is also observed that some universities having no core values, only three universities have defined their core values. It is highly needed that universities should mention their core values as it may help students choosing the institute for their career building and development.

### **Discussion**

The current study was designated for thematic analysis of online identities reflection of Pakistani Universities. In which vision statement, mission statement, and core values of top national universities of Pakistan were analyzed. A descriptive research approach with thematic analysis was used in the current study. The data was collected from the websites of the top ten HEC ranked national universities of Pakistan for the current study. After the collection of data, the data was organized, tabulated and analyzed by using the thematic



analysis method.

Vision defines which place it needs to obtain and what the institute wants to become in the upcoming and is the expression of a dream concerning a future desired state (Efil, 2004). Table 1 also shows the frequency of recurring themes present in all the top 10 universities of Pakistan like world-recognized universities which has the highest frequency 6/30 (19.99 %). All other themes have frequency 1/30 (3.33%) which shows that these themes are distinct for every university. Outside universities have focused on a pledge to scholarly and social assorted variety among understudies and staff which advances globalization of instruction. Common support of research and educating is shared by a higher level of remote organizations (Sridhar & Sequeira, 2007). It was also noticed in the current research that world-recognized university having a high frequency.

A mission statement is traditional ways of the setting of objectives that benefit the university to reach its goals and that fast its planned objectives (Tutar, 2004). It is clearly stated in table 2 that the highest moral values are highly observed in all the universities, having frequency 11/75 (14.63%). All other mission statements like human resources, technological leaders and so on are observed having frequency 1/75 (1.33 %). So, it also describes that mission statements having top priority in overall top 10 universities are observed in high frequency and percentage. The mission statement acquaints the university with general society and recognizes it from different universities by underlining its exceptional attributes (ÖZDEM, 2011). We also observed in the current research that youth responsible role in the community, critical thinking way and research-oriented institution all having good frequency.

Core values are the ethics and philosophies at the very middle of our character and from which we will not move or lost (Grusenmeyer, 2009). It is clearly stated in table 3 that Islamic ethics are highly observed, having frequency 11/20 (55%) and secondly scholarship and expressive atmosphere frequency 6/20 (30%). All the other core values like humanistic ideals foster intellectual freedom and distinction in scholarship etc. having frequency 1/20 (5 %). So, it is also observed that some universities having no core values, only three universities have defined their core values. It is highly needed that universities should mention their core values as it may help students choosing the institute for their career building and development. Universities and schools of business have had extensive late strain to address morals inside their educational program however might not have reflected changes in their core values. Somewhat most schools have put forth attempts to take care of morals inside their educational plan (Davis, et al. 2007). We also noticed in the current study that Islamic ethics are highly observed in the core values of universities.

### **Conclusion**

Statements of vision, mission and core values have a very definite role in the development of any university. In the present research, vision, mission and core values of top 10 universities of Pakistan were gathered and further analyzed thematically. In the vision statement the most recurring themes were leading public university, high moral values and economic development

While in the mission statement the most recurring themes were high moral value, research-oriented institution, and thinking in a creative and critical way.

In the core values the most recurring themes were; Islamic and ethics values, scholarship and expressive atmosphere.

These themes were frequently observed in the statement of vision, mission and core values. All universities were similar at some points to develop our country economically and make a prosperous nation.

The researcher concluded that the universities had a vision to make herself a leading public university with high moral values and being capable of contributing to the economic development of country. Likewise, the universities had their mission to make their students having high moral value, develop research orientation among them and be capable of thinking in a creative and critical way. As a core values, the universities intended to inculcate Islamic and ethical values and the scholarship in academic and research in an expressive atmosphere altogether.

It is also observed that some universities have not mentioned their core values on web pages; only three universities have defined their core values. It is highly needed that universities should mention their core values as it helps students choosing the institute for their career building and development. It is also noticed that one top ranked university have not mentioned their vision statement on web page.

### **Recommendations**

For the development of an educated nation, it is recommended to clearly define the statement of vision, mission and core values of universities. The statement of vision, mission and core values has a distinct role in the infrastructure development of any university according to the need of the hour. It is also recommended that universities should work on revisiting their statement of vision, mission and core values for the development of a successful nation.

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