



**Título:** UNIVERSITY, SUSTAINABILITY, AND REPUTATION: SUSTAINABILITY AS A STRATEGIC AND REPUTATIONAL PILLAR IN THE FIFTH GENERATION OF UNIVERSITIES - CASE STUDIES OF THE UNIVERSITY OF MANCHESTER (UNITED KINGDOM) AND THE HSE UNIVERSITY (RUSSIA)

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> ORGANIZACION Y GESTION DE EMPRESAS

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**Resumen:** This thesis aims to investigate the influence of sustainability on the reputation of universities, employing a comparative case study approach that centers on two renowned institutions recognized for their commitment to social responsibility: the University of Manchester in the UK and HSE University in Russia. The research methodology involves the utilization of qualitative data, gathered through semi-structured in-depth interviews conducted with experts and relevant stakeholders from both universities. In addition, web scanning, analysis of annual reports, and examination of non-financial sustainability reports are employed as data collection techniques.

The findings derived from this research make valuable contributions to our understanding of the intricate relationship between sustainable strategies and the reputation of universities. The author proposes the concept of University 5.0, representing a new generation of universities that embrace a clear sustainable-centered



purpose. The concept of University 5.0 encapsulates the integration of sustainability across all aspects of university operations, including teaching, research, community engagement, and partnerships with stakeholders. Furthermore, this study offers insights into specific strategies that universities can adopt to strengthen their sustainability initiatives and enhance their reputation management. These strategies include aligning institutional mission and objectives with Sustainable Development Goals, establishing robust partnerships with stakeholders, integrating sustainability into the curriculum and research agenda, and effectively communicating sustainability efforts to internal and external audiences.

By illuminating the interplay between sustainability and reputation, this research contributes to the broader academic discourse on effective university governance and strategic decision-making in the context of sustainability. It highlights the importance of embedding sustainability principles and practices into the fabric of universities, not only for societal and environmental impact but also for enhancing their reputation and competitive advantage in an increasingly globalized and socially conscious higher education landscape. This thesis provides a comprehensive examination of the influence of sustainability on the reputation of universities. It offers valuable insights and practical recommendations for universities seeking to enhance their sustainability initiatives and effectively manage their reputation. The findings contribute to advancing knowledge in the field of sustainable higher education and provide a foundation for further research and exploration in this important area.