



Redefining Success: Impact of QS on Global Higher Education Quality

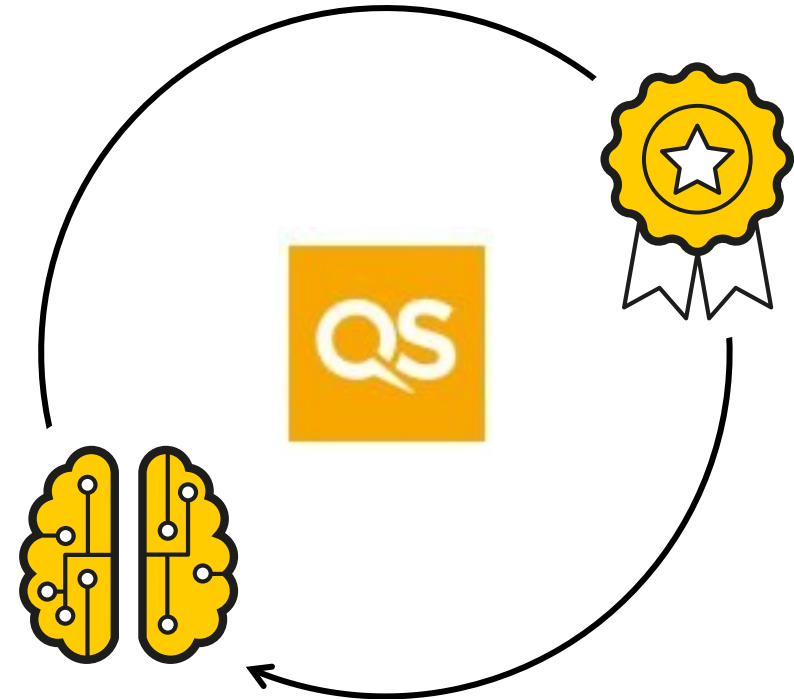
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QS Quacquarelli Symonds

Empowering motivated
people around the world
to fulfil their potential by
fostering international mobility,
educational achievement
and career development.

Strategic Insights from QS Rankings & Indicators

QS metrics as mirrors

QS Rankings assess reputation, research, teaching capacity, internationalisation, and now sustainability & employability – reflecting key quality dimensions

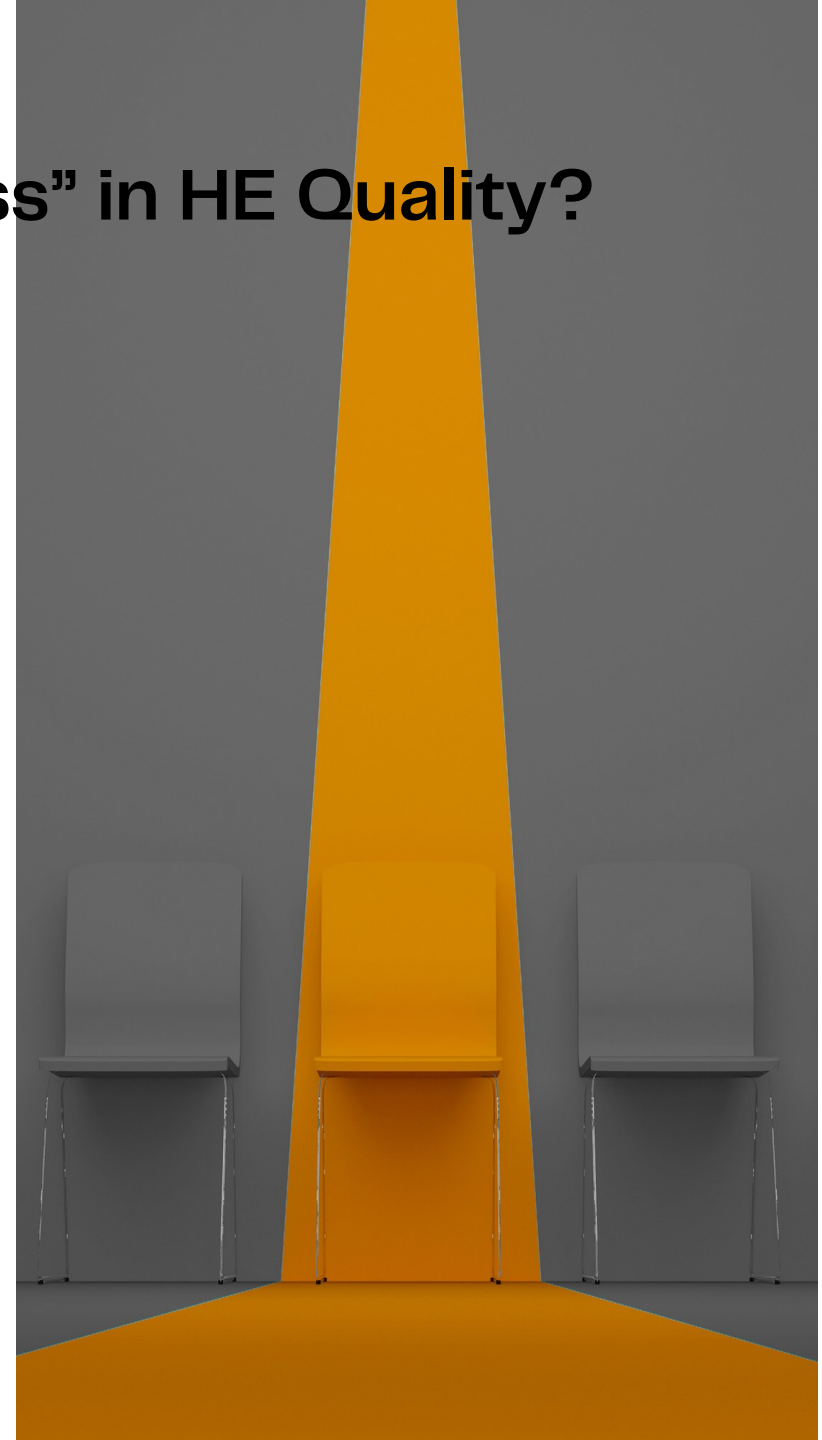


A Changing Landscape – Why Redefine “Success” in HE Quality?

1 Global shifts demand new metrics Leverage AI
and automation are reshaping jobs, sustainability and social impact are urgent, and economies require future-ready skills

2 Unprecedented growth & access
By 2030 the global education market will reach \$10 trillion, with hundreds of millions more graduates

3 From rankings to relevance
Rankings still matter, but success is being redefined beyond prestige – it’s about how institutions drive innovation, community impact, and lifelong learning opportunities.



How do we achieve this?

From billions of data points including:

8,400+

universities
evaluated in the
QS World
University
Rankings

500m+

Job postings to
understand the
job market
evolution

120,000+

employers
surveyed over
five years

150,000+

academics
surveyed over
five years

340m+

Alumni profiles
analysed

557,000+

students
surveyed over
five years

20+

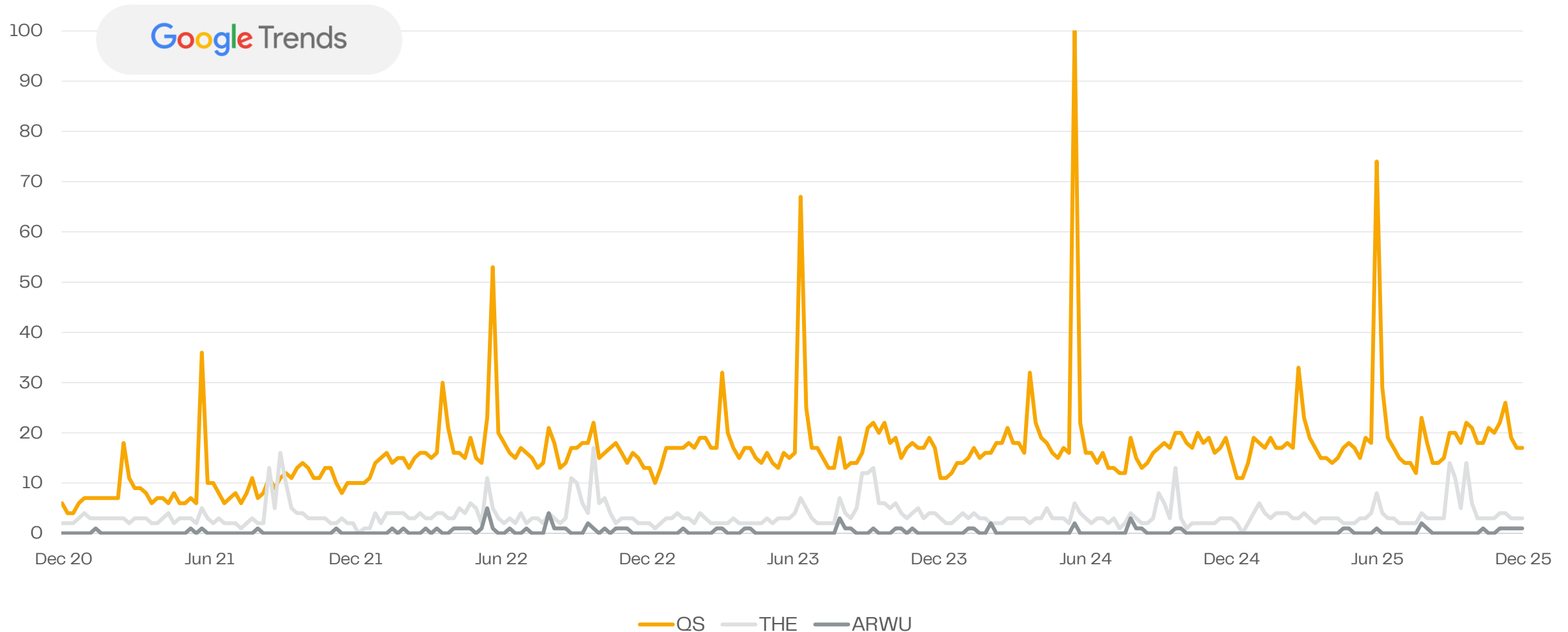
governments
engaged with
QS

70m+

visits to QS
Portals

The **most trusted brand** in higher education

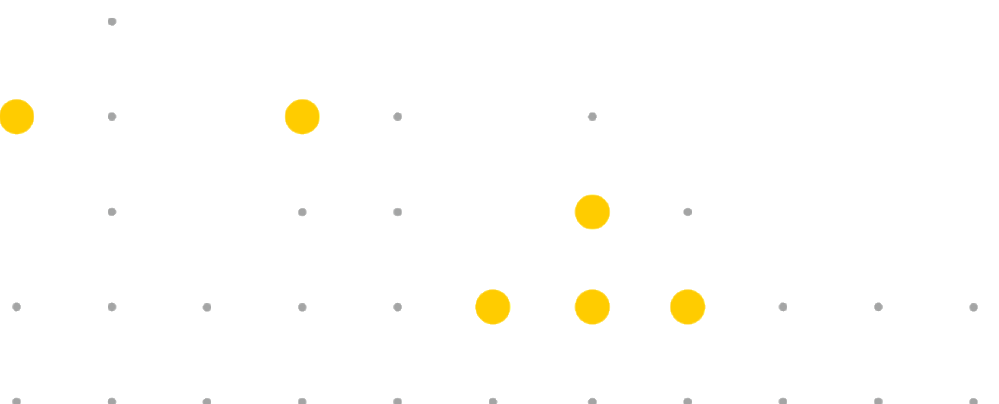
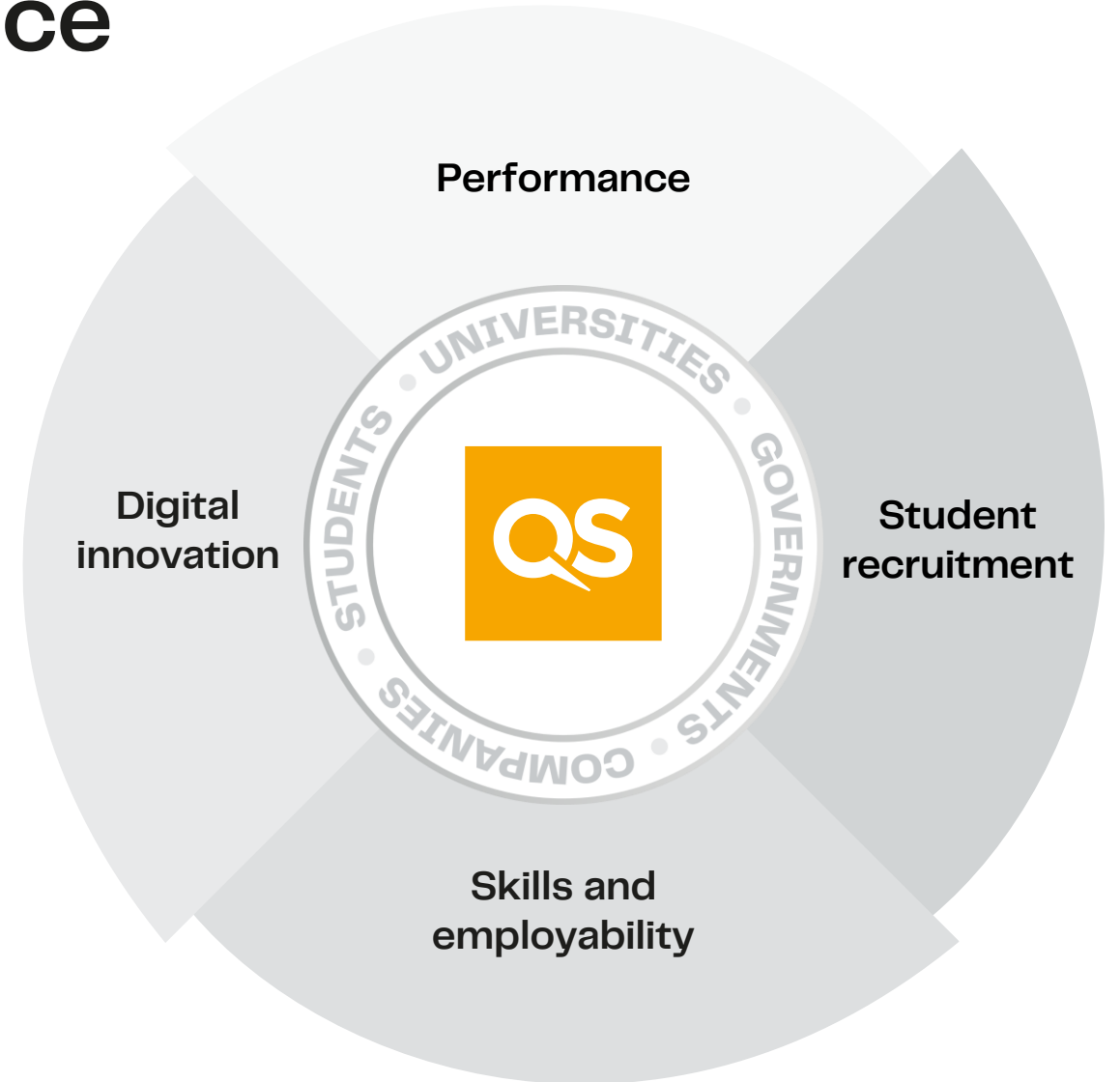
Source: Google Trends December 2020 – December 2025



Our expertise and influence

Every challenge and every success comes down to these.

Using a powerful combination of data-driven insights, solutions and strategic expertise, we help you turn these fundamentals into powerful results.

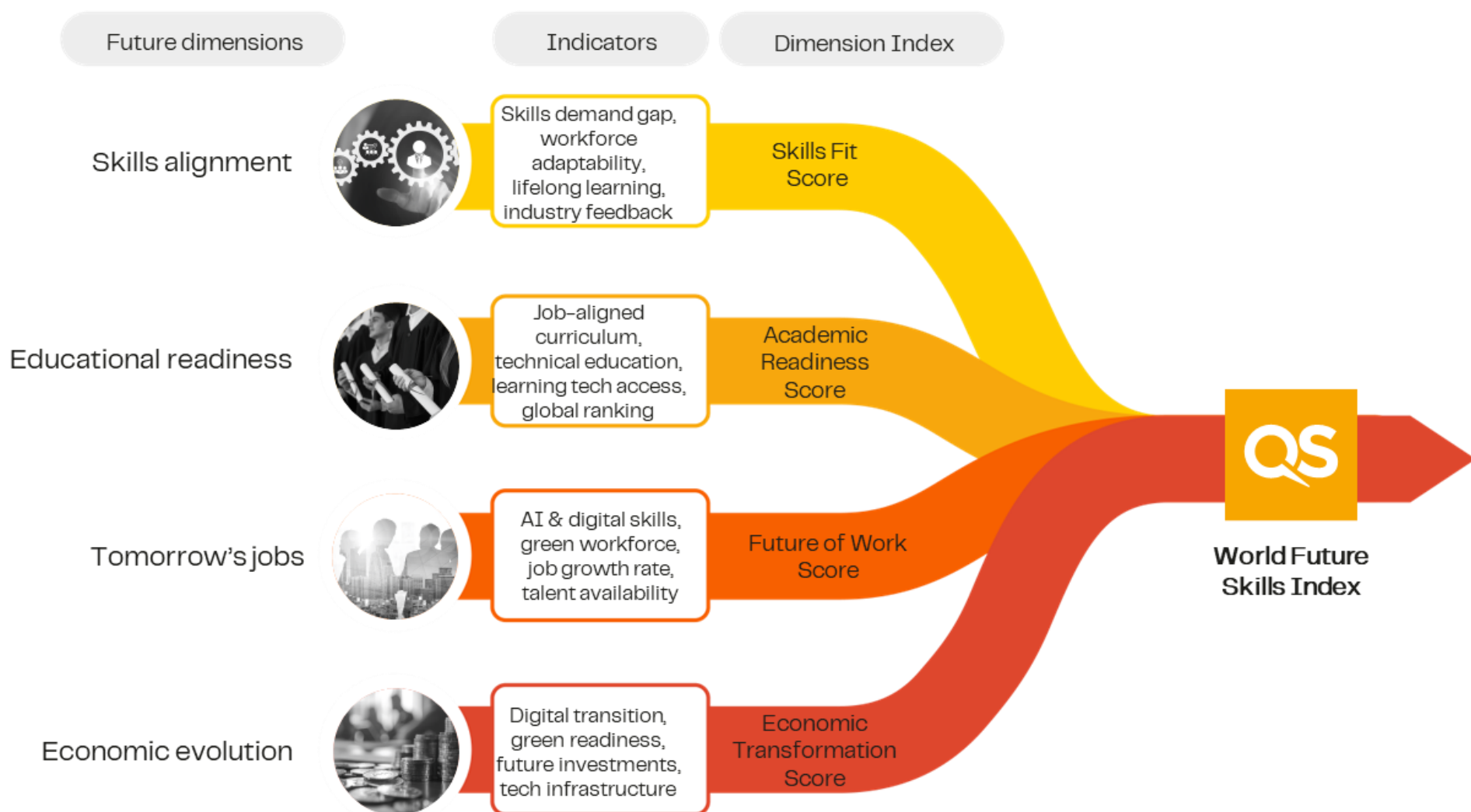


The QS World Future Skills Index

As the world changes, so do the **skills that matter**.

Technological transformation and climate urgency are reshaping the workforce. AI, digital, and green skills are **rising across every sector**.

The QS World Future Skills Index evaluates how well countries are equipped to **meet the evolving demands of the global job market**.



In the region, like elsewhere, quality is no longer defined only inside the university. It is co-defined by:

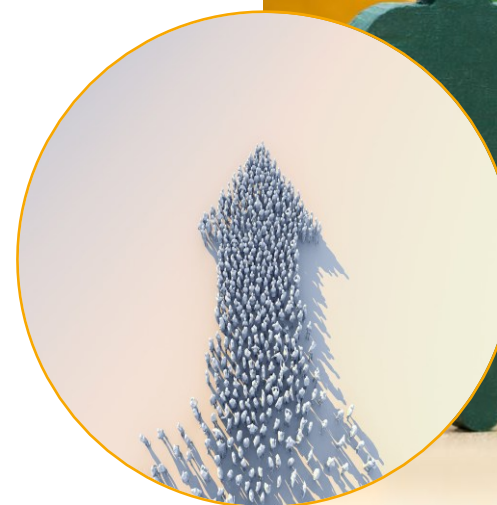
- students and families,
- employers and professional bodies,
- regulators and quality assurance agencies,
- and international partners.

QS engages these stakeholders mainly through large-scale **employer and academic surveys** and benchmarking.

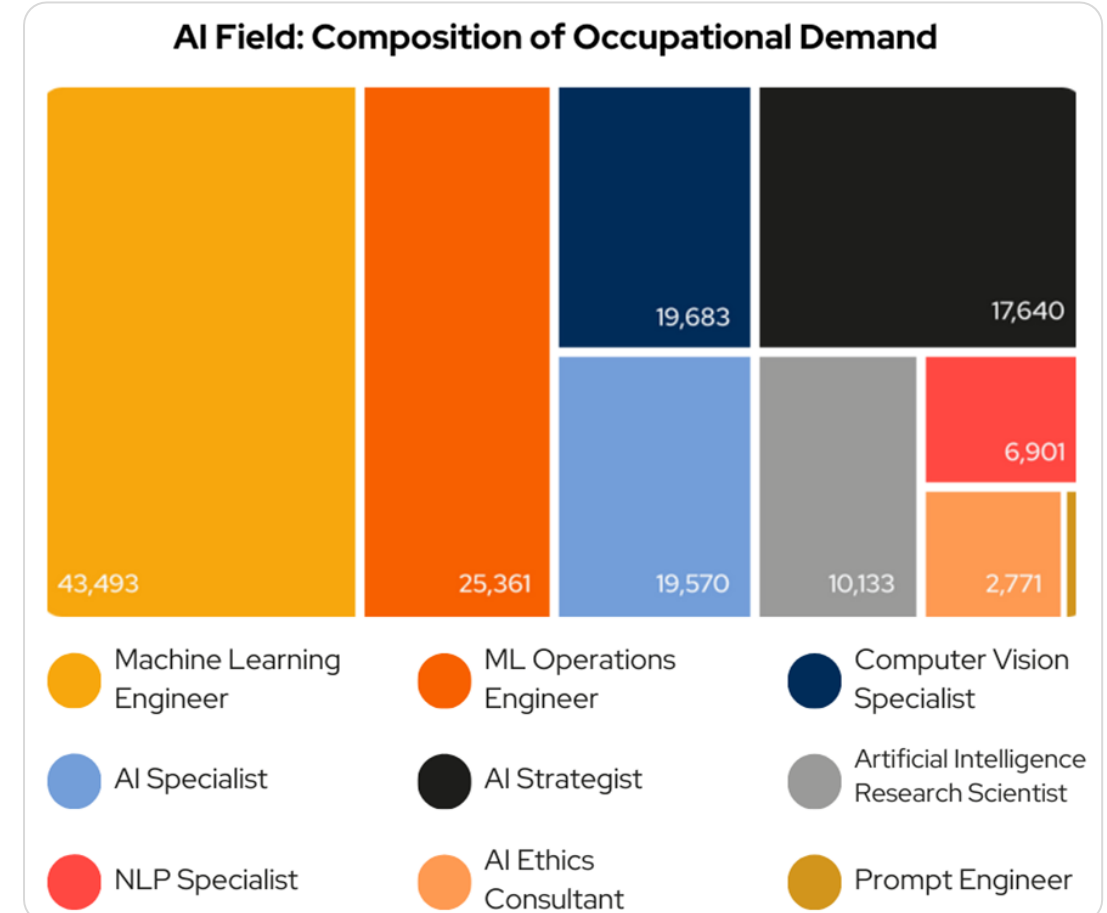
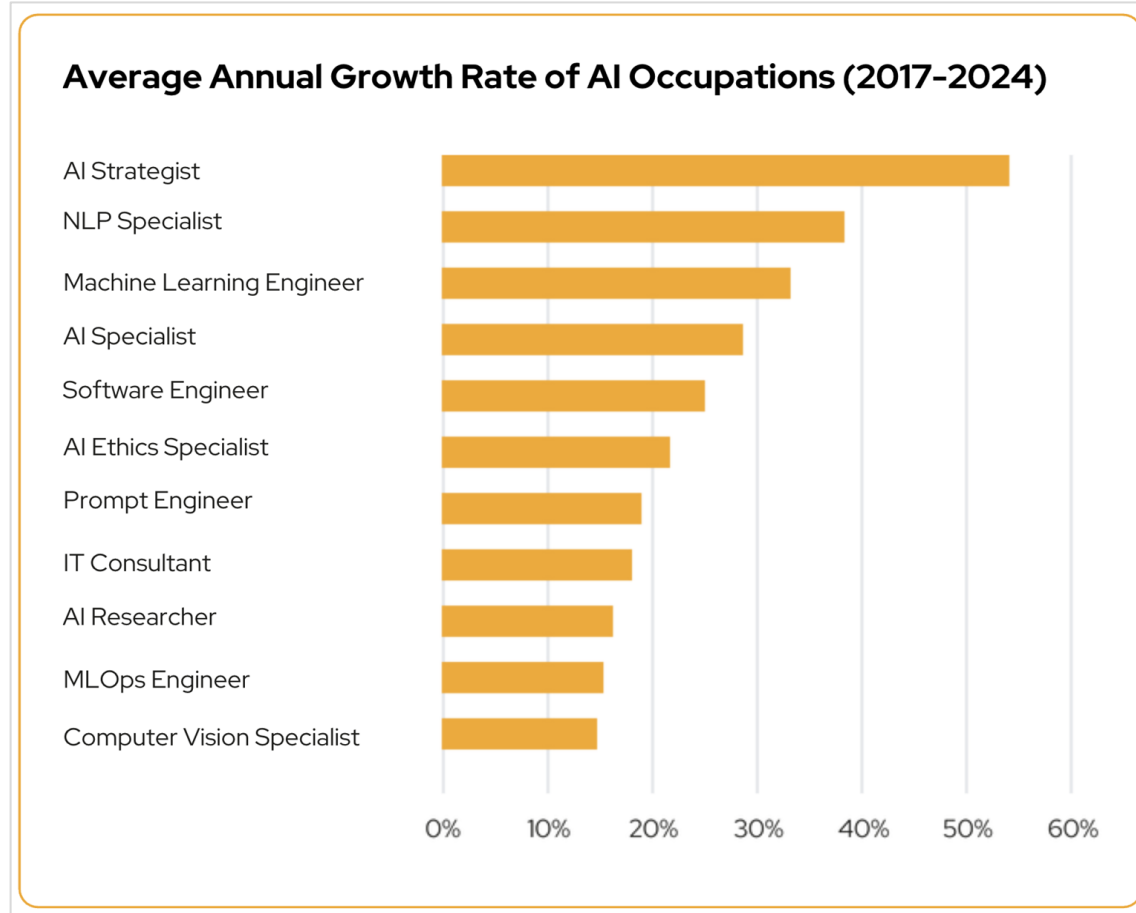
Employer feedback becomes especially important in systems where graduate numbers are rising and the labour market is competitive—this is a reality in the region.

From a stakeholder point of view, employers look for three proof points:

1. **Job readiness:** communication, problem-solving, digital skills, teamwork.
2. **Work exposure:** internships, applied projects, portfolios—especially in computing, business, engineering, health, and emerging tech.
3. **Reliable talent pipelines:** universities that consistently produce graduates with predictable skills.



Building a skills-aligned curriculum



We identify the most relevant and high-growth occupations based on global labour market data

Candidates – the definition of quality often becomes:

- “Will myself/ my child get a job or a strong next step?”
- “Is this degree recognised nationally and internationally?”
- “Can we afford it, and will they be supported to complete it?”
- “Will I get a job abroad?”

student stakeholder lens strongly rewards universities that can show:

- Credible career services and employer connections,
- Transparent outcomes
- Support for students from outside major cities.

How International students **explore** their University options

47%

use rankings to
research study
options

45%

Say University's
reputation
influences their
final decision

35%

Attend
information
sessions and
university fairs

44%

Use social media
to explore
universities
before applying

Internationalisation is often interpreted as “more international students” or “more MoUs.” Stakeholders—especially students—interpret it differently. They value internationalisation when it leads to:

- **recognition** (degrees that travel),
- **skills and exposure** (joint projects, visiting faculty, global classrooms),
- and **employability** (access to multinational employers, remote global work, or graduate study pathways).
- **Twinning/articulation pathways** with reputable institutions where credit transfer is transparent and affordable.
- **Joint supervision and co-authored research** that increase visibility and citations while building faculty capability.

AI Capability Framework

An open source framework helping universities to assess AI maturity, identify strengths, gaps, and improvement priorities.

Contact Us

Download Framework

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GOVERNANCE & HUMAN COMMITMENT				OUTREACH & OPERATIONAL EFFICIENCY				TEACHING, LEARNING & ASSESSMENT			RESEARCH & SCHOLARSHIP		
Regulatory & Ethical Standards	Governance & Risk Management	Code of Conduct & Privacy	Leadership & Capability	AI Enhanced Recruitment	Personalised Student Support	Faculty & Administr. Efficiency	External Engmt. & Partnership	Course Design & Curriculum	Personalised Learning & Support	Assessment, Grading & Feedback	AI in Research Practice	Scholarship of AI in Practice	AI Research
1.1.1	1.2.1	1.3.1	1.4.1	2.1.1	2.2.1	2.3.1	2.4.1	3.1.1	3.2.1	3.3.1	4.1.1	4.2.1	4.3.1
Monitoring Adherence	Governance Structure	Code of Conduct	Leadership & Planning	Application Processes	Career Services	AI in Administrative Processes	Community Learning	Agreed Approach for AI	Personalised Learning	Realtime Feedback	AI Tools for Research	Scholarship of AI	Research in AI Field
1.1.2	1.2.2	1.3.2	1.4.2	2.1.2	2.2.2		2.4.2	3.1.2	3.2.2	3.3.2	4.1.2		4.3.2
Ethical Guidelines	Risk Assessment	Data Protection	Training & Development	Recruitment & Conversion	Realtime Student Support		External Collaboration	Curriculum Design	Student Retention	Adaptive Assessment	AI in Research Practice		AI Impact in Disciplines
1.1.3	1.2.3						2.4.3	3.1.3	3.2.3	3.3.3			
Sustainability Impact	Ethical Procurement						Industry Projects	AI Literacy	Academic Support	Bias Validation			
								3.1.4					
								AI Courses					

Thank you!

The global higher education experts



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