

A PROPOSED MODEL TO ENHANCE COMPETITVNESS CAPABLITIES OF KING SAUD UNIVERSITY IN LIGHT OF INTERNATIONAL RANKING STANDARDS OF UNIVERSITIES

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***ABSTRACT_** The aim of the study is to identify the requirements for the lifting of the competitiveness of the University of King Saud, in the light of the standards of the international classifications of universities, and aimed at identifying obstacles to the competitiveness of the University of King Saud, and the formulation of a proposal to increase the competitiveness of the University of King Saud, in the light of the standards of the international classifications of universities, and adopted the study descriptive approach, through the analysis of the lists of international classifications, which included the order of some Saudi universities such as wibou matrix research classification of universities by the coefficient of CSC Chaandanee Magu in the Spanish capital, classification of Shanghai for 2014m, the world classification of universities for 2015CP. It also adopted the study on the analysis of the experience of some of the pioneering at the level of classification of universities such as Harvard University, which occupies the front of the classification, at the end of the study was that a proposal to raise competitiveness of the University of King Saud, in the light of the The experience of developed countries in order to access to advanced centers in the list of the classification of Arab universities and international cuisine, and ensure that the proposed conception of the targets was the development of the function of university teaching, and the development of scientific research and the development of the function of the community, it also included some of the approaches that coincide with the vision of Saudi Arabia 2030m, which seeks to become five Saudi universities at least of the best 200 international university in 2030m, and ensure that the proposed conception of the group of mechanisms for implementation, as well as the identification of obstacles facing implementation, with identifying those involved in implementation.*

KEYWORDS: Competitive Advantage, International Rank, King Saud University, Universities.