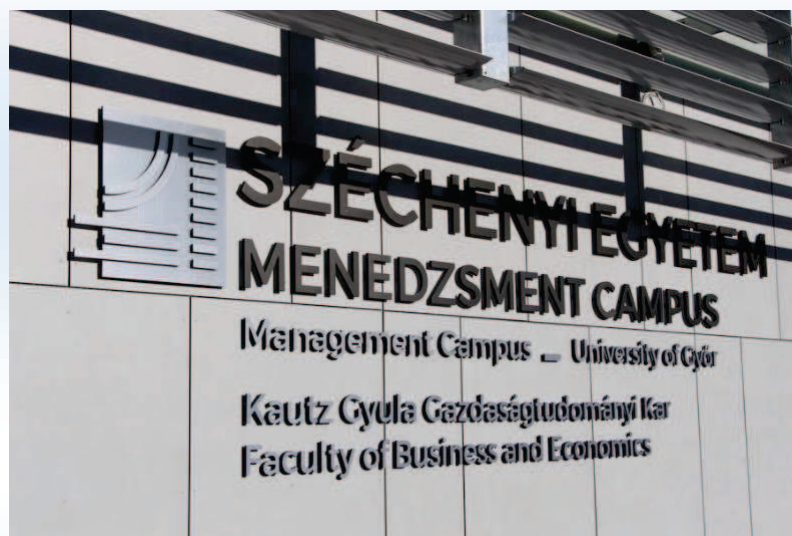




18th International Congress of the International Association on Public and Nonprofit Marketing

**“ CHALLENGES IN PUBLIC, NON-PROFIT AND
SOCIAL MARKETING”**



**Conference proceeding
Győr 2019**



WELCOME

Dear Colleagues,

We are very pleased to welcome you to the 18th International Congress on Public and Non-profit Marketing in Győr. The Department of Marketing and Management of the University of Győr is proud to host this event in 2019.

The last eighteen years have seen meaningful advances in the theory and practice of public and non-profit marketing. The researchers have introduced new conceptual models and approaches to influence behaviour that promotes environment, health and important public services.

Concerning the present economic, social and technological context, the conference motto: Challenges in Public, Non-Profit and Social Marketing.

**We hope this event and the papers' discussion can contribute to the development of knowledge in this field.
Enjoy your stay in Győr.**

**Sincerely,
On behalf of the Organizing Committee,
Ida Ercsey
Chairwoman of the 18th IAPNM Congress**

Győr, 5-3 July 2019.

ISBN: 978-615-5837-61-6

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H-9026. Győr, Egyetem tér 1.**

<https://uni.sze.hu>

Editor-in-chief: Ida Ercsey

Editor: Kató Réka

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CAN HOMEPAGE OPENNESS SIGN INSTITUTIONAL QUALITY IN HIGHER EDUCATION?

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Abstract

This exploratory study analyses a rarely investigated element of the online marketing practice of higher education institutions (HEIs) on a sample of 150 doctoral/research universities (DRU) and 150 liberal arts colleges (LAC) from the USA. Using content analysis, it examines the start page of the institutions' websites according to various aspects of openness (availability of foreign language and disability friendly versions of the homepage, presence of advanced search options and social media links, and number of news articles displayed on the homepage). Beside the analysis of the whole sample, institution types (i.e. universities and colleges) as well as higher or lower ranked institutions according to a HEIs ranking list are also compared along these dimensions. The main findings are that DRU homepages are providing more advanced searching opportunities, a higher number and different order of social media links are presented, and a greater volume of published news are available on the start page of DRUs than on LAC homepages. The higher ranked DRUs present the most news on their homepage, followed by lower ranked DRUs, then higher ranked LACs; the lowest number of news were provided by lower ranked LACs. Moreover, in the case of LAC institutions a significant negative correlation was also identified between their rank and the number of news displayed, while no significant correlation was found in the case of DRUs.

Keywords

Higher education marketing, online marketing, website openness