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How is The Role of Academic Culture in Improving Lecturer Productivity in Research and Supporting Accreditation

Astrid Chandra Sari[1*], Sukestiyarno Sukestiyarno[2], Agus Wahyudin[2], Masrukhan Masrukhan[2]

[1]Universitas Nahdlatul Ulama Sunan Giri, Indonesia

[2]Universitas Negeri Semarang, Indonesia

*Corresponding Author: astridchandra05@gmail.com

Abstract. One important factor that influences the quality of higher education is qualified lecturers. The management of lecturers must have the main target, namely increasing the quality of their productivity through increasing work efficiency as educators, researchers and community service or more precisely in providing services to the community. Institutional support as one of the environmental factors was found to be an important factor in research productivity. The management literature indicates that there are various factors associated with effective performance outcomes. For example, some suggest it is related to managerial practice. This study aims to provide a more in-depth study related to the relationship between Academic Culture in increasing research productivity and supporting accreditation. The approach used in this research study is to adopt a literature study approach. The results of the study obtained show that several studies have proven that Academic Culture has an effect on Lecturer Productivity in the research field. Academic culture does not just grow, or originates from applied rules and regulations, but is rooted in scientific norms and values. With the development of academic culture, it encourages lecturers to actively conduct research. The existence of a quality assurance system allows the growth of a culture of quality within the existing academic culture, so that the whole process of quality assurance in the education system in the form of setting standards, implementing standards, evaluating the implementation of standards and efforts to continuously improve the implementation of standards can become part of life in higher education.

Keywords: Academic Culture; Lecturer Productivity; Productivity in Research; Accreditation

INTRODUCTION

Research as one of the tridharma is a study activity obeying the rules in an effort to find the truth and/or solve problems in science, technology and/or the arts (Government Regulation No. 60 of 1990). The main strength of tertiary institutions in life in the free market era which is characterized by high and paradoxical nature of uncertainty, lies in the strength of lecturer resources. The lecturer's role is in the most strategic position. Therefore, in an effort to improve the quality of higher education, lecturers should be the center of attention.

Efforts to improve curriculum, improve infrastructure and facilities, management of tertiary institutions are important things, but without quality and prosperous lecturers, all of this becomes less meaningful. One of the important factors affecting the quality of higher education is qualified lecturers. Whatever the form of tertiary management, the main goal is to increase the quality of sustainable productivity, because the final stage of the quality of higher education performance is largely determined by the quality of the collective performance of each member of the academic community, including the lecturers. In this way, the management of lecturers must have the main goal, namely increasing the quality of their productivity through increasing work efficiency as educators, researchers and community service or more precisely in providing services to the community.

The higher education system in Indonesia does not yet have a standard measure of its productivity and efficiency. Meanwhile the productivity and quality of lecturers' writing reflects the quality of lecturers who are able to carry out scientific functions, not just teach. In particular, the lecturers complained about the teaching workload which took up practically all of their time. This is a classic problem that is also felt by lecturers in the United States (Menges and Austin 2001). In that country, even lecturers who teach at research universities admit that most of their time is spent teaching rather than researching.

In Indonesia, the teaching load for lecturers is generally directly related to nominal income. However, efforts to "balance" teaching and research loads by increasing research incentives do not necessarily motivate lecturers to do

research. So, even though they complain about the burden of teaching and idealizing research activities to increase scientific professionalism, lecturers seem to feel settled with their teaching routine. General problems in the lecturer research dharma are (1) the ability and interest to research varies, (2) the opportunity to get the opportunity to submit proposals that can be approved is limited, (3) the available sources of funds in universities and DIKTI are limited, and (4) limited physical facilities.

In addition, the obstacles experienced by lecturers in conducting research include the lack of motivation and awards received, as well as the tight working hours as a lecturer who is mostly used for teaching and administrative tasks.Institutional support as one aspect of the area is found as a significant aspect in research productivity(Kotrlik et al., 2002).Organizational support can be experienced through the establishment of policies, the availability of literature in bibliotek and daily databases, the adequacy of research funds, and the availability of facilities(Na Wichian et al., 2009). Institutional support for research will vary depending on the status of the university (Dundar & Lewis, 1998). State Universities (PTN) focus more on teaching and community service while Private Universities (PTS) focus more on research and teaching. This difference in focus results in different support for research. This is what makes the academic culture in institutional support needed very deeply.

The management literature indicates that there are various factors associated with effective performance outcomes. For example, some suggest it is related to managerial practice (Huselid, 1995), others attribute it to culture (Mele, 2003), while some link the two (Bowen & Ostroff, 2004; Purcell, 2010; Walton, 1985).In this regard, it is necessary to have a more in-depth study related to the relationship between Academic Culture in increasing research productivity and supporting the accreditation of related institutions.

METHODS

This study aims to provide a more in-depth study related to the relationship between Academic Culture in increasing research productivity and supporting accreditation. Therefore the approach used in this research study is to adopt a literature study approach. The research category used is literature research. Literature research procedures are a series of activities related to procedures for collecting library information, reading and taking notes, and managing research materials (Zed, 2008: 3).

RESULTS AND DISCUSSION

Academic Culture

Academic culture is a sub-system of higher education which plays an important role in efforts to build and develop human and nation culture and civilization as a whole (Kurniawan, 2013). The current and future quality indicators of tertiary institutions are determined more by the quality of the academic community in developing and building their academic culture. Academic culture is a universal culture that is owned by everyone who involves himself in academic activities. Academic culture cannot grow solely from rules or regulations, but is rooted in scientific norms and values. This is influenced by the policy of the University which is marked by the many interdisciplinary seminars and with a large number of participants. At least five policies are needed in an effort to improve academic culture, namely providing incentives for lecturers whose research results are published in international journals, increasing the ability to obtain competition grants and competitive research from abroad through the government, increasing students' abilities in scientific work competitions, improving quality lecturers to continue their studies abroad and gradually improve professional culture (Ruswidiono, 2008).

According to Shen and Tian (Shen & Tian, 2012) the scholastic culture nearby is really an outside impression of the common qualities, soul, standards of conduct of individuals nearby who seek after and foster investigations and exploration. This sort of culture can appear in rules and guidelines, examples of conduct and material offices. Parts of scholarly culture are made sense of by Shen and Tian which incorporates four perspectives, to be specific: (1) scholastic perspectives. This angle shows one's fundamental perspective on the scholarly movement and it can very well be separated into perspectives on scholastic philosophy, scholastic mentalities, scholastic objectives, scholarly turn of events, and scholarly assessment, (2) scholastic soul. This aspect is a mental and spiritual power that is developed and condensed from practice and academic action over a long period of time. The academic spirit mainly includes a down-to-earth spirit, exploring, innovation, critical,

collaboration, tolerance, openness, freedom, and integrating science and humanity, (3) academic ethics. Academic ethics denotes all the norms and regulations that should be obeyed by everyone in academic studies and activities. It primarily includes the relationship between individuals, relationships with society, and people with nature. Besides that, it also includes academic research norms, academic evaluation norms, academic critical norms, (4) academic environment.

According to Juanda (2006), quality assurance efforts in universities are different from companies. Guarantee in tertiary institutions requires a conducive academic culture and academic atmosphere. Meanwhile, in a company, corporate values are needed. Academic culture cannot grow solely from rules or regulations, but is rooted in scientific norms and values. A strong scientific culture is felt at Hokkaido University. This is influenced by the policy of the University which is marked by the many interdisciplinary seminars and with a large number of participants. According to Guritno (2004), at least five policies are needed in efforts to improve academic culture, namely providing incentives for lecturers whose research results are published in international journals, increasing the ability to obtain competition grants and competitive research from abroad through the government, increasing students' abilities in competitions. scientific work competitions, improving the quality of lecturers to continue their studies abroad and increasing professional culture gradually.

In order to develop an academic culture in tertiary institutions, so that academics can position themselves with dignity in world society in this era of globalization, it is necessary to proclaim and cultivate the four pillars of education from UNESCO, namely Learning to know, Learning to do, Learning to be, Learning to live together. Thus based on this opinion, academic culture is a value and norms that regulate academics to do something related to their work in a higher education institution, based on Learning to know, Learning to do, Learning to be, Learning to live together .

Lecturer Research

Universities are also given the task of increasing research as an important key to the nation's competitiveness. The government also pays attention to improving the quality of higher education by establishing several standards and accreditation. With the emergence of many international rankings for universities, several universities in Indonesia are trying to gain an international reputation. Many universities have been listed in the QS World Universities Ranking, Webometrics, uniRank. Scopus and other international academic databases assist in external evaluations of publishing quality. The Indonesian government finds that the achievements of its researchers are relatively low compared to other countries in Southeast Asia. Several attempts were then made to improve the quality of the research and meet the selection criteria of Scopus and other databases. Incentives are provided to researchers who publish in good quality journals and articles published in reputable journals is one of the criteria for professorships under the current policy by the Indonesian government.

Research publications are very important in introducing research results to the public and the scientific world. Research publications can also be a means to measure the quality and productivity of researchers, institutions and countries. However, there are still many researchers who experience difficulties in publishing their research results, especially for researchers from developing countries or small institutions. IOP Science (2021). Access to scientific journals and the publication process are often expensive. This can be an obstacle for researchers from developing countries or small institutions that do not have sufficient funds to pay the costs. Limited access and publication costs can also affect the quality of publication, because researchers may choose to publish their research results in journals that are of less quality or are not recognized by the scientific world. Wiley Online Library (2020).

Most of the internationally recognized scientific journals come from Western countries. This raises problems regarding the representation of research from developing or non-Western countries. The Conversations (2020). Publication metrics such as Impact Factor (IF) and H-index are often used as indicators of the quality of publications and researchers. However, use of this metric can lead to abuse and encourage researchers to prioritize quantity over quality of publications. The Guardian (2018).

The number of research publications in the world continues to increase significantly every year. In 2021, more than 2.5 million scientific publications have been published. Comparison of increase in publications, for example in the United States According to data from the

National Science Foundation, in 2019, the United States is the country with the largest number of scientific publications in the world with more than 608,000 publications. A 2018 study found that around 25% of scientific publications in the United States involve collaborations between countries (Larson, R. C., Ghaffarzadegan, N., & Xue, Y. 2018). Then in Singapore According to data from Scopus, in 2020, Singapore is the country with the largest average number of publications per capita in the world, with more than 23 thousand publications. A study in 2019 showed that around 54% of scientific publications in Singapore involve collaboration between countries (Wahono, R. S., Irawan, R., & Pramono, R. 2019). Meanwhile in Indonesia, according to data from Scopus, in 2020, there will be more than 41 thousand publications produced by Indonesian researchers. A study in 2019 showed that around 33% of scientific publications in Indonesia involve collaboration between countries (Wahono, R. S., Irawan, R., & Pramono, R. 2019).

Relationship between Academic Culture and Research Productivity

According to Warther and Davis (2000: 401), productivity is whether or not the result or level of work of an employee increases in doing his job, which can be seen from the work performance of the employee. Stoner et al. (1995: 586) suggests that productivity is a comparison or ratio between output and input, which calculates the efficiency of managers and staff in using their working time to produce service products.

Productivity related to human resources is also stated by Fromm (1975: 91). A productive person uses his abilities creatively, innovatively, imaginatively and initiatives to create, feel and work with high quality. Malthis and Jacson (2001) identified seven key factors for achieving high productivity and performance, namely skills, leadership, organizational and operational simplicity, effective staffing, challenging tasks, goal-based planning and control, and specialized managerial training.

Individual productivity is a person's performance which is influenced by three factors, namely the ability to do the job, the level of effort and support given to that person and productivity is also a measure of the quantity and quality of work done by considering the cost of the resources used to do the job (Malthis and Jackson 2001). Productivity is a performance measure that includes effectiveness and efficiency. Effectiveness is target achievement and efficiency is in the form of the ratio between effective output to the input needed to achieve it (Robbins 2001). According to Panggabean (2002), employee productivity is the ratio between the results achieved and the participation of the workforce per unit of time. The participation of the workforce here is the efficient and effective use of resources.

Buchheit et al. (2001), Cargile and Bublitz (1986), Chow and Harrison (1998) on Chen et al. (2006: 180) has prevailed with regards to distinguishing a few factors that influence research efficiency for speakers, in particular residency status, the distribution of working opportunity to explore exercises, length of the residency trial period, showing loads and monetary exploration support. Teacher efficiency in examination can likewise be impacted by (1) the time dispensed to explore movement and the presence of data framework doctoral projects; (2) the quantity of years on personnel; (3) the showing load while surpassing 11 hours week after week; (4) non-data framework, non-scholastic work insight; (5) residency status; (6) scholarly position; (7) school type; (8) as well as data framework related business experience (Hu and Gill 2000: 15).

According to Hassan (2000), the lack of lecturer interest in research is caused by a lack of rewards from the institution, or because lecturers do not like to work alone compared to other activities such as speakers, moderators and so on. Another cause is that research is a costly activity, sometimes the cost is expensive and it doesn't work right away because it takes a long time.

Lecturer productivity as a researcher is lacking. It can be seen that the research results are rarely published compared to the number of existing lecturers. Even if there is research, the results are not in touch and irrelevant to the existing situation. This according to (Chiang 2003) is influenced by the academic culture and facilities found in the research environment. Based on this opinion, it can be concluded that research productivity is an increase in work results in accordance with good work performance for encouragement and some gifts that make it more efficient and effective to carry out research in accordance with the tasks given.

Relations between Academic Culture and Accreditation

Accreditation is an assessment process carried out by an independent institution for an

educational institution, which aims to guarantee the quality of education provided by the institution. Accreditation includes evaluating all aspects of educational institutions, starting from management, academic programs, facilities, to the academic results achieved by students. Accreditation can be either internal or external accreditation. Internal accreditation is carried out by internal educational institutions, while external accreditation is carried out by independent institutions, such as BAN-PT or Independent Accreditation Institutions (LAM).

In 2021, the National Accreditation Board for Higher Education (BAN-PT) will make changes to the accreditation standards that are applied. Previously there were eight established accreditation criteria, which included vision, mission, goals and objectives; governance; student; HR; curriculum, learning, and academic atmosphere; research, community service and entrepreneurship; facilities and infrastructure; and financing. However, in this change, BAN-PT added a new standard, namely the quality policy standard. The nine criteria set by BAN-PT are now the vision, mission, goals and objectives; tutoring; governance and cooperation; student; human Resources; finance, facilities and infrastructure; education; study; community service; tridharma outcomes and achievements.

With changes in accreditation standards and criteria, it is hoped that educational institutions can improve the quality of their study programs in a sustainable manner, and can provide greater benefits to the community and the surrounding environment. Educational institutions are also expected to continue to innovate and take corrective actions in accordance with the quality principles set by BAN-PT and LAM through the new accreditation standard.

The relationship between academic culture and quality assurance and accreditation, where a strong academic culture can support quality assurance and accreditation efforts. In internal evaluation, a strong academic culture can motivate the internal parties of educational institutions to continue to evaluate and improve existing academic programs. In addition, a strong academic culture can also create a conducive environment for the development of programs.

CONCLUSION

Academic culture is a collection of values, norms and habits that form the basis for the formation of academic behavior in an educational institution. A strong academic culture will affect the quality of education produced, including in terms of quality assurance and accreditation. Quality assurance and accreditation itself is an effort to guarantee the quality of education provided by an educational institution.Several studies have proven that Academic Culture has an effect on Lecturer Productivity in the field of research. Academic culture does not just grow, or originates from applied rules and regulations, but is rooted in scientific norms and values. With the development of academic culture, it encourages lecturers to actively conduct research. Academic culture is a universal culture shared by all academics and building an academic culture is not an easy job. It really needs efforts to socialize academic activities on an ongoing basis, so that it becomes a tradition and culture among the academic community, both individually and in the campus community. These traditions and culture are the result of a process of learning and training and are not inborn. Academic culture is a value and norms that regulate academics to do something related to their work in higher education institutions, based on their ability to learn to know what is happening around them and then learn to do something about what is happening around them and learn to can place himself in the surrounding environment, which in the end will provide an example to be able to learn to live side by side.

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