INFORMATION IN HIGHER EDUCATION

ABSTRACT
Information in higher education has an evident strategic character within a context of high competition. While some institutions avoid contributing to a higher transparency in the absence of concrete demands, others make considerable efforts to improve their internal information systems to adapt to the requirements of collecting agencies. Nevertheless, the clear asymmetry of data and the lack of an accountability culture are important drawbacks. Generating and providing relevant data to the public and to the competent organizations is an obligation of the institutions in the current competitive post-secondary education market.

Key words: informed decision, accountability, transparency