

ABSTRACT

The governance has widely discussed by scientists and practitioners. There have been many opinions about the concept of Good University Governance (GUG) for higher education. The purpose of this dissertation is to figure out the implementation of GUG affects the performance of the university. This study uses combine qualitative and quantitative research methods by using structured questionnaires. The GUG has not become as a culture as a result universities are unable to provide entrepreneur needed by industry.

University must be managed professionally to be able to transform into Entrepreneurial University by having an ability to finance its activity and development. The graduate's quality is the university output that can be competitive, either domestic or overseas, accordingly, it is decent to be a World Class University. The combination of education, research and commerce is the implementation of Entrepreneurial University which aims to improve the socio-economic conditions of the community.

GUG implementation can avoid conflict of interest between researcher's individual interest and that of the universities. It gives also a clear direction, such what is allowed and not allowed to be implemented as written in the Code of Conduct. The University needs to reconsider its mission, not only as social and education function but also as an Entrepreneurial University. The first step to become Entrepreneurial Universities is to change universities from education universities to be research universities. This can be interpreted that every university has the same view of the importance of implementing GUG. The implementation of GUG is a sign of gaining university's success.

Keywords: Good University Governance; Commercial Research; Entrepreneurial University; Sustainable Performance.