

Challenges Facing Productive University Approach from Faculty Perspective at Alpha University in Saudi Arabia

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ABSTRACT The current study is an attempt to identify the challenges facing productive university approach at Alpha University in Saudi Arabia from faculty perspective. It adopted the quantitative and qualitative method, and concluded that the challenges facing productive university approach were medium in all domains of the study: organizational challenges, academic challenges, financial challenges, and social challenges. It also showed statistically significant differences between humanities specialization from one hand, and each of the health and scientific specializations from the other hand in academic and financial challenges, where differences were in favor of humanities specialization; it also showed statistically significant differences between associate professor and professor, in financial and social challenges, where differences were in favor of professor. It also resulted in statistically significant differences in all domains between associate professor and assistant professor, where differences were in favor of assistant professor.