

**Universities of Technology in Transition:
In Search of the Inhibiting Factors to Market Orientation in a
Developing Country**

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ABSTRACT There are growing signals in higher education, which acknowledge that universities of technology (UoTs) are grappling with immense challenges and their existence depends primarily on how they choose to market and to respond to their environments and remain competitive. Against this perspective, the paper attempts to identify the barriers that impede the implementation of market orientation within UoTs in South Africa. A factor analysis procedure revealed three factors, namely, internal personnel functional, market forces and inter-organisational dynamics dimensions that inhibit the implementation of market orientation among UoTs. With UoTs in transitional stages in South Africa, there is a need for an interface of key role players (academics, government, business and top management of UoTs) so that UoTs do not fall behind their counterparts (comprehensive and traditional universities) in their mandate to provide quality education and marketing their programme offerings. Through these interfaces, constraints can be addressed.