

Metrics for the University 4.0: Entrepreneurially-minded and personality-centered

Most of the existing academic rankings almost do not evaluate such important areas at universities as:

- Entrepreneurial activity
- Regional engagement
- Social activity
- University and the community
- Service learning
- Life long learning

Some of them are partially evaluated by separate indicators in rankings (e.g. Entrepreneurial activity with number of spin-offs and industry income), but there are no metrics for others. ITMO University (St. Petersburg, Russia) case as an example of a new type of university (University 4.0) shows that new and non-classical metrics are required for rankings development.