



# World Reputation Rankings 2025

## Super-brand Harvard in top spot again in *Times Higher Education* World Reputation Rankings 2025

**STRICTLY EMBARGOED: 00.01 London, United Kingdom (GMT), 18 February 2025**

- The world's most prestigious universities, as judged by 55,000 academics worldwide
- Results of the world's largest invitation-only, statistically representative survey of academic experts
- Harvard University remains number one for the 14th year
- United Kingdom's best performance since 2015
- Universities in the United States dominate the top end of the rankings, with six institutions in the top 10
- University of Oxford and Massachusetts Institute of Technology in joint second place
- A total of 300 universities are ranked, up from 200 in the previous edition
- There are 38 countries/territories ranked, up from 31 in the previous edition
- Ten new countries enter the ranking, including Malaysia and Poland
- Sub-Saharan Africa recognised for academic reputation for first time since 2022
- Revamped methodology provides deeper insights than ever before

*Times Higher Education's* list of the world's most prestigious universities has been revealed, with the top 300 most powerful academic brands listed for the first time.

The revamped methodology for 2025 is still based on a high-quality survey with more than 55,000 respondents – the world's largest invitation-only, statistically representative survey of academic experts – but with additional metrics to provide a more robust measurement of reputation and more granular insights.

Harvard University remains number one for the 14th year, suggesting that the most powerful university brand in the world is immovable.

The University of Oxford is now joint second – the highest position for a UK institution since 2015. This rise shows that its reputation for academic excellence is finally starting to catch up with its performance (it has topped the overall World University Rankings for nine years).

While China is yet to break into the top 10 of the overall World University Rankings, one Chinese institution, Tsinghua University, maintains eighth position globally for scholarly reputation.

**Top 10 universities overall in the *THE* World Reputation Rankings 2025 (scroll down for the full top 300 list)**

Institution	Country/territory	Reputation Rank 2025
Harvard University	United States	1
Massachusetts Institute of Technology	United States	=2

University of Oxford	United Kingdom	=2
Stanford University	United States	=4
University of Cambridge	United Kingdom	=4
University of California, Berkeley	United States	6
Princeton University	United States	7
Tsinghua University	China	8
Yale University	United States	9
The University of Tokyo	Japan	10

= joint

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LMU Munich, KU Leuven, Sorbonne University, the University of Melbourne, University of Hong Kong and University of Manchester all joined the top 50 this year.

This year, 300 universities are included in the World Reputation Rankings, and institutions in the top 100 are given precise ranks, meaning that some universities and countries/territories are now visible for the first time.

Ten new countries enter the World Reputation Rankings this year, when compared with the previous edition: Argentina, Chile, Czechia, Malaysia, Mexico, New Zealand, Poland, Portugal, South Africa and Turkey. Four of these have never featured before (Chile, Malaysia, Poland and Portugal).

#### **New countries in *THE* World Reputation Rankings 2025**

<b>Country/territory</b>	<b>Top institution</b>	<b>Rank 2025</b>
Argentina	University of Buenos Aires	201-300
Chile	Pontificia Universidad Católica de Chile	201-300
Czechia	Charles University	201-300
Malaysia	University of Malaya	201-300
Mexico	National Autonomous University of Mexico	151-200
New Zealand	University of Auckland	151-200
Poland	Jagiellonian University	201-300
	University of Warsaw	201-300
Portugal	University of Lisbon	151-200
	University of Porto	151-200
South Africa	University of Cape Town	201-300
Turkey	Middle East Technical University	201-300

= joint

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**Phil Baty, *THE*'s chief global affairs officer, said:** “There is no doubt that academic reputation is a powerful currency in global higher education – it shapes student choices, faculty movement, institutional collaborations and investments. And *Times Higher Education*'s Academic Reputation Survey, drawing on more than three-quarters of a million votes from a survey of over 55,000 expert academics worldwide, provides the definitive view of the world's most prestigious universities – the top global academic brands.

“It is exciting to see some real shifts in the global standing of universities. While the global university super-brands from the United States and United Kingdom remain strongly in place, there are some clear emerging new forces, and the extension of the ranking from a top 200 to a top 300 showcases a more diverse range of strong global academic brands.”

**Vicky Irwin, senior director of *THE* Consultancy and strategic sponsor of *THE* World 100 Reputation Network, a professional network for reputation managers in the world's best universities, highlighted Asia's untapped potential:** “With only 15 per cent of the 300 ranked universities coming from Asia, the region presents immense growth opportunities and we are witnessing universities in Asia taking a much greater interest in managing and developing their international reputations and global ‘brands’. This year, we were thrilled to welcome City University of Hong Kong to our World 100 Reputation Network management committee, bringing valuable local and regional perspectives that enhance our truly global network. Our esteemed committee also includes McMaster University, The University of Sydney, University of Birmingham and University of Navarra.

“The diversification of the W100 network also comes at a time when reputation management has become increasingly important for universities the world over. With this in mind, *THE* Consultancy are delighted to be launching our new Brand Reputation Framework – a six-step solution designed to help universities and governments elevate their brand capabilities and enhance reputation, at a time they need it most.”

## Regional/country highlights

### **North America: Harvard retains top position worldwide**

Harvard University in the United States is the top institution in North America, and top overall in the 2025 ranking. There are 83 North American universities in the ranking, of which 71 are in the United States. Twelve Canadian universities are ranked, with the University of Waterloo moving into the top 100 for the first time since 2011.

### **Europe: Scandinavian universities go from strength to strength**

The University of Oxford in the United Kingdom is the top institution in Europe, and in joint second place overall. The ranking includes 153 European universities from 17 countries/territories, and of those the United Kingdom is the most represented, with 39 institutions.

Germany's Technical University of Munich remains in the top 30, while Poland and Portugal enter the ranking for the first time.

KTH Royal Institute of Technology in Sweden and Finland's University of Helsinki enter the top 100, while Norway's University of Oslo and Sweden's Stockholm University both enter the top 150, showing impressive progress for Scandinavian countries.

### Asia: Tsinghua and Tokyo hold on to top 10 positions

Asia has 45 universities in the ranking, with 11 institutions from Japan, making it the most-represented country in Asia. The region's top institution is Tsinghua University in China, in eighth position overall, with Japan's University of Tokyo the only other Asian institution in the top 10. Meanwhile, Malaysia appears in the table for the first time, and the Chinese University of Hong Kong has been a steady riser, entering the top 70 for the first time in 2025.

### Latin America: Trio of new entrants

The top institution in Latin America is the University of São Paulo in Brazil, in band 101-150. Chile enters the table for the first time this year, while Argentina and Mexico feature once again, bringing the tally of Latin American institutions to five, led by Brazil (two universities ranked).

### Middle East and North Africa (MENA): KAUST remains a strong brand in region

Saudi Arabia's King Abdullah University of Science and Technology (KAUST), in the top 300, remains the only MENA representative in the ranking.

### Sub-Saharan Africa: Recognised for reputation again

Sub-Saharan Africa is starting to be recognised for academic reputation again, with South Africa's University of Cape Town entering the ranking in the top 300 (it last featured in 2022).

### Oceania: New Zealand enters the table

In total, 11 universities in Oceania are ranked in 2025. The top institution in Oceania is Australia's University of Melbourne, in 47th place overall. Another Australian institution, UNSW Sydney, appears in the top 100 for the first time since 2020 and New Zealand is recognised for reputation for the first time since 2022.

### Countries/territories in *THE* World Reputation Rankings 2025

Country/territory	Number of institutions	Top institution	Position
United States	71	Harvard University	1
United Kingdom	39	University of Oxford	=2
Germany	27	Technical University of Munich	27
France	13	Sorbonne University	46
Italy	13	Sapienza University of Rome	=90
Netherlands	13	Delft University of Technology	40
Canada	12	University of Toronto	21
Japan	11	The University of Tokyo	10
Australia	10	University of Melbourne	47
China	10	Tsinghua University	8
Sweden	8	Karolinska Institute	73
Spain	7	University of Barcelona	101-150
Switzerland	7	ETH Zurich	12
Hong Kong	5	University of Hong Kong	49
South Korea	5	Seoul National University	=52
Austria	4	University of Vienna	=93

Belgium	4	KU Leuven	45
Denmark	4	University of Copenhagen	62
Finland	4	University of Helsinki	81
India	4	Indian Institute of Science	201-300
India	4	Indian Institute of Technology Delhi	201-300
India	4	Indian Institute of Technology Madras	201-300
India	4	Siksha 'O' Anusandhan	201-300
Israel	4	Technion Israel Institute of Technology	151-200
Norway	3	University of Oslo	101-150
Brazil	2	University of São Paulo	101-150
Ireland	2	Trinity College Dublin	101-150
Poland	2	Jagiellonian University	201-300
Poland	2	University of Warsaw	201-300
Portugal	2	University of Lisbon	151-200
Portugal	2	University of Porto	151-200
Russian Federation	2	Lomonosov Moscow State University	=83
Singapore	2	National University of Singapore	19
Argentina	1	University of Buenos Aires	201-300
Chile	1	Pontificia Universidad Católica de Chile	201-300
Czechia	1	Charles University	201-300
Malaysia	1	University of Malaya	201-300
Mexico	1	National Autonomous University of Mexico	151-200
New Zealand	1	University of Auckland	151-200
Saudi Arabia	1	King Abdullah University of Science and Technology (KAUST)	201-300
South Africa	1	University of Cape Town	201-300
Taiwan	1	National Taiwan University (NTU)	101-150
Turkey	1	Middle East Technical University	201-300

= joint

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#### Notes to editors

1. For more information, or to arrange an interview, please email [media@timeshighereducation.com](mailto:media@timeshighereducation.com)
2. *THE* is the trusted global data partner for higher education. Drawing on five decades of expertise in the sector, millions of individual data points and with more unique institutions participating in our flagship university rankings than any other, we offer deeper and richer insight into university performance than anyone else. From powerful data-driven insights and strategic consultancy support to agenda-setting events, student recruitment and hiring solutions, our products and services enable everyone in higher education to make smarter, more informed decisions. For more information, visit [Times Higher Education](https://www.timeshighereducation.com) or find us on Twitter/X: [@timeshighered](https://twitter.com/timeshighered) [@THEworldunirank](https://twitter.com/THEworldunirank)
3. **The full *Times Higher Education* World Reputation Rankings 2025**

<b>Institution</b>	<b>Country/territory</b>	<b>Rank 2025</b>
Harvard University	United States	1
Massachusetts Institute of Technology	United States	=2
University of Oxford	United Kingdom	=2
Stanford University	United States	=4
University of Cambridge	United Kingdom	=4
University of California, Berkeley	United States	6
Princeton University	United States	7
Tsinghua University	China	8
Yale University	United States	9
The University of Tokyo	Japan	10
Peking University	China	11
ETH Zurich	Switzerland	12
California Institute of Technology	United States	13
Imperial College London	United Kingdom	14
University of California, Los Angeles	United States	15
The University of Chicago	United States	16
Columbia University	United States	17
University of Michigan-Ann Arbor	United States	18
National University of Singapore	Singapore	19
Cornell University	United States	20
University of Toronto	Canada	21
University of Pennsylvania	United States	22
Johns Hopkins University	United States	23
Kyoto University	Japan	24
UCL	United Kingdom	25
University of Washington	United States	26
Technical University of Munich	Germany	27
New York University	United States	28
Duke University	United States	29
University of Edinburgh	United Kingdom	30
Carnegie Mellon University	United States	=31
École Polytechnique Fédérale de Lausanne	Switzerland	=31
University of Illinois at Urbana-Champaign	United States	=31
University of British Columbia	Canada	34
University of Texas at Austin	United States	35
London School of Economics and Political Science	United Kingdom	=36
University of California, San Diego	United States	=36
University of Wisconsin-Madison	United States	38
Nanyang Technological University, Singapore	Singapore	39
Delft University of Technology	Netherlands	40
LMU Munich	Germany	41

King's College London	United Kingdom	=42
Northwestern University	United States	=42
McGill University	Canada	44
KU Leuven	Belgium	45
Sorbonne University	France	46
University of Melbourne	Australia	47
Georgia Institute of Technology	United States	48
University of Hong Kong	Hong Kong	49
University of Manchester	United Kingdom	50
University of California, Davis	United States	51
Seoul National University	South Korea	=52
University of Amsterdam	Netherlands	=52
Fudan University	China	54
Purdue University West Lafayette	United States	55
Brown University	United States	56
Universität Heidelberg	Germany	57
Shanghai Jiao Tong University	China	=58
University of North Carolina at Chapel Hill	United States	=58
The University of Sydney	Australia	60
Wageningen University & Research	Netherlands	61
University of Copenhagen	Denmark	62
Monash University	Australia	63
Leiden University	Netherlands	64
Penn State (Main campus)	United States	65
University of California, Santa Barbara	United States	66
Utrecht University	Netherlands	67
University of Bristol	United Kingdom	68
The Chinese University of Hong Kong	Hong Kong	=69
University of Minnesota	United States	=69
Texas A&M University	United States	=71
Zhejiang University	China	=71
Karolinska Institute	Sweden	73
Lund University	Sweden	74
Boston University	United States	=75
Humboldt University of Berlin	Germany	=75
Université Paris-Saclay	France	77
The University of Queensland	Australia	78
KTH Royal Institute of Technology	Sweden	=79
Paris Sciences et Lettres – PSL Research University Paris	France	=79
University of Helsinki	Finland	81
University of Zurich	Switzerland	82
Ghent University	Belgium	=83

Lomonosov Moscow State University	Russian Federation	=83
University of California, San Francisco	United States	=83
Australian National University	Australia	86
Tohoku University	Japan	=87
University of Southern California	United States	=87
RWTH Aachen University	Germany	89
Aarhus University	Denmark	=90
Sapienza University of Rome	Italy	=90
University of Bologna	Italy	92
Institut Polytechnique de Paris	France	=93
University of Vienna	Austria	=93
University of Warwick	United Kingdom	95
University of Groningen	Netherlands	96
The Hong Kong University of Science and Technology	Hong Kong	=97
University of Colorado Boulder	United States	=97
University of Massachusetts	United States	=97
University of Waterloo	Canada	=97
UNSW Sydney	Australia	=97
Uppsala University	Sweden	=97
Aalto University	Finland	101-150
Durham University	United Kingdom	101-150
Eindhoven University of Technology	Netherlands	101-150
Erasmus University Rotterdam	Netherlands	101-150
Free University of Berlin	Germany	101-150
Karlsruhe Institute of Technology	Germany	101-150
Korea Advanced Institute of Science and Technology (KAIST)	South Korea	101-150
London School of Hygiene and Tropical Medicine	United Kingdom	101-150
Maastricht University	Netherlands	101-150
McMaster University	Canada	101-150
Michigan State University	United States	101-150
Nanjing University	China	101-150
National Taiwan University (NTU)	Taiwan	101-150
Ohio State University (Main campus)	United States	101-150
Osaka University	Japan	101-150
Politecnico di Milano	Italy	101-150
Stockholm University	Sweden	101-150
Technical University of Berlin	Germany	101-150
Technical University of Denmark	Denmark	101-150
The Hong Kong Polytechnic University	Hong Kong	101-150
Tokyo Institute of Technology	Japan	101-150



Trinity College Dublin	Ireland	101-150
TU Wien	Austria	101-150
Université de Montréal	Canada	101-150
University of Alberta	Canada	101-150
University of Arizona	United States	101-150
University of Barcelona	Spain	101-150
University of Bonn	Germany	101-150
University of California, Irvine	United States	101-150
University of Chinese Academy of Sciences (UCAS)	China	101-150
University of Florida	United States	101-150
University of Geneva	Switzerland	101-150
University of Glasgow	United Kingdom	101-150
University of Göttingen	Germany	101-150
University of Leeds	United Kingdom	101-150
University of Maryland, College Park	United States	101-150
University of Nottingham	United Kingdom	101-150
University of Oslo	Norway	101-150
University of Pittsburgh-Pittsburgh campus	United States	101-150
University of Reading	United Kingdom	101-150
University of São Paulo	Brazil	101-150
University of Science and Technology of China	China	101-150
University of St Andrews	United Kingdom	101-150
University of Tübingen	Germany	101-150
University of York	United Kingdom	101-150
Vanderbilt University	United States	101-150
Vrije Universiteit Amsterdam	Netherlands	101-150
Washington University in St Louis	United States	101-150
Arizona State University (Tempe)	United States	151-200
Autonomous University of Madrid	Spain	151-200
Bocconi University	Italy	151-200
Cardiff University	United Kingdom	151-200
Carlos III University of Madrid	Spain	151-200
Chalmers University of Technology	Sweden	151-200
City University of Hong Kong	Hong Kong	151-200
Complutense University of Madrid	Spain	151-200
Dartmouth College	United States	151-200
Emory University	United States	151-200
Goethe University Frankfurt	Germany	151-200
Hokkaido University	Japan	151-200
Kyushu University	Japan	151-200
Nagoya University	Japan	151-200
National Autonomous University of Mexico	Mexico	151-200

Newcastle University	United Kingdom	151-200
North Carolina State University	United States	151-200
Norwegian University of Science and Technology	Norway	151-200
Queen Mary University of London	United Kingdom	151-200
Radboud University Nijmegen	Netherlands	151-200
Rice University	United States	151-200
Technion Israel Institute of Technology	Israel	151-200
The University of Western Australia	Australia	151-200
TU Dresden	Germany	151-200
Universitat Autònoma de Barcelona (UAB)	Spain	151-200
Université Catholique de Louvain	Belgium	151-200
Université Grenoble Alpes	France	151-200
University of Adelaide	Australia	151-200
University of Auckland	New Zealand	151-200
University of Basel	Switzerland	151-200
University of Bern	Switzerland	151-200
University of Calgary	Canada	151-200
University of Campinas	Brazil	151-200
University of Erlangen-Nuremberg	Germany	151-200
University of Exeter	United Kingdom	151-200
University of Freiburg	Germany	151-200
University of Gothenburg	Sweden	151-200
University of Hamburg	Germany	151-200
University of Illinois Chicago	United States	151-200
University of Lausanne	Switzerland	151-200
University of Lisbon	Portugal	151-200
University of Notre Dame	United States	151-200
University of Padua	Italy	151-200
University of Pisa	Italy	151-200
University of Porto	Portugal	151-200
University of Sheffield	United Kingdom	151-200
University of Southampton	United Kingdom	151-200
University of Stuttgart	Germany	151-200
University of Toulouse	France	151-200
University of Twente	Netherlands	151-200
University of Virginia (Main campus)	United States	151-200
Aalborg University	Denmark	201-300
Aix-Marseille University	France	201-300
Bauman Moscow State Technical University	Russian Federation	201-300
Beijing Normal University	China	201-300
Birkbeck, University of London	United Kingdom	201-300
Boston College	United States	201-300

Case Western Reserve University	United States	201-300
Charité - Universitätsmedizin Berlin	Germany	201-300
Charles University	Czechia	201-300
City, University of London	United Kingdom	201-300
Colorado State University, Fort Collins	United States	201-300
École Normale Supérieure de Lyon	France	201-300
European University Institute	Italy	201-300
Georgetown University	United States	201-300
George Washington University	United States	201-300
Goldsmiths, University of London	United Kingdom	201-300
Graz University of Technology	Austria	201-300
Harbin Institute of Technology	China	201-300
Hebrew University of Jerusalem	Israel	201-300
Indiana University	United States	201-300
Indian Institute of Science	India	201-300
Indian Institute of Technology Delhi	India	201-300
Indian Institute of Technology Madras	India	201-300
Iowa State University	United States	201-300
Jagiellonian University	Poland	201-300
Johannes Gutenberg University of Mainz	Germany	201-300
Keio University	Japan	201-300
King Abdullah University of Science and Technology (KAUST)	Saudi Arabia	201-300
Lancaster University	United Kingdom	201-300
Leipzig University	Germany	201-300
Linköping University	Sweden	201-300
London Business School	United Kingdom	201-300
Loughborough University	United Kingdom	201-300
Middle East Technical University	Turkey	201-300
Montpellier University	France	201-300
Northeastern University, US	United States	201-300
Panthéon-Sorbonne University – Paris 1	France	201-300
Pohang University of Science and Technology (POSTECH)	South Korea	201-300
Polytechnic University of Turin	Italy	201-300
Pontificia Universidad Católica de Chile	Chile	201-300
Queensland University of Technology	Australia	201-300
Queen's University	Canada	201-300
Queen's University Belfast	United Kingdom	201-300
Royal Holloway, University of London	United Kingdom	201-300
Rutgers University – New Brunswick	United States	201-300
Scuola Normale Superiore di Pisa	Italy	201-300
Siksha 'O' Anusandhan	India	201-300

Stony Brook University	United States	201-300
Sungkyunkwan University (SKKU)	South Korea	201-300
Tampere University	Finland	201-300
Technical University of Darmstadt	Germany	201-300
Tel Aviv University	Israel	201-300
Tilburg University	Netherlands	201-300
Université Paris Cité	France	201-300
University College Dublin	Ireland	201-300
University of Aberdeen	United Kingdom	201-300
University of Antwerp	Belgium	201-300
University of Bath	United Kingdom	201-300
University of Bergen	Norway	201-300
University of Birmingham	United Kingdom	201-300
University of Bordeaux	France	201-300
University of Bremen	Germany	201-300
University of Buenos Aires	Argentina	201-300
University of California, Santa Cruz	United States	201-300
University of Cape Town	South Africa	201-300
University of Cologne	Germany	201-300
University of Florence	Italy	201-300
University of Georgia (USA)	United States	201-300
University of Granada	Spain	201-300
University of Guelph	Canada	201-300
University of Iowa	United States	201-300
University of Konstanz	Germany	201-300
University of Liverpool	United Kingdom	201-300
University of Malaya	Malaysia	201-300
University of Mannheim	Germany	201-300
University of Maryland, Baltimore	United States	201-300
University of Milan	Italy	201-300
University of Münster	Germany	201-300
University of Natural Resources and Life Sciences, Vienna (Universität für Bodenkultur, Wien)	Austria	201-300
University of Ottawa	Canada	201-300
University of Rochester	United States	201-300
University of Strasbourg	France	201-300
University of Strathclyde	United Kingdom	201-300
University of Surrey	United Kingdom	201-300
University of Sussex	United Kingdom	201-300
University of Technology Sydney	Australia	201-300
University of Trento	Italy	201-300
University of Tsukuba	Japan	201-300

University of Turin	Italy	201-300
University of Turku	Finland	201-300
University of Utah	United States	201-300
University of Valencia	Spain	201-300
University of Warsaw	Poland	201-300
University of Würzburg	Germany	201-300
Virginia Polytechnic Institute and State University	United States	201-300
Waseda University	Japan	201-300
Weizmann Institute of Science	Israel	201-300
Western University	Canada	201-300
Yonsei University (Seoul campus)	South Korea	201-300

= joint

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#### 4. New improved methodology

The new methodology for 2025 provides a more robust measurement of academic reputation, with more respondents than ever before. Given that the subject of reputation is gaining a wider audience among the academic community, this year’s ranking includes significant updates to previous methodologies. Previously the overall scores highlighted a small number of highly regarded universities and then a long tail of other institutions. The new metrics allow us to provide greater granularity/differentiation between institutions for deeper insights. Whereas previously vote counts was the only method for determining ranking position, universities are now evaluated across three key areas: vote counts, pairwise comparison and voter diversity,

Vote counts, which allows respondents to freely vote for any institution that comes to mind, remains the core metric but now uses cumulative scoring, which helps flatten the score curve and allows more meaningful comparisons. It is also a similar method to that used for the World University Rankings, ensuring consistency across different *THE* rankings.

With the vote count metric, the “super-brands” (which are persistent in terms of strong reputational performance) have tended to dominate the results. So *THE* has introduced the pairwise comparison metric, where universities are preselected and respondents place these in order from 1 to 5, which encourages voters to consider institutions further down the ranking scale.

With the new voter diversity measure, an institution that has votes from a wide range of countries/territories (and subject areas) is deemed to have a more robust reputation than one where votes originate from a small number of countries and/or subjects.

Read the World Reputation Rankings 2025 [methodology](#)