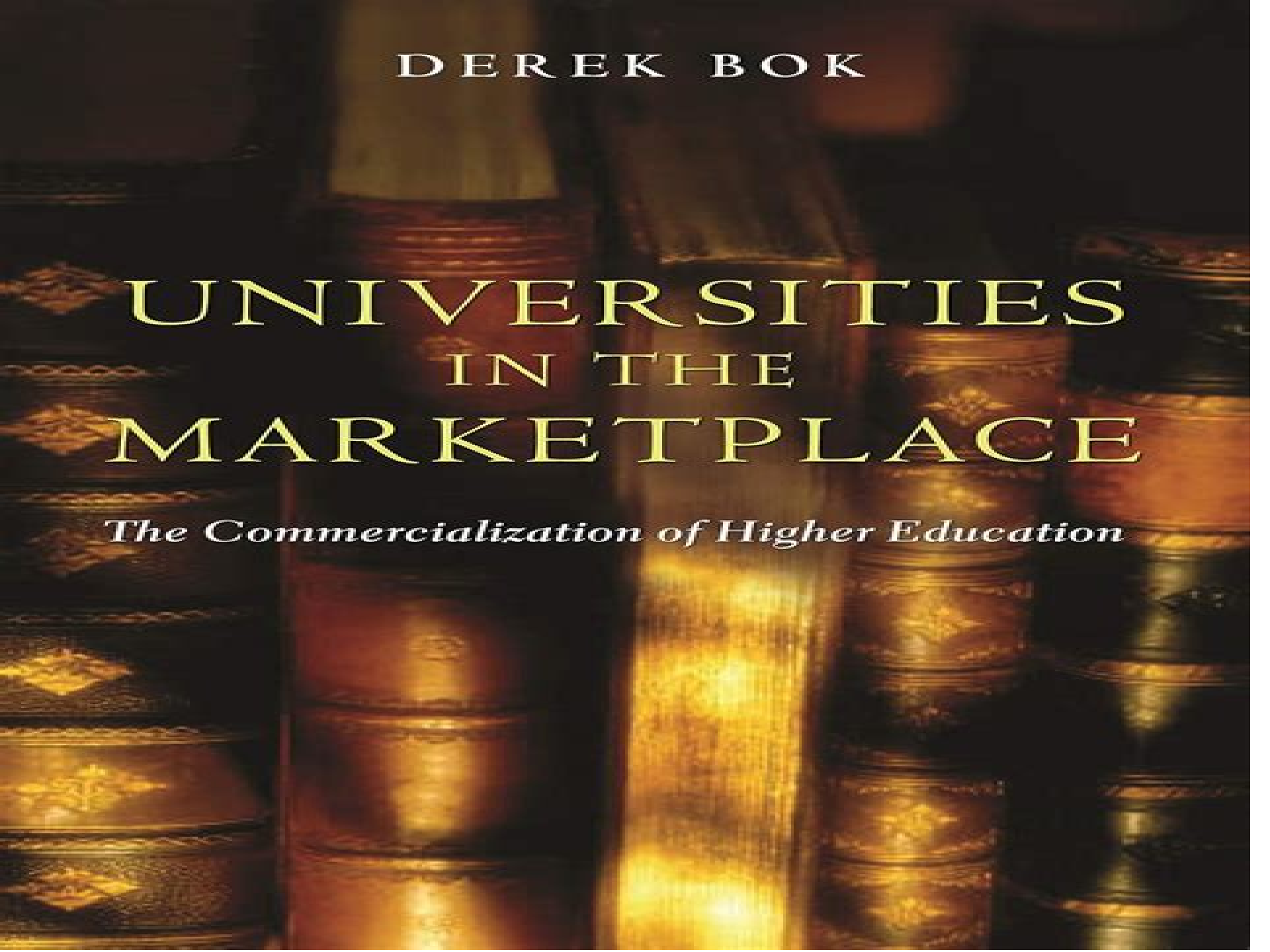




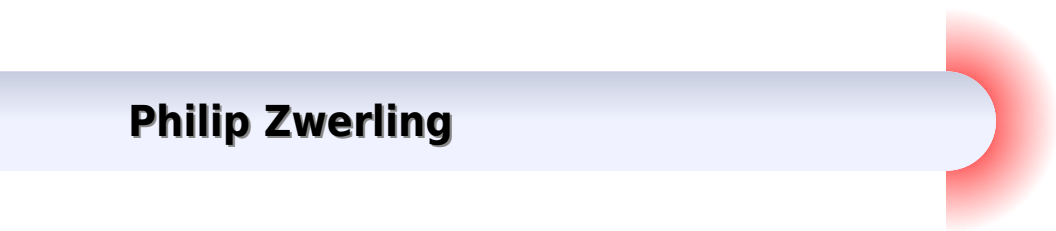
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UNIVERSITIES IN THE MARKETPLACE

The Commercialization of Higher Education

Universities In The Marketplace The Commercialization Of Higher Education

Philip Zwerling



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Universities in the Marketplace ,2008 Is everything in a university for sale if the price is right In this book one of America s leading educators cautions that the answer is all too often yes Taking the first comprehensive look at the growing commercialization of our academic institutio **Transformations in Research, Higher Education and the Academic Market** Sharon Rider,Ylva Hasselberg,Alexandra Waluszewski,2012-12-30 This volume tackles head on the controversy regarding the tensions between the principles underlying Academe on the one hand and the free market on the other Its outspoken thesis posits that seemingly irresistible institutional pressures are betraying a core principle of the Enlightenment that the free pursuit of knowledge is of the highest value in its own right As market principles are forced on universities inducing a neoteric culture of managerialism many worry that the very characteristics that made European higher education in particular such a success are being eroded and replaced by ideological opportunism and economic expediency Richly interdisciplinary the anthology explores a wealth of issues such as the phenomenon of bibliometrics linking an institution s success to the volume and visibility of publications produced Many argue that the use of such indicators to measure scientific value is inimical to the time consuming complexities of genuine truth seeking A number of the greatest discoveries and innovations in the history of science such as Newton s laws of mechanics or the Mendelian laws of inheritance might never have seen the light of day if

today's system of determining and defining the form and content of science had dominated. With analytical perspectives from political science, economics, philosophy, and media studies, the collection interrogates, for example, the doctrine of graduate employability that exerts such a powerful influence on course type and structure, especially on technical and professional training. In contrast, the liberal arts must choose between adaptation to the dictates of employability strategies or wither away as enrollments dwindle and resources evaporate. Research projects and aims have also become an area of controversy with many governments now assessing the value of proposals in terms of assumed commercial benefits. The contributors argue that these changes, as well as reforms in the managerial and administrative structures in tertiary education, constitute a radical break with the previous ontology of science and scholarship, a change in its very character and not merely its form. It shows that the scientific thinking students, researchers, and scholars are encouraged to adopt is undergoing a rapid shift in conceptual content with significant consequences not only for science but also for the society of which it is a part. *Modern Work and the Marketisation of Higher Education* Gerbrand Tholen, 2022-09-08

Over recent decades, national Higher Education sectors across the world have experienced a gradual process of marketisation. This book offers a new interpretation on why and how marketisation has taken place within England. It explores distinct assumptions on the nature of graduate work and how the graduate labour market drives the argumentation for more market and choice. Demonstrating the flaws in these assumptions, which are based on an idealised relationship between Higher Education and high skilled work, this book fills an important need by questioning the current rationale for further marketisation. *The Law of Higher Education* William A. Kaplin, Barbara A. Lee, 2011-03-08

Based on the fourth edition of *The Law of Higher Education*, the indispensable guide to law that bears on the provision of higher education, this Student Edition provides an up-to-date reference and guide for coursework in higher education law. It also provides a guide for programs that help prepare higher education administrators for leadership roles. This important reference is organized into five main parts: Perspectives and Foundations; The College and Its Governing Board and Staff; The College and Its Faculty; The College and Its Students; and The College and the Outside World. Each part includes the sections of the full fourth edition that most relate to student interests and are most suitable for classroom instruction, for example: The evolution and reach of higher education law; The governance of higher education; Legal planning and dispute resolution; The interrelationships between law and policy; The college and its employees; Faculty employment and tenure; Academic freedom; Campus issues: student safety, racial and sexual harassment, affirmative action, computer networks, services for international students, Student misconduct, Freedom of speech, hate speech, Student rights, responsibilities, and activities, fees, Athletics, and Title IX. Copyright **The Law of Higher Education, 2 Volume Set** William A. Kaplin, Barbara A. Lee, 2013-07-25

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Jongbloed,David D. Dill,Alberto Amaral,2006-08-01 This volume presents the most comprehensive international discussion of the role of markets in higher education ever published It reflects on both the political and economic implications of the rising trend towards introducing market elements in higher education The book draws together many leading international scholars in the economic and policy analysis of higher education to explore different theoretical perspectives and present new empirical evidence on market mechanisms in higher education in several Western countries The authors present a dispassionate and ideologically neutral view of the advantages and disadvantages of the introduction of market mechanisms in higher education and of its effects in terms of access equity quality of provision student learning research and scholarship and so on And they balance the performance of markets in higher education against the alternative of more or a different kind of governmental intervention Higher Education Christian Gilde,2007-01-01 Higher Education Open for Business presents a well argued critique of the emergence of commercial values in a system reserved for learning and scholastic inquiry Through closer examination of academic areas such as the campus environment the classroom academic research and college sports the audience is made aware that we have to think carefully whether we want to turn a college nation into a college corporation **The Exchange University** Adrienne S. Chan,Donald Fisher,2009-07-01 The Exchange University addresses crucial questions facing today s university including the commercialization of research and teaching intensifying government university relationships marketization and commodification and policy and functional responses within the academy The book will interest practitioners students and academics in educational studies policy studies and higher education **Captive Audience** Catherine Gidney,2019-04-02 White Spot a popular BC restaurant chain solicits hamburger concepts from third and fourth grade students and one of the student s ideas becomes a feature on the kids menu Home Depot donates playground equipment to an elementary school and the ribbon cutting ceremony culminates in a community swathed in corporate swag temporary tattoos and a new Home Depot song written by a teacher and sung by the children

Kindergarten students return home with a school district prescribed dental hygiene flyer featuring a maze leading to a tube of Crest toothpaste Schools receive five cents for each flyer handed to a student While commercialism has existed in our schools for over a century the corporate invasion of our schools reached unprecedented heights in the 1990s and 2000s after two decades of federal funding cuts and an increasing tendency to apply business models to the education system Constant cutbacks have left school trustees administrators teachers and parents with difficult decisions about how to finance programs and support students Meanwhile studies on the impact of advertising and consumer culture on children make clear that the effects are harmful both to the individual child and the broader culture Captive Audience explores this compelling history of branding the classroom in Canada

Marketing Higher Education Paul Sergius Koku, 2022-07-15 This book provides a comprehensive and accessible guide to marketing Higher Education institutions discussing how universities are service providers and how education is a service both of which need to be defined and marketed together Unlike the current offering available on the subject this book provides a uniquely applied approach linking the theory of marketing practice to the Higher Education sector through real life case studies and examples Each topic is covered in depth including marketing segmentation pricing location brand management internationalization and expansion Overarchingly the book considers how to develop and promote the university as a product and as a brand Two case studies from real life universities in a broad range of locations are provided at the end of each chapter alongside questions to aid understanding and application Holistic and practical Marketing Higher Education is an ideal guide for academics and students studying services marketing Higher Education management and leadership and marketing in the public sector It will also be an invaluable resource for professionals working in Higher Education administration looking to develop their skills and understanding of marketing and brand building

Concise Guide to Entrepreneurship, Technology and Innovation David B. Audretsch, Christopher S. Hayter, Albert N. Link, 2015-09-25 This landmark book will be the first port of call for any student or scholar seeking a brief introduction to each of the fundamental topics in entrepreneurship technology and innovation Written by the top international scholars in their field this book has an encyclopedic range from academic entrepreneurship to valuing an entrepreneurial enterprise Each chapter provides an informed overview of the topic and references in each chapter guide the reader to the more advanced literature Students of entrepreneurship technology and innovation as well as those who wish to have an introduction to the scope of this field of study will benefit from this exemplary collection

The Law of Higher Education, 5th Edition William A. Kaplin, Barbara A. Lee, 2013-12-23 Based on the fifth edition of Kaplin and Lee's indispensable guide to the law that bears on the conduct of higher education The Law of Higher Education Fifth Edition Student Version provides an up to date textbook reference and guide for coursework in higher education law and programs preparing higher education administrators for leadership roles The Student Version includes the materials from the full fifth edition that most relate to student interests and are most suitable for classroom instruction For example The evolution of

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consumerism and consumption from a sociological perspective Author Wendy Wiedenhof Murphy examines what we buy how and where we consume the meanings attached to the things we purchase and the social forces that enable and constrain consumer behavior Opening chapters provide a theoretical overview and history of consumer society and featured case studies look at mass consumption in familiar contexts such as tourism food and higher education The book explores ethical and political concerns including consumer activism indebtedness alternative forms of consumption and dilemmas surrounding the globalization of consumer culture

The Law of Higher Education, A Comprehensive Guide to Legal Implications of Administrative Decision Making William A. Kaplin, Barbara A. Lee, Neal H. Hutchens, Jacob H.

Rooksby, 2019-04-02 Your must have resource on the law of higher education Written by recognized experts in the field the latest edition of The Law of Higher Education Vol 2 offers college administrators legal counsel and researchers with the most up to date comprehensive coverage of the legal implications of administrative decision making In the increasingly litigious environment of higher education William A Kaplin and Barbara A Lee s clear cogent and contextualized legal guide proves more and more indispensable every year Two new authors Neal H Hutchens and Jacob H Rooksby have joined the Kaplin and Lee team to provide additional coverage of important developments in higher education law From hate speech to student suicide from intellectual property developments to issues involving FERPA this comprehensive resource helps ensure you re ready for anything that may come your way Includes new material since publication of the previous edition Covers Title IX developments and intellectual property Explores new protections for gay and transgender students and employees Delves into free speech rights of faculty and students in public universities Expands the discussion of faculty academic freedom student academic freedom and institutional academic freedom Part of a 2 volume set If this book isn t on your shelf it needs to be

Privatizing the Public University Christopher C. Morphew, Peter D. Eckel, 2009-07 With public colleges and universities facing substantial budget cuts and increased calls for accountability more institutions now rely on private revenue streams for support As market driven policies and behaviors become more commonplace some cautious critics sound the alarm while others watching the bottom line cheer But which perspective gets it right Does the privatization of public higher education threaten its very mission or support it In this collection of essays economists policy makers political scientists sociologists and organizational researchers discuss the impact of privatization from their respective disciplinary perspectives and assess its implications for the future of higher education Privatization may bring additional funds and services that are free from government regulations and oversight but does it also allow private interests to have undue influence over public higher education Should public universities have to compete in the economic marketplace as vigorously as they do in the marketplace of ideas What are the implications when institutions of higher learning function like businesses With privatization now a reality for most public colleges and universities an objective examination of the issue from these diverse academic perspectives will be welcomed by those struggling with its challenges

The Future of Higher

Education Frank Newman, Lara Couturier, Jamie Scurry, 2010-04-30 A powerful look at the risks inherent in the trend toward making higher education a market rather than a regulated public sector The Future of Higher Education reveals the findings of an extensive four year investigation into the major forces that are transforming our American system of higher education The book explores the challenges of intensified competition among institutions globalization of colleges and universities the expansion of the new for profit and virtual institutions and the influence of technology on learning This important resource offers college and university leaders and policy makers an analysis of the impact of these forces of change and includes suggestions for creating an effective higher education market as well as a call for a renewed focus on the public purposes of higher education

The CIA on Campus Philip Zwerling, 2011-09-05 Former CIA Personnel Director F W M Janney once wrote It is absolutely essential that the Agency have available to it the greatest single source of expertise the American academic community To this end the Central Intelligence Agency has poured tens of millions of dollars into universities to influence research and enlist students and faculty members into its ranks This collection of nine essays from diverse academic fields explores the pernicious penetration of intelligence services into U S campus life to exploit academic study recruit students skew publications influence professional advancement misinform the public and spy on professors With its exhaustive list of CIA misdeeds and myriad suggestions for combatting the subversion of academic independence this work provides a wake up call for students and faculty across the country

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