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How all globalization is local : countervailing forces and their influence on higher education markets

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**Abstract**

Globalization trends and innovations in the instructional technologies are widely believed to be creating new markets and forcing a revolution in higher education. Much of the rhetoric of 'globalists' provides a simplistic analysis of a paradigm shift in higher education (HE) markets and deliverables '(educational services)' This essay provides an analytical framework for a more nuanced understanding of global influences on national HE systems. It then identifies and discusses the 'countervailing forces' to globalization that illuminate the complexities of the effects of globalization (including the General Agreement on Trade and Services). Globalization does offer substantial and potentially sweeping changes to national systems of HE, but there is no uniform influence on nation-states or institutions. This essay builds on a growing body of research that demonstrates that globalization is in fact subject to a complex set of local influences. It also offers case examples in which have rushed into entrepreneurial universities new markets without fully understanding these influences. (HRK / Abstract übernommen)