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**Abstract**

This case study probes recent developments in a number of academic and non-academic aspects of a private research university in response to current globalization trends. Under the name of internationalization, university administrators and external firms are emerging as powerful decision-makers shaping academic content and even academic governance. This is manifested in student recruitment and in the hiring of prestigious professors and researchers to increase university reputation and thus to appeal to more students and secure more research funds. Among disciplines central to economic and technological globalization, such as communication, business, and engineering, patterns of convergence are emerging. Rather than internationalism, internationalization is found to prevail, and internationalization is found to signify predominantly a search for student markets domestically and abroad rather than positioning the university's knowledge at the service of others in less advantaged parts of the world. (HRK / Abstract übernommen), Stromquist, Nelly P.:

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