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Abstract

While the practice of university entrepreneurship has become an increasingly popular field of study across the globe (Slaughter & Leslie, 1997; Clark, 1998; Marginson & Considine, 2000), few substantive studies have considered international education from this perspective. Alongside other institutions of higher education in the United Kingdom and New Zealand, Australian universities have increasingly pursued ambitious strategies to participate in the booming international education sector. Undertaking a mixture of strategies from the traditional to the highly innovative, Australia?s universities have aggressively and often creatively marketed their offerings in the international education market, and the sector now represents Australia?s eighth largest export and third largest services export. In order to assist in the development of an understanding of how Australia?s universities have moved from government dependence to entrepreneurialism, this study focuses in particular on the management of international education as a key dimension of this trend. While a general overview of the

study?s findings is presented elsewhere (Poole, forthcoming), this article seeks to contrast the management strategies, structures and systems of two universities in the study. A highly international metropolitan university recognized around the world as a leader in international education is compared with a smaller, regional institution in terms of the relative sophistication and professionalism of strategic management practices and processes. The implications of the differences arising between the institutions are discussed. (HRK / Abstract übernommen)