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Making higher education markets

16 November 2016

Dr Janja Komljenovic, Lancaster University



Outline

- Studying higher education markets
- Theoretical and analytical approaches
- Methodology and empirical work
- Two instantiations of higher education markets
- Emerging higher education industry?

Studying higher education markets (marketization, commodification, privatization)

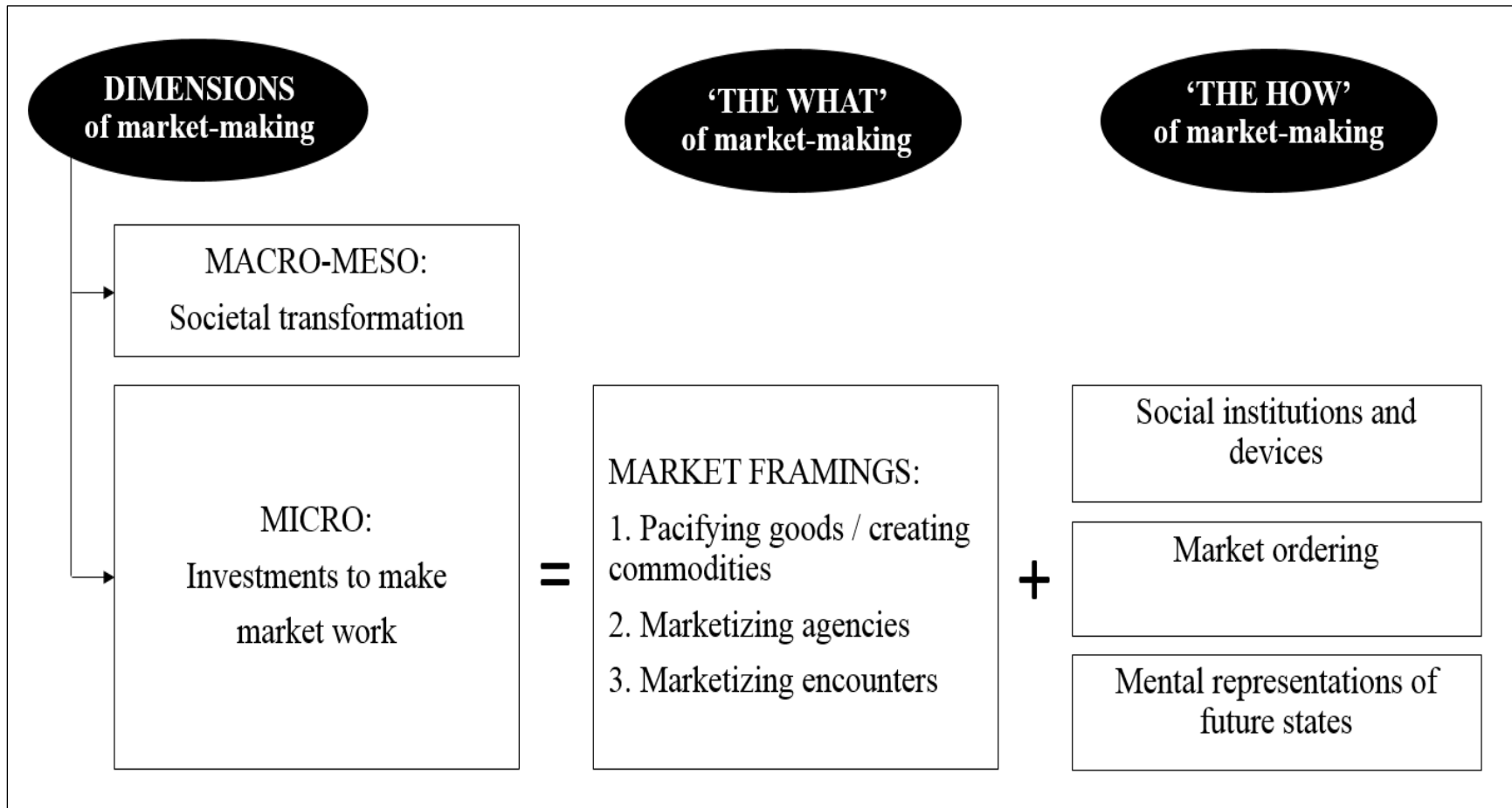
- Four main groups of literature in relation to markets in higher education
 - Higher education policy and governance reforms
 - International – national – institutional
 - Robertson, van der Wende, Westerheijden – Ball, de Boer, Dill, Jongbloed, Middlehurst, Teixeira – Ball, Deem, Neave, Shore, Wright,...
 - Presence of (quasi)markets in higher education
 - Brown, Dill, Jongbloed, Marginson,...
 - Privatisation and commodification of higher education
 - Ball, Leslie, Levy, Middlehurst, Naidoo, Slaughter, Youdell,...
 - Consequences of marketization in higher education
 - Barnett, Connell, Dos Santos, Henkel, Ivancheva, Lynch, Naidoo, Noble,...

Studying higher education markets

-
- Important insights, but also...
 - Focus on macro and meso – as if the micro has happened or will happen
 - Focus on discourse and policy – more empirical work needed
 - Static and technical views of the markets (market as ‘free’, simple, one, disembedded from society) – not scrutinising markets in their own right
 - Focusing on ‘the university’ and only on study provision and to some extent research outputs

Theoretical and analytical approaches

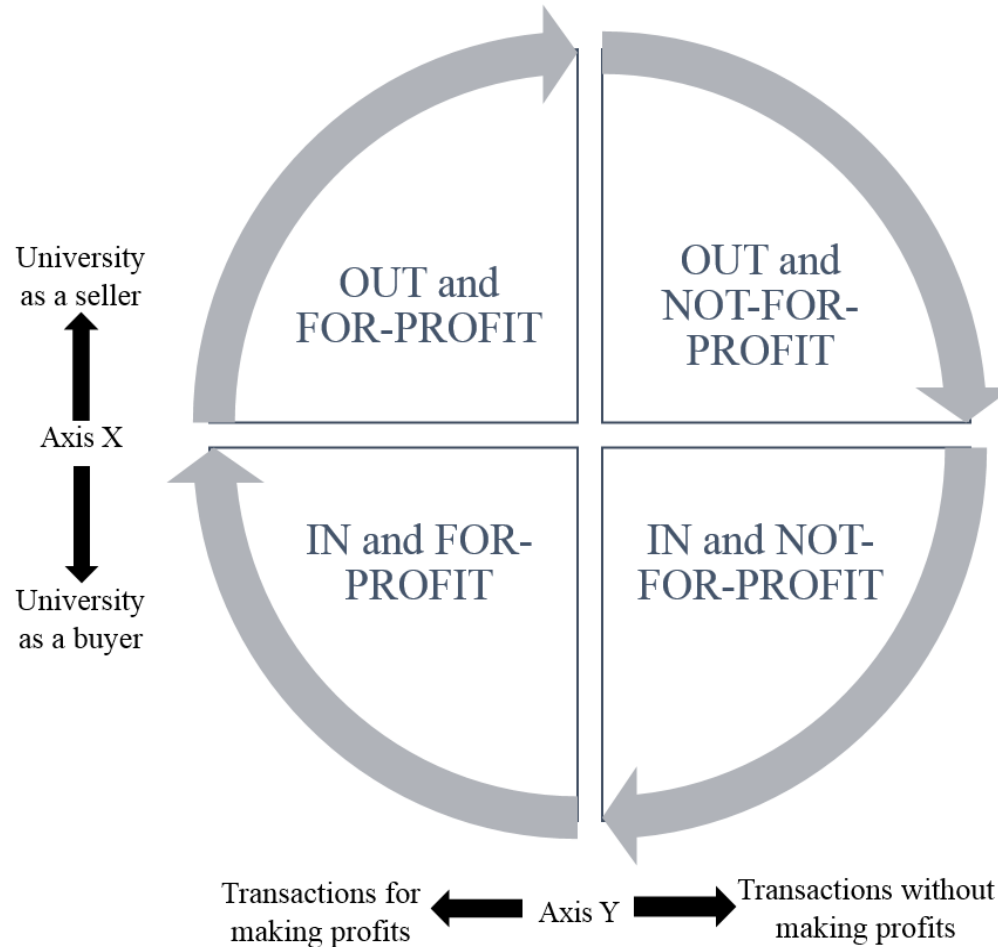
- What are markets
 - Departing understandings from economic theory
 - Markets as arenas of social interaction with specific elements, but *social* (Aspers, Beckert, Berndt, Boeckler, Callon, Fligstein, Granovetter, Peck, Swedberg...)
 - Instituted and embedded
 - Variegation, differentiation
 - Social and political
 - Processual account
 - Work to be done to imagine, construct and maintain markets:
 - Market framings (Çalışkan and Callon)
 - Market ordering (Beckert, Aspers)
 - Institutions, devices, cognitive framings



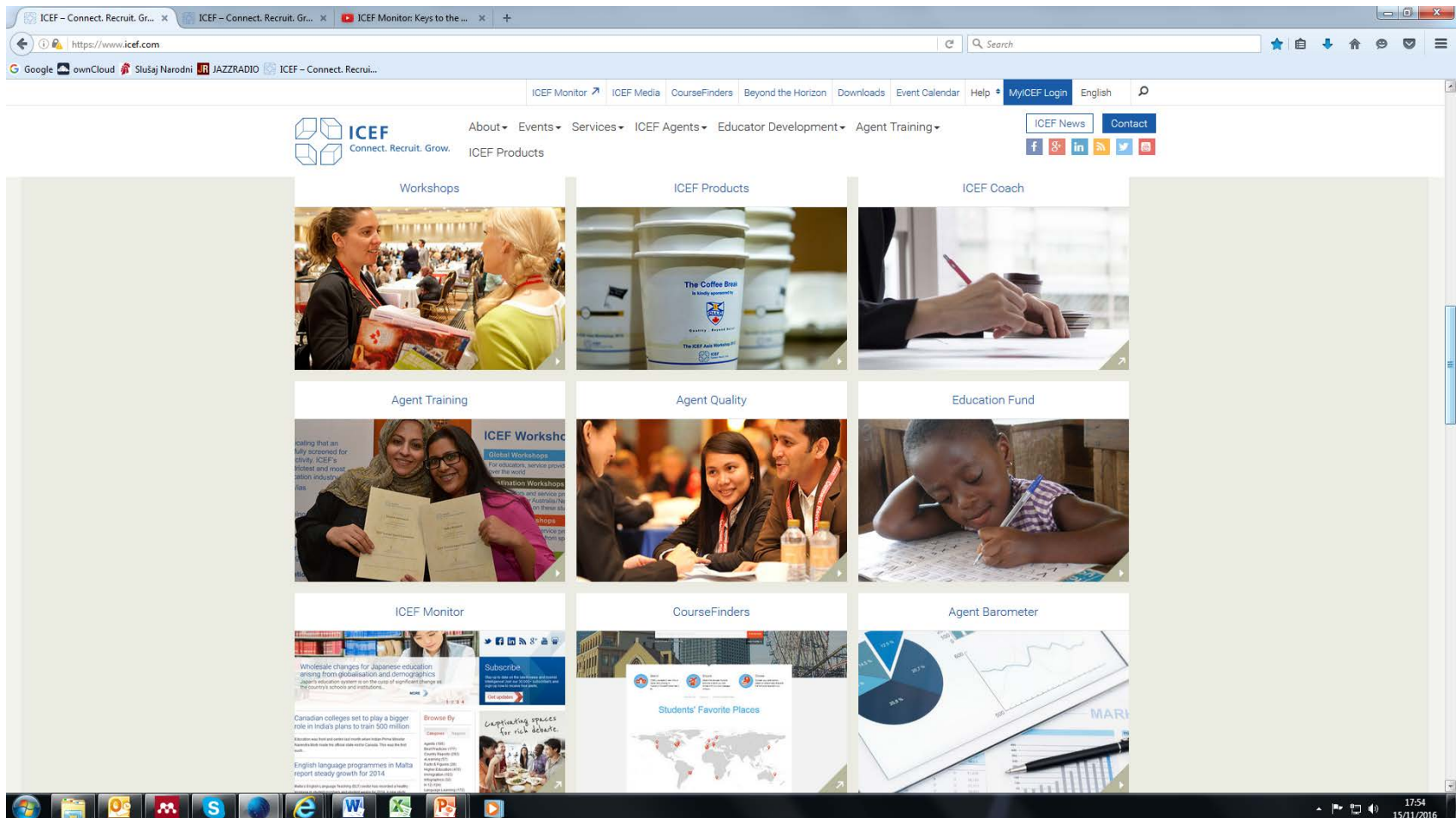
Methodology and empirical work

- Methodology: Intensive research design; Exploratory research
- Method: Semi-structured interviews, document analysis, observation
- Analysis: Content analysis and thick description
- Today focusing on two instantiations of making markets:
 - **ICEF GmbH:** ICEF documents, ICEF provided data, observation and notes from two events, 4 interviews, web pages and news
 - **LinkedIn Corporation:** Company annual reports from 2011 to 2014, LinkedIn press releases and information about their products, news, webpages, interviews from the 2 UK universities (26 interviews, 30 annual reports and financial statements, 5 strategic documents, HESA statistical data, web pages)
 - (Altogether: series of cases & 94 interviews, observation of 4 events (field notes), institutional strategic and financial documents, web pages, news, statistical data)

Mapping market exchanges concerning the two universities



Brokering market relations into the higher education sector: Case of ICEF GmbH



Source: <https://www.icef.com/>

ICEF - Connect. Recruit. Gr... x International Education Ne... x

thepie news.com/news/record-attendance-icef-north-america-workshop/ icef workshops

Google ownCloud Slušaj Narodni JAZZRADIO ICEF - Connect. Recruit...

You are here: [Home](#) » [News](#) » [Agencies](#) » ICEF North America welcomes many first-timers

ICEF North America welcomes many first-timers


Posted on Dec 20, 2013 by Beckie Smith

Posted in Agencies, News, under North America.

Tagged with agents, ICEF, ICEF North America, Miami.

Bookmark the permalink.


Over 1,000 agents, exhibitors, speakers and US and Canadian educators attended ICEF's North America workshop in Miami this month, making the three-day event the largest of its kind in North America. This record attendance is concurrent with an **ongoing shift** in the student recruitment landscape in the US, following a **historic ruling** by NACAC allowing its members to pay commission to education agencies.



Educators and agents meet at the ICEF North America workshop, Miami


Share this: 14% of the 402 agents attending had not been to an ICEF workshop

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Prices for attending ICEF workshops for education institutions.

Single event booking	Workshops	Roadshows	Agent Focus	HE Partnership Forum	Australia/New Zealand Workshop
First participant early rate	€ 3,900	€4,300	€2,925		AUS 5,600
First participant regular rate	€4,400	€4,900	€3,300	€495	AUS 6,300
Second participant	€2,400	€2,400	€1,800	€495	AUS 3,400

Note: ICEF offers discounts to institutions attending multiple workshops: 2 Workshops – 18%; 3 Workshops – 20%; 4 Workshops – 23%; 5 Workshops – 25%; 6 Workshops – 27%.

Source: ICEF (2015b).

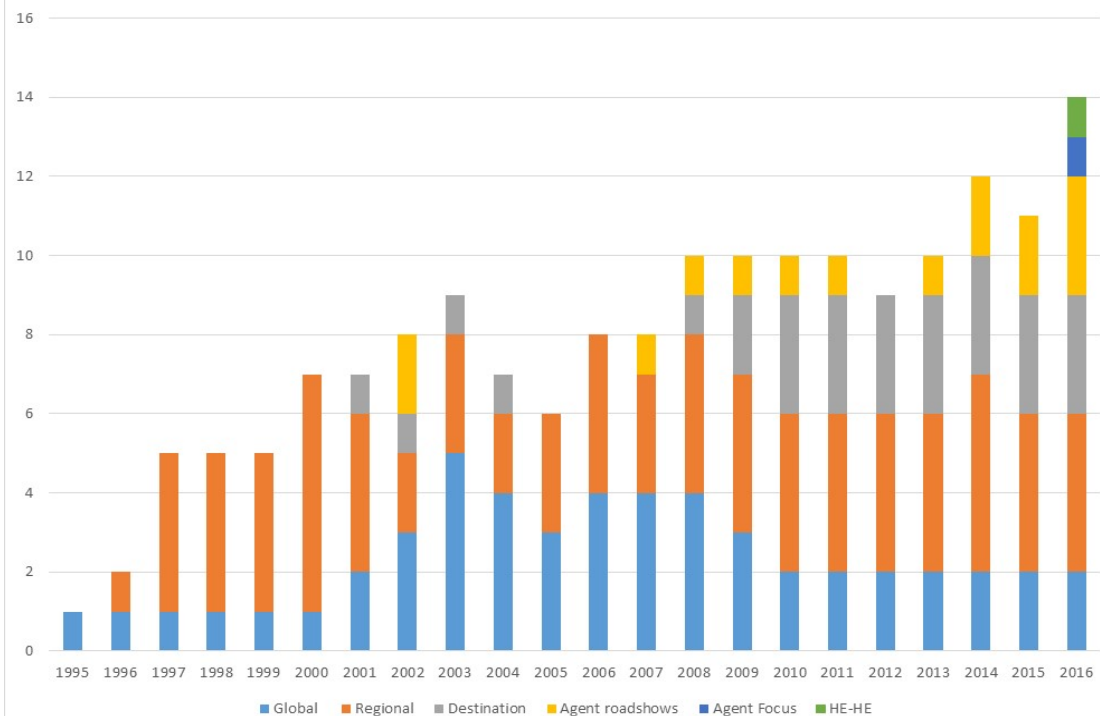
Type of workshop	Global workshops	Regional workshops	Destination workshops	Agent roadshows	Agent focus	Higher education to higher education
Attendees	For educators and agents from all over the world (exhibition is part of the event)	For educators from all over the world; and agents from specific countries and regions (exhibition is part of the event)	For educators from either North America or Australia/New Zealand; and agents focused on these study destinations (exhibition is part of the event)	For educators from all over the world; and selected agents from key markets	For educators from all over the world; and student recruitment agents from Turkey	For higher education educators from all over the world
Locations in 2016	2 events: Higher Education in the UK (around the EAIE annual conference); Berlin (oldest and biggest)	4 events: Dubai, Russia, Brazil, China	3 events: Australia and New Zealand (Australia); North America (Canada); North America (USA)	3 events: Japan-Korea; Mexico-Colombia; Thailand-Vietnam	1 event: Turkey	1 event: UK (organised around the EAIE conference)

Source: ICEF (2015c).

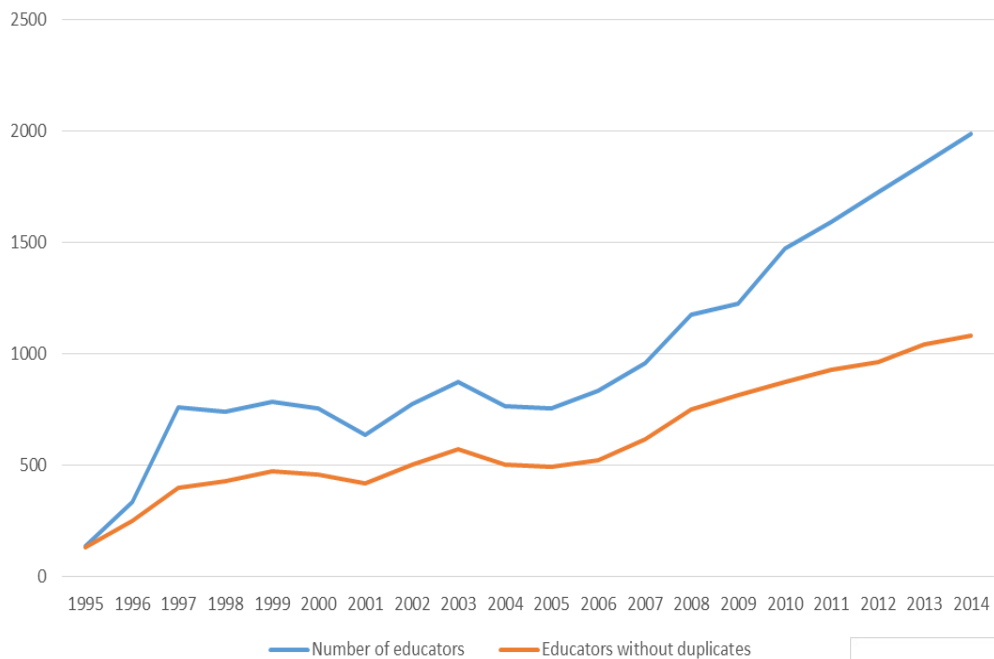


Source: <https://www.icef.com/>

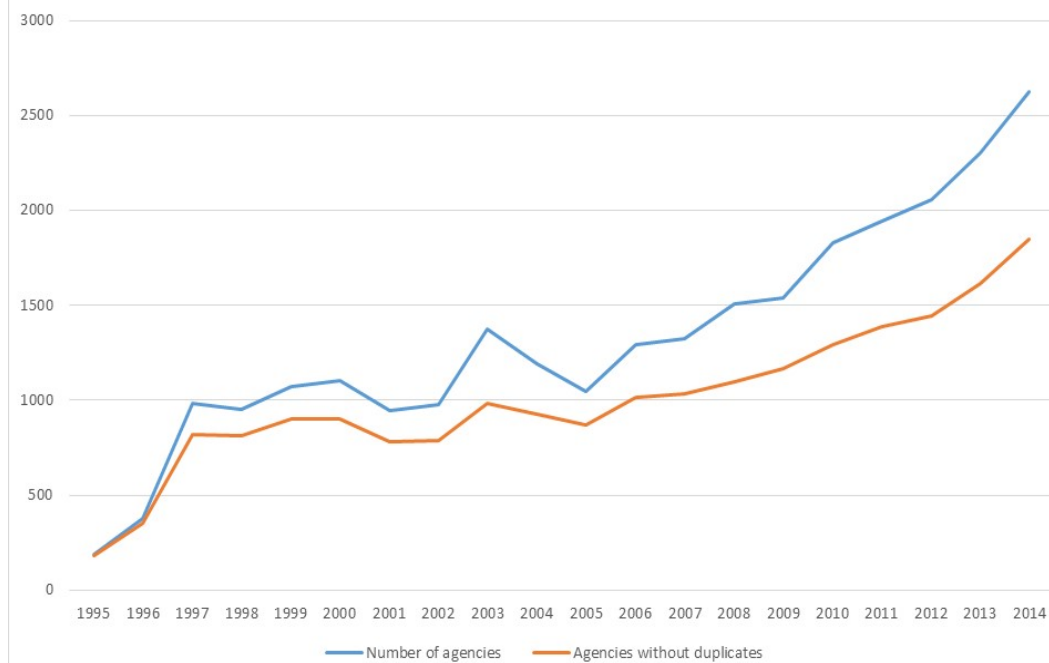
Number of ICEF events



Number of educators



Number of agencies

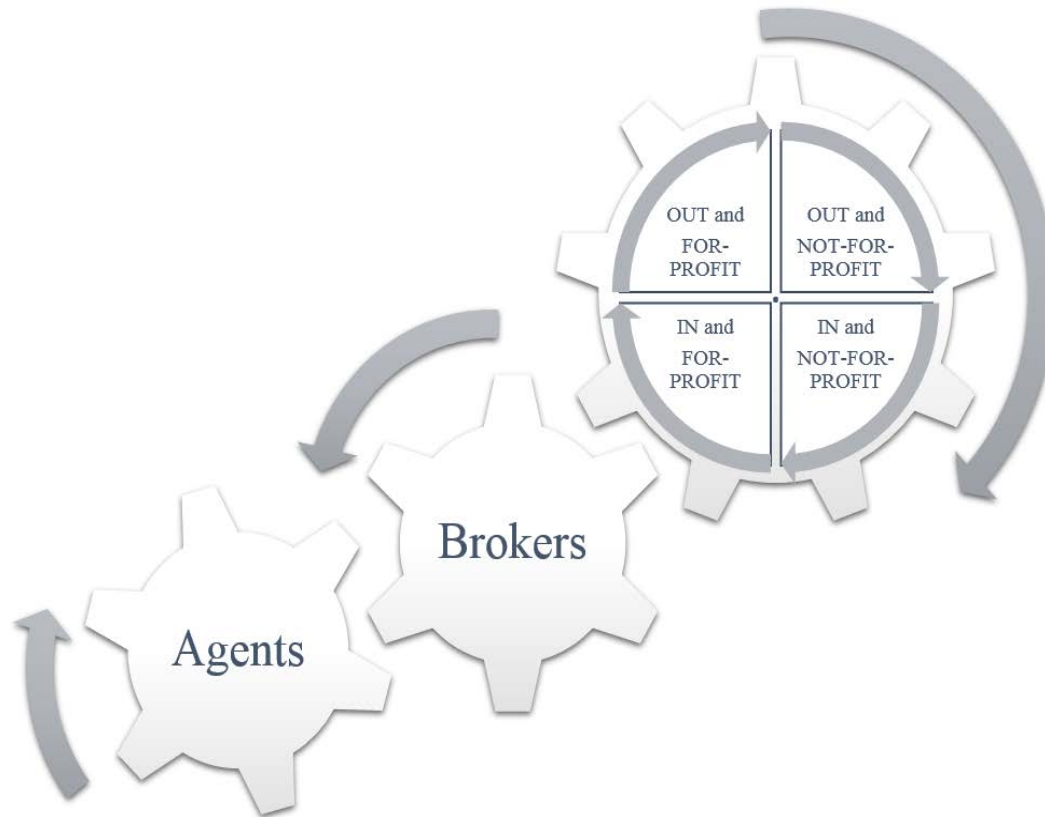


ICEF at the crossroad of two markets

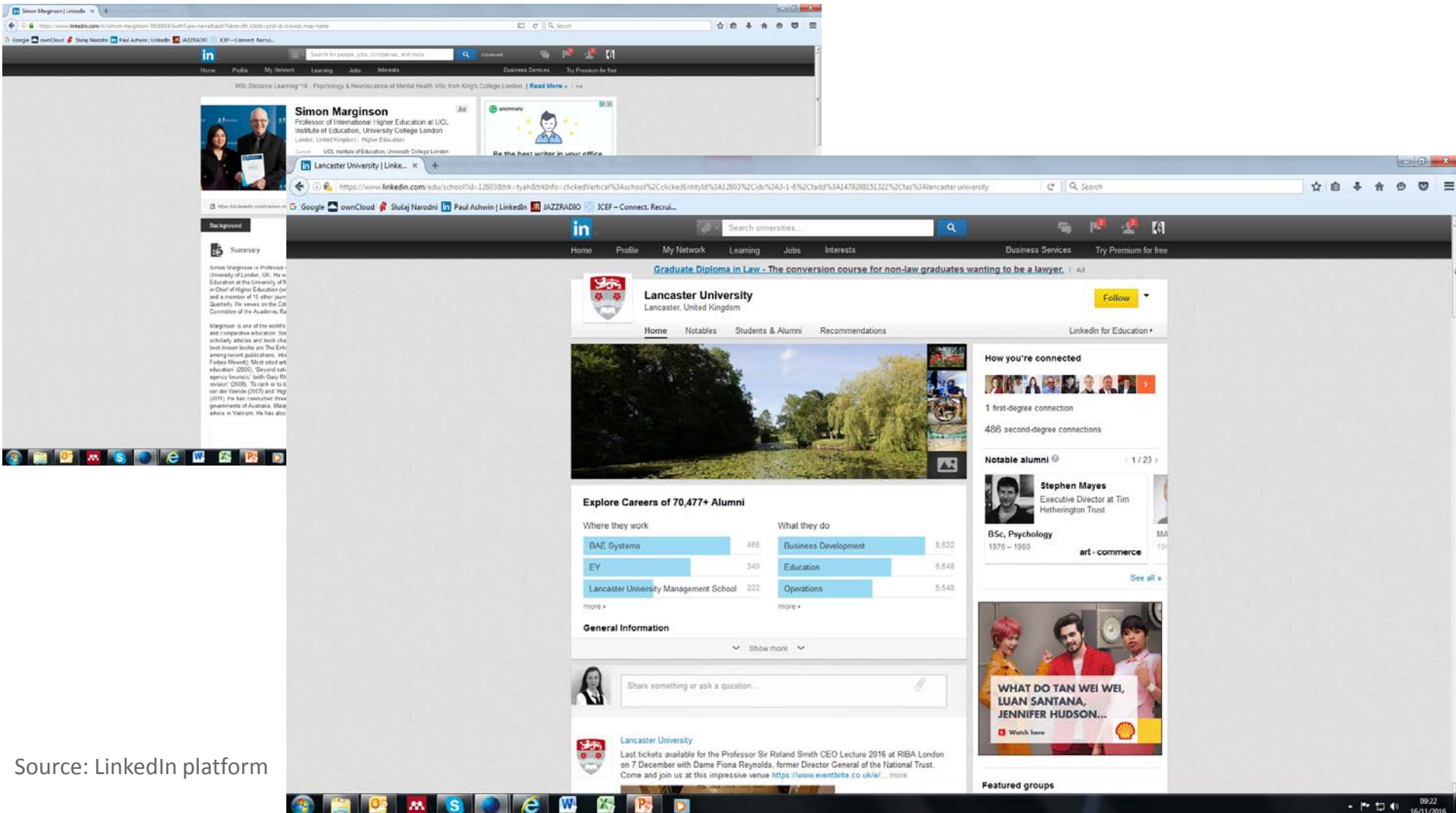
Market	Commodity	Buyers	Sellers	ICEF role
Higher education market	Service of student experience and qualification at the end	International students	Universities	Promoting and being present
Recruitment agents market	Service of student recruitment / student placement	Universities	Recruitment agents	Market ordering
Matching market	Meetings between universities and agents	Universities	Providers of encounters*	Selling

Note: *These are private companies, chief among them being: [Alphe](#) from the UK, [BMI](#) from Brazil, [FPP EduMedia](#) from Brazil, [ICEF](#) from Germany, and [Weba](#) from Switzerland.

ICEF as a broker between markets



Social media platforms ordering markets and extracting value: Case of LinkedIn Corporation



Simon Marginson
 Professor of International Higher Education at UCL, Institute of Education, University College London, United Kingdom | Higher Education

Summary
 Simon Marginson is Professor University of London, UK. He is Education at the University of London and a member of 16 other peer Quotient. He serves on the Call Committee of the Academic, Ra Marginson is one of the worlds and comparative education. His scholarly articles and book chapters known include: The Arts among recent publications, and Foster (2002). Most cited art education (2000). Beyond national agency research, South East Asia (2008). To rank as a top ten in the world (2007) and Hong (2011). He has conducted three governments of Australia, Maca abers in Vietnam. He has also

Explore Careers of 70,477+ Alumni

Where they work	Count	What they do	Count
BAE Systems	485	Business Development	8,622
EY	340	Education	8,848
Lancaster University Management School	222	Operations	5,548

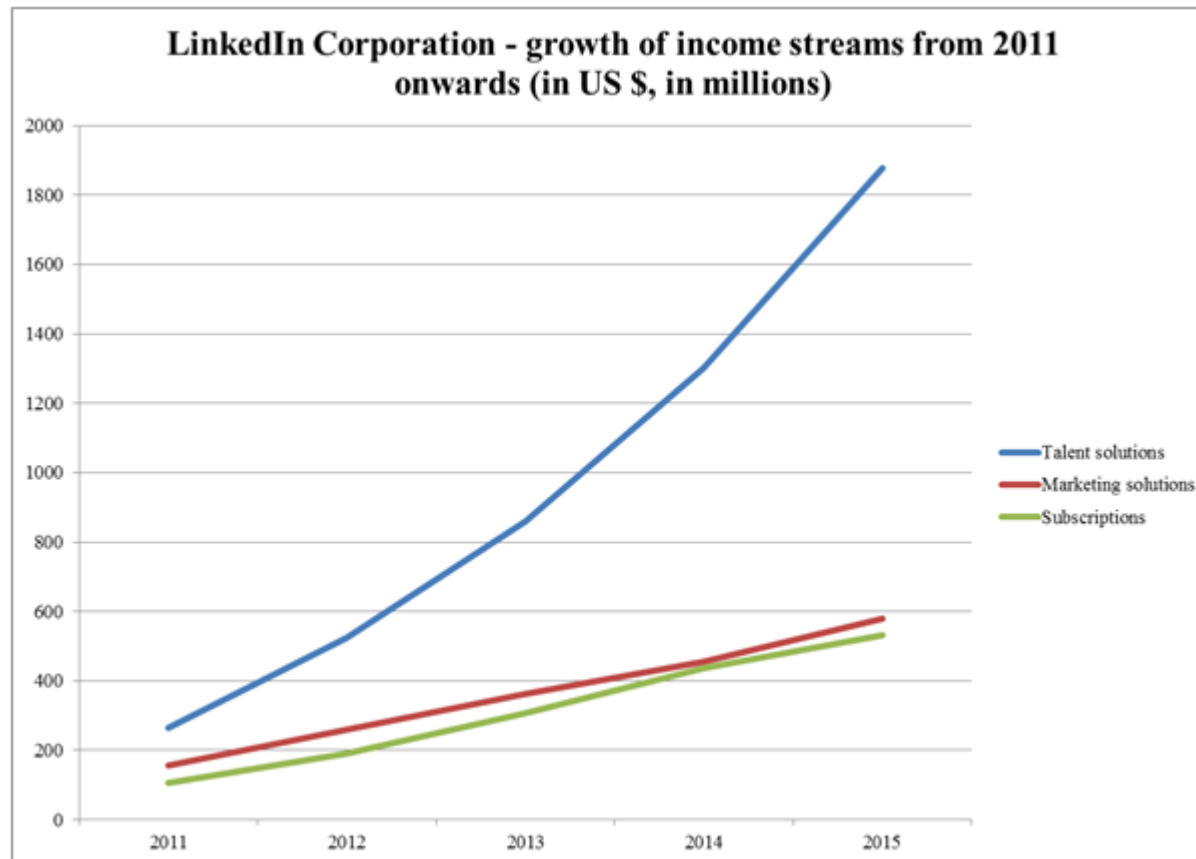
General Information

Share something or ask a question...

Lancaster University
 Last tickets available for the Professor Sir Roland Smith CEO Lecture 2016 at RIBA London on 7 December with Dame Fiona Reynolds, former Director General of the National Trust. Come and join us at this impressive venue <https://www.eventbrite.co.uk/>... more

Source: LinkedIn platform

Free Solutions		
Stay Connected & Informed		Advance My Career
<i>LinkedIn Flagship:</i> Feed, Me, Messaging, My Network & Search People You May Know Pulse Influencers Groups Slideshare LinkedIn Lookup Address Book Importer Publishing Platform		Jobs Job Search App Company Pages University Pages Who's Viewed Your Profile / How You Rank Rich Media / Skills / Endorsements
Ubiquitous Access		
LinkedIn Mobile Robust set of APIs		
Monetized Solutions		
Talent Solutions	Work Smarter	Marketing Solutions
<i>Hiring</i>	<i>Marketing Solutions</i>	<i>Premium Subscriptions</i>
LinkedIn Corporate Solutions (Recruiter, Referrals, Job Slots, Recruitment Media, Career Pages) LinkedIn Job Postings Job Seeker Recruiter Lite <i>Learning & Development</i> Lynda.com	Sponsored Updates LinkedIn Ads Elevate Sponsored InMails Display Ads Ads API	Professional/Individual Subscriptions Sales Solutions (Sales Navigator) Profinder



Source: Figure prepared by the author, based on the data from LinkedIn's annual reports (LinkedIn Corporation, 2012, 2013a, 2014b, 2015c, 2016).

LinkedIn works FOR and IN higher education

LinkedIn's services and products developed for students and universities

Students

- Looking for universities: university rankings, field of study explorer, university finder
- Personal decision board
- Choosing universities based on career outcomes
- Building your professional brand (author's note: meaning personal profile)
- Building a student profile
- Tailoring your profile to your goals
- Finding a student job or internship
- Networking on LinkedIn
- LinkedIn for Students: educating students for creating best LinkedIn profile

Universities

- Student profiles: your students can showcase their experience, courses, projects in order to be discovered in recruiter searches
- Alumni tracking: discover paths and contact information of your alumni, find good examples of alumni to show to students or for promotion
- Groups: use groups for discussions and communications with alumni and students
- University pages: to brand and promote yourself
- Students jobs pages: motivate your students for work experience
- Use advanced search for people and contacts
- Use LinkedIn user profiles in student recruitment processes
- Key products to be: alumni tool, students jobs portal, student profiles, university pages

Source: Created by the author based on data from: Baker (2015), ICEF Monitor (2015), LinkedIn Corporation (2013b, 2015b).

They've [LinkedIn] created a new way of slicing their data, that's particular to higher education, they're starting to create posts [jobs] who are coming out to talk to universities, to career offices, alumni offices, to tell us about all the features that can be used. They are starting dialogues with us what other software we would like. They haven't asked us to pay for anything yet, but it's absolutely coming. (Interview I1_2).

Uses of LinkedIn by two case universities

Promotion and branding

- University pages
- University search
- University ranking

Communication

- Alumni group
- Students career group
- Other groups

Database

- Extract data from LinkedIn into university database

Cooperation and work

- Networking
- Looking for people and companies

-
- Opportunity to order and expand HE markets
 - New dimensions of market-making (university pages, university search, marketing, showcasing students, staff and alumni,...)
 - New temporalities and spatialities into university's awareness of its brand
 - New realities and risks for universities [quote]
 - New forms of competition in terms of scale and scope
 - Governance: algorithms – structuring new forms of valuation of higher education

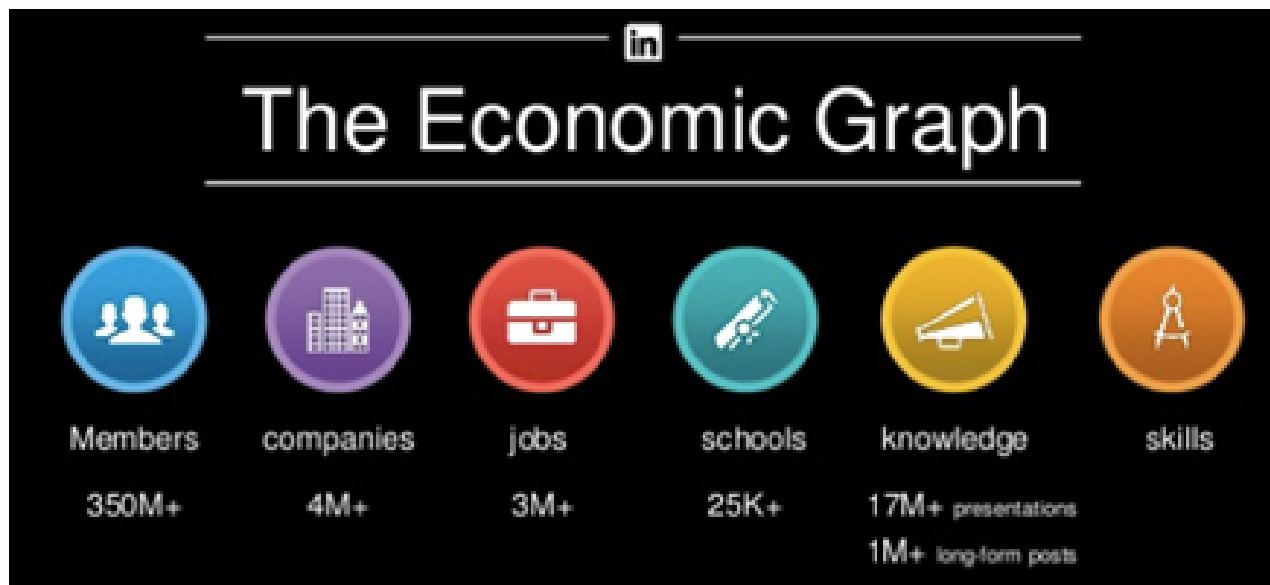
- Marketplace for labour
- Marketplace for skills

*Whereas employers and job seekers generally rely on formal education degrees and job titles to determine fit for a role—and national and international statistics agencies similarly capture a country’s human capital endowment in this way—the **LinkedIn data reveals that understanding an economy’s human capital base at the actual skills level is crucial** because formal qualifications alone are often insufficiently meaningful and job titles may imply very different skills requirements in different industries and geographies. Therefore, skills are a foundational block in formulating future workforce and human capital strategies. (World Economic Forum, 2016, p. 18).*

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- Privatisation of education governance
 - Privatisation of education competition
 - Privatisation of education provision

LinkedIn is painting a scenario in which you search for a job, see the skills required for that job, and then are directed to a course from Lynda.com that will train you in those skills. Alternatively, a recruiter could search for available candidates based on the courses they've taken. You can already add courses to your profile, but courses endorsed by LinkedIn may carry more clout. (Wagner, 2015).

Big data



Source: Baker (2015).

Other cases and outputs


- 3 British Universities
- PPPs: Into University Partnerships Ltd
- NAFSA Annual Conference and Expo
- EAIE Annual Conference and Exhibition

- Komljenovic, J., & Robertson, S. L. (2016). The dynamics of “market-making” in higher education. *Journal of Education Policy*, 31(5), 622–636.
- Robertson, S. L., & Komljenovic, J. (2016). Unbundling the University and Making Higher Education Markets. In A. Verger, C. Lubienski, & G. Steiner-Khamsi (Eds.), *World Yearbook of Education 2016, The Global Education Industry* (pp. 211–227). London: Routledge.
- ...

Concluding

- Epistemic gains of approaches to studying markets
- Markets in this emerging industry are diverse, variegated, processual and relational

AND

- Taking higher education as a sector
 - Diversity of actors, processes, scales, practices, institutions, ...
 - Micro-macro
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Thank you

Contact: j.komljenovic@lancaster.ac.uk

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