

19.1.2025

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**Title**

Institutional change and higher education / Steven Loomis and Jacob Rodriguez

**Publication year**

2009

**Source/Footnote**

In: Higher education. - 58 (2009) 4, S. 475 - 489

**Inventory number**

26700

**Keywords**

Ausland : USA : Studenten, Studium, Lehre ; Ausland : USA : einzelne Hochschulen ; Globalisierung

**Abstract**

Institutional change includes the supplanting of the old model of production with a new one, the elimination of old markets and the emergence of new ones. As higher education around the world shifts from national markets to an integrated transnational market, and possibly toward a virtual market, Christian higher education, like other market sectors, will have the opportunity to redefine its market niche. Emerging opportunities linked to new institutional rules will challenge higher education in ways that may not yet be obvious to its present managers and faculties. How the university in its portfolio of options might negotiate the elimination of old markets and the creation of new markets is the subject of this essay. A general set of principles and recommendations is offered. (HRK / Abstract übernommen) Loomis, Steven, E-Mail: steven.loomis