

Digital Higher Education Markets: From Commodities to Assets

Dr. Janja Komljenovic

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12.15–13.45h, Raum 201 (LCSS)

Der Vortrag findet als **Brown Bag Lunch**-Vortrag statt, d.h. Sie können gerne Ihr Lunchpaket mitbringen. Das LCSS stellt Tee, Kaffee und Wasser bereit.

Knistern Erlaubt!

ABSTRACT

Higher Education (HE) industry consists of diverse, multiple and variegated markets in which universities are both, sellers and buyers of things and services. There is also an emergence of new types and forms of partnerships or long-term cooperation between public universities and private companies. Such partnerships and cooperation are especially relevant in supporting the digitalisation of university operations spanning from providing distance courses to learning and business analytics or even smart campuses. While this cooperation includes monetary transactions, it also collects enormous amounts of digital data and builds digital infrastructure. These can be monetised and turned into future digital assets. This presentation will address essential differences between commodities and assets in the contemporary digital economy; and will conceptualise emerging digital products and services in HE. It will particularly focus on valuation processes in these new HE markets and the construction of HE future. Implications for universities, students and societies at large will be presented.

BIOGRAPHY

Dr. Janja Komljenovic, Lecturer of Higher Education, Lancaster University

Janja Komljenovic holds a PhD from Bristol University in the UK. Her research focuses on the diversity and complexity of markets in and around universities, including the variety of actors that have entered the higher education sector, their strategies, ways of working, and consequences for the sector and societies at large. She is published internationally on higher education policy, governance, and markets. She teaches PhD courses on higher education policy and research methodology.



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