

令和 6 年 6 月 10 日現在

機関番号：32689  
研究種目：基盤研究(C) (一般)  
研究期間：2017～2023  
課題番号：17K03563  
研究課題名(和文) Politics of Higher Education Marketisation  
  
研究課題名(英文) Politics of Higher Education Marketisation  
  
研究代表者  
C・J Pokarier (POKARIER, Christopher)  
  
早稲田大学・国際大学院・教授  
  
研究者番号：70386697  
交付決定額(研究期間全体)：(直接経費) 2,800,000円

研究成果の概要(和文)：このプロジェクトは、国の高等教育システムの「市場化」における差異の比較研究から始まりました。まず、公的/民間の資金提供と提供モデルの多様性に注目し、次に大学が持つ運営上および戦略上の自由度の多様性に焦点を当てました。日本のような一部の高等教育制度を縮小する必要性と、対照的に国際的な教育輸出国として一部の制度の成長、および最近の論争について検討します。都市再生の触媒、ブランディング、政策ツールとしてのキャンパスも分析されます。

#### 研究成果の学術的意義や社会的意義

This research may contribute to policy and strategy for higher education institutions as they face challenges from demographic change, digital transformation, and the vulnerability revealed by the recent pandemic.

研究成果の概要(英文)：This project started from a comparative study of variance in the 'marketisation' of national higher education systems. It noted first the variety in public/private funding and provision models, and then focused on the varied degree of operational and strategic freedom colleges and universities have. The need to downscale some higher education systems, such as in Japan, and, by contrast, the growth of some systems as international education exporters, and recent controversy, are explored. The campus as catalyst, branding, policy tool is also analysed.

研究分野：Tertiary Education, Economic Policy, Commerce

キーワード：downscaling campus marketisation universities policy entrepreneurship place

科研費による研究は、研究者の自覚と責任において実施するものです。そのため、研究の実施や研究成果の公表等については、国の要請等に基づくものではなく、その研究成果に関する見解や責任は、研究者個人に帰属します。

### 1. 研究開始当初の背景

The initial premise for this research project was recognition that comparative studies of higher education systems had given much attention to the variance in participation rates, in the mix of public/private contribution to the costs of students' education, and in the mix of public/private provision. Yet much less studied has been the degree of entrepreneurial and operational autonomy that higher education institutions (HEIs) have from state control. Indicators of such autonomy include latitude to set student admission numbers and cohort mix, fees, course offerings, freely pursue recruitment and promotional practices, undertake capital works, and make strategic decisions on campus siting and development. Taking selective measure of that variance in institutional autonomy, and the political and other determinants of it, appeared as a promising and important line of research inquiry.

Much recent comparative higher education scholarship discussed the 'marketisation' of higher education, to varying degrees across countries, often attributing it to 'neoliberal' ideational influence. Missing from such descriptions were explorations of the agency of the institutions directly impacted, universities, colleges and other higher education providers. My past research at the intersection of public policy and enterprise - primarily how firms are sometimes political as well as market actors - inclined me to explore how higher education institutions and their leaderships may engage in both academic and policy entrepreneurship. They may seek increased strategic and operational autonomy as well as resources, while contending with established and emerging threats to such from the political realm. They may seek strategic advantage within the higher education markets they inhabit, while acting also politically to influence the boundaries and form of the 'chosen domain' of the market (Lindblom, 2001).

### 2. 研究の目的

The initial research aspiration then was to explore the variety in institutional entrepreneurial autonomy amongst selected higher education systems, how this associated with ostensible marketisation of higher education, and the role of institutions in shaping - and being shaped by - the policy environments that patterned such varied autonomy. Early in the project, desk research, extensive consultations with higher education policy researchers and a range of university managers at international meetings, suggested the practical need to limit the range of dimensions of institutional autonomy studied in a research project of this scale. It was concluded that two aspects of autonomy had particular contemporary public policy and managerial / strategic salience for institutions. The first is decision-making over campus location, development and design. The importance of this dimension was reaffirmed through research and writing on a case study of the new campus in central Jerusalem for Israel's oldest school of arts and design; research that was started prior to this KAKEN project but which evolved with it. The second, most contentious, domain of autonomy is the latitude to participate in the international 'trade' in higher education, for privately-funded foreign students.

Unbeknown at the start of the project, both aspects were about to be disrupted profoundly by the COVID-19 pandemic; resulting in the historically unprecedented closing of campuses and shift to online education, and the closing of national borders to international students. The scale of these developments, entailing intense policy contestation, profound operational and tactical challenges for HEIs, and profound dialogues about the value and future of the campus and international student mobility in a virtual age, precipitated a further shift in the loci of research inquiry in this project.

### 3. 研究の方法

In the earlier stage of the project the research approach, methods and dissemination of findings proceeded as planned. Extensive desk research provided the basis for two international conference papers in the first year of the project at the key academic associations (ECPR, CHER) targeted in the grant application. Dialogues there with leading specialists helped refine and narrow the comparative analysis and case studies. The intended Nordic site visits and

extensive dialogue with senior leaders at one institutional case study (Aalto. U. @ Helsinki) were conducted in tandem with the conference travel. Similarly, a presentation based on the project, at the International Education Association of Australia (IEAA) and AIEC conferences, enabled extensive dialogues at the same events with key primary sources, relevant HEI managers, policymakers and commentators. Participation in NAFSA - the key international education practitioners conference event, and the academic EAIR European Higher Education Society, further combined participant-observant style primary research - dialogues with HEI sources - with academic feedback; the unique privilege of conducting research into higher education actors.

The COVID-19 pandemic abruptly curtailed in-person dialogue and travel and caused the project to stall for a time. The research methodology necessarily switched back to primarily desk research, making extensive use of contemporary secondary sources on the major disruptions to higher education being experienced and realtime institutional responses.

#### 4. 研究成果

The research project offers insights into a number of prominent contemporary themes in the evolution of higher education systems, as follows:

**Downscaling.** The comparative literature on higher education systems and policy has commonly had a growth bias: meaning a historical focus on rising participation and the 'massification' of higher education. Cases where demographic and/or economic forces exert downward pressure on the scale of a higher education system, and policy and institutional managerial responses demand more attention.

**The Campus as catalyst:** How does the higher education campus remain central to policy and institutional strategies in an ICT-enabled virtual age? Also, how do state - national and sub-national - actors co-opt the higher education campus as catalysts of economic (and social) change, under competitive market conditions?

**International higher education market-making as growth stratagem:** the public policy settings, such as Australia's, that enabled higher education institutions to evolve into entrepreneurial exporters of education services, cross-subsidising expansion of domestic university teaching and research and policy tensions arising.

At the intersections of these themes specific topical issues of deep strategic importance are also highlighted and also to be expressed as open questions. For instance, can strategic engagement with the marketisation of international education be a panacea for higher education systems facing downscaling? How important is the campus, and its broader place, to competitive advantage in international education markets? Do the returns from international education distort the strategic calculus of institutions and potentially jeopardise their domestic 'social license' as Australian critics recently allege?

Post-pandemic, the issues studied in this project continue to evolve rapidly. While the stature of the campus has been reaffirmed but the return of large numbers of international students has become highly contentious in Canada, Australia and the United Kingdom in particular. The project therefore defies the usual sequential research logics of data collection, analysis, writing and dissemination; being in an ongoing active research modality, with near-term future publication deferred in the interests of contemporary analysis.

During the duration of this project seven conference papers and presentations were delivered and three, two book chapters and a journal article were published. Further publications of pertaining to this work are anticipated.

5. 主な発表論文等

〔雑誌論文〕 計1件（うち査読付論文 1件/うち国際共著 1件/うちオープンアクセス 1件）

1. 著者名 Jakob Thestrup & Christopher Pokarier	4. 巻 18
2. 論文標題 Designing under uncertainty: professional identity and market disciplines in the creative industries	5. 発行年 2018年
3. 雑誌名 Waseda Global Forum	6. 最初と最後の頁 81-103
掲載論文のDOI（デジタルオブジェクト識別子） なし	査読の有無 有
オープンアクセス オープンアクセスとしている（また、その予定である）	国際共著 該当する

〔学会発表〕 計7件（うち招待講演 0件/うち国際学会 7件）

1. 発表者名 Christopher Pokarier
2. 発表標題 The Built Campus as Place Branding
3. 学会等名 International Place Branding Association（国際学会）
4. 発表年 2023年

1. 発表者名 Christopher Pokarier
2. 発表標題 Time, Space & Academic Identity
3. 学会等名 ECPR European Consortium of Politics Research（国際学会）
4. 発表年 2020年

1. 発表者名 Christopher Pokarier
2. 発表標題 Remembrances of Deadlines Past
3. 学会等名 ECPR Workshop on Power and Academic Time, 23 November（国際学会）
4. 発表年 2020年

1. 発表者名 Christopher Pokarier
2. 発表標題 Finding Opportunity in Shrinking Educational Markets
3. 学会等名 Australian International Education Conference (AIEC) (国際学会)
4. 発表年 2019年

1. 発表者名 Christopher Pokarier
2. 発表標題 Universities as political actors in higher education market-making
3. 学会等名 Consortium of Higher Education Researchers (国際学会)
4. 発表年 2017年

1. 発表者名 Christopher Pokarier
2. 発表標題 The Built and (re)Imagined Academy
3. 学会等名 European Consortium of Political Research (国際学会)
4. 発表年 2017年

1. 発表者名 Christopher Pokarier
2. 発表標題 Place branding and the curatorial turn
3. 学会等名 International Place Branding Association (国際学会)
4. 発表年 2017年

〔図書〕 計2件

1. 著者名 Christopher Pokarier,	4. 発行年 2020年
2. 出版社 Springer	5. 総ページ数 20
3. 書名 'Creativity activity under attention scarcity', chapter 2 in Creative Context: Creativity and Innovation in the Media and Cultural Industries	

1. 著者名 Vinayak Bharne & Trudi Sandmeier, eds.	4. 発行年 2019年
2. 出版社 Taylor & Francis	5. 総ページ数 11
3. 書名 'Designs upon Jerusalem: Bezalel Academy occupies the historic Russian Compound', in Routledge Companion on Global Heritage Conservation	

〔産業財産権〕

〔その他〕

-

6. 研究組織

氏名 (ローマ字氏名) (研究者番号)	所属研究機関・部局・職 (機関番号)	備考
---------------------------	-----------------------	----

7. 科研費を使用して開催した国際研究集会

〔国際研究集会〕 計0件

8. 本研究に関連して実施した国際共同研究の実施状況

共同研究相手国	相手方研究機関
---------	---------