

EURAM 
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EURAM 2009 Round Table Higher Education: Modernisation and Reform, or Control and Individualisation?

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Change in higher education has manifested itself in processes of massification and marketisation. Long-established learning and teaching and research traditions and processes have been re-thought as universities seek to become more 'business-like'. The efficacy and desirability of these changes has been debated from two polarised standpoints. The first is the neo-liberal modernisation agenda, which sees university reform as essential for creating a sector that is entrepreneurial, customer-focused and responsive to the needs of the new global economy. The second takes a more critical standpoint that views change as leading to the abandonment and degradation of traditional academic roles, values and professional autonomy, through the introduction of regimes of control that inhibit creativity and imagination that is leading to the depreciation of the knowledge producing capacity of universities. The study of these changes in higher education by management scholars is still emerging. This Roundtable Session at Euram 2009 seeks to attract papers that explore: the potential economic, social and cultural outcomes and implications of the reform of higher education; teaching and research auditing as technologies of control over pedagogies and the research imagination; the effects of reform on university governance structures, accountability, and the monitoring of academic productivity and performance; the impact of new university performance measurement systems on professional motivation and morale, self-esteem, profession values, working relationships, career, collegiality and work-life balance; the impact and implications of standardized learning and teaching methodologies on students' understanding and experience of higher education; the rhetoric versus the reality of perceptions and critiques of the outcomes of the reform and renewal of higher education, management strategy in universities and the monitoring of learning and teaching and research output and performance.