

Reassembling knowledge production with(out) the university

The parallel universe of corporate universities

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The Global Education Industry: Emerging Edu-Businesses and Education Markets

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The great transformation of education

The broader picture of the reassembling of knowledge production outside of universities

How about corporate education?

→ Important changes

→ We need to understand them to understand changes in HE



Outline

- The great transformation of education and its institutional implications
- Consequences for corporate education
 - Segmentalism (Thelen, Busemeyer, Trampusch)
 - Further education
- Criticism
 - They underestimate the **internationalisation**
 - They underestimate the **academisation** of corporate education
 - They underestimate the **marketisation**

Reassembling knowledge production higher education corporate education



Vocationalism



Academisation

Marketisation



Marketisation

Internationalisation



Internationalisation

The great transformation of education

Acceleration and blurring of established boundaries in education

- Ever decreasing half-life of **knowledge** (4th industrial revolution?)
- **Specialisation/modularisation** of content (standardisation/flexibility)
- Further education: Changing relationship between **formal, non-formal and informal** education
- **Blurring the distinction** between HE, VET & CET

Consequences for vocational education and training (VET)

Segmentalism (Thelen/Busemeyer)

→ growing importance of **firm-level interests** to the detriment of **collective interests**

Large firms

Highly tailored training

- Shorter training
- Modularisation
- Higher degree of specialisation
- Firms-based further education becomes vital

Trade u

Criticism

- 1 They underestimate the international dimension of corporate education
- 2 They underestimate the academisation
- 3 They underestimate the marketisation of corporate education

1) International dimension of corporate education

Context

Multinationalisation of firms

- 1985: 18'500 → **2014: 80'000** (UNCTAD 2014)
- 47 of the 100 largest companies employ more **than 100'000 people each**
- They employ more than **90 million people** (of whom some 20 million in the country of the South) (with 821,000 subsidiaries spread all over the world)

One form

The rise of corporate universities

- US: 1988: 400 and 2001: 2'000
- Global today: about **4'000 universities** across the world
- **35% of the 100 largest companies**

What is a corporate university

Definition

- Not an independent legal entity (in 95%)
- **A way of delivering human resource development (HRD)**
- Distinguishes itself from traditional training development
 - US: including all staff and sometimes clients (but 50% management)
 - Germany: Only managerial staff
 - reproduction of difference between VET and HE

2) The academisation of the corporate world

Push factors

Increasing population with a tertiary degree
OECD: 25-64 years old: 1997: 21% → 2014: 33% (OECD 2015)

Pull factors

Within the EU 35% of all jobs require a tertiary education by 2020 (European Commission 2011)

3) Marketisation of corporate training

Outsourcing strategy



A case in point ICT training

- Europe: 50% of the ICT labour force has at least 1 certificate
- Trainings 10 times the number of certifications
- Market volume > 24 billion US\$
- 25% annual growth rate



Two types of internationalisation of corporate education

Through corporations

By way of hierarchy

By way of market

By way of competition

Impact on the creation of authoritative knowledge

An authority in authority: **legitimacy** (Weber)

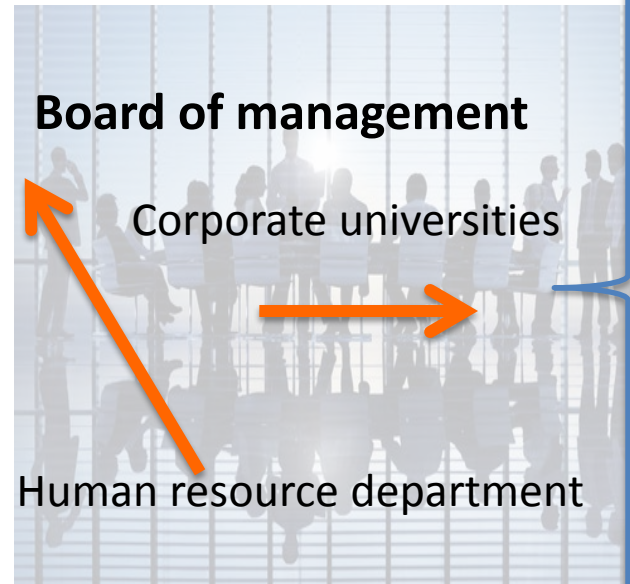
Authority enabling dimensions

- **Rule-based** authority versus charismatic authority
 - **Expertise**
 - **Social closure**

Social closure in in-house corporate education (through firm hierarchy)



Strong internal labour market



Less importance of internal labour market



Social closure in outsourced corporate education (through market)

Social closure through ICT certifiers

Three types:

- Vendor-specific certifiers
- Vendor-independent certifiers
- Public-private-hybrids



Enabling conditions for their authority in terms of expertise

	Expertise	Product	Market size	Neutrality
Vendor-specific certifier	+++	+++	+++	-
Vendor-independent certifier	+++		- (fragmented)	+++
Public private hybrids	--		++	+++



The great transformation of education

An iceberg floating in a blue sea. The tip of the iceberg is above the water line, and the much larger base is submerged below. The sky is a pale blue gradient.

Public education

Corporate education

organised intra-firm by way of hierarchy

organised by way of the market

I thank you for your attention

- Eva Hartmann (2016), Education outside the public limelight: The 'parallel universe' of ICT certifiers, In: A. Verger, Ch. Lubienski, G. Steiner-Khamsi (eds.) World Yearbook of Education 2016, The Global Education Industry
- Eva Hartmann (2017): The public in the private: the role of global coordination firms, Indiana Journal of Global Legal Studies