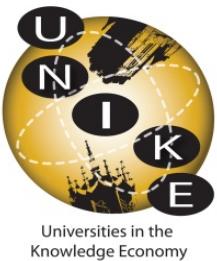

Cultural political economy of framing markets in higher education: The case of NAFSA higher education conference and expo

Janja Komljenović



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1. Explore the role of events in structuring and making markets in HE (as well as events are reflections of markets)

2. Test epistemic gains of bringing together Callon&Caliskan's market framings and CPEE

Higher education is transforming

- Part of wider societal transformations
 - Knowledge economy & competitiveness (Jessop)
 - Extending markets in the context of neoliberal thinking of global trade (Berndt&Boeckler)
 - Higher education as services included in trade agreements (Robertson)
- (Regions, states) HEIs competing
- Rise of 'edu-business'
- If so, global economy of HE has to be built and rebuilt every day
 - How is this made; What work do exhibitions and large conferences do

NAFSA as an exemplar



- Association of International Educators
- Established in 1948, growth in scope and size
- Today: advocacy, public policy, networking, sector intelligence, regional and annual events, online learning
- ...
- Study: Annual conference and expo in 2014 (over 10.000 participants, 413 exhibitors) – 21 interviews, observation, document analysis
- Focus only on international HE (work of NAFSA)

Market framings (Callon and Caliskan) and Cultural Political Economy of Education

Events as global buzz

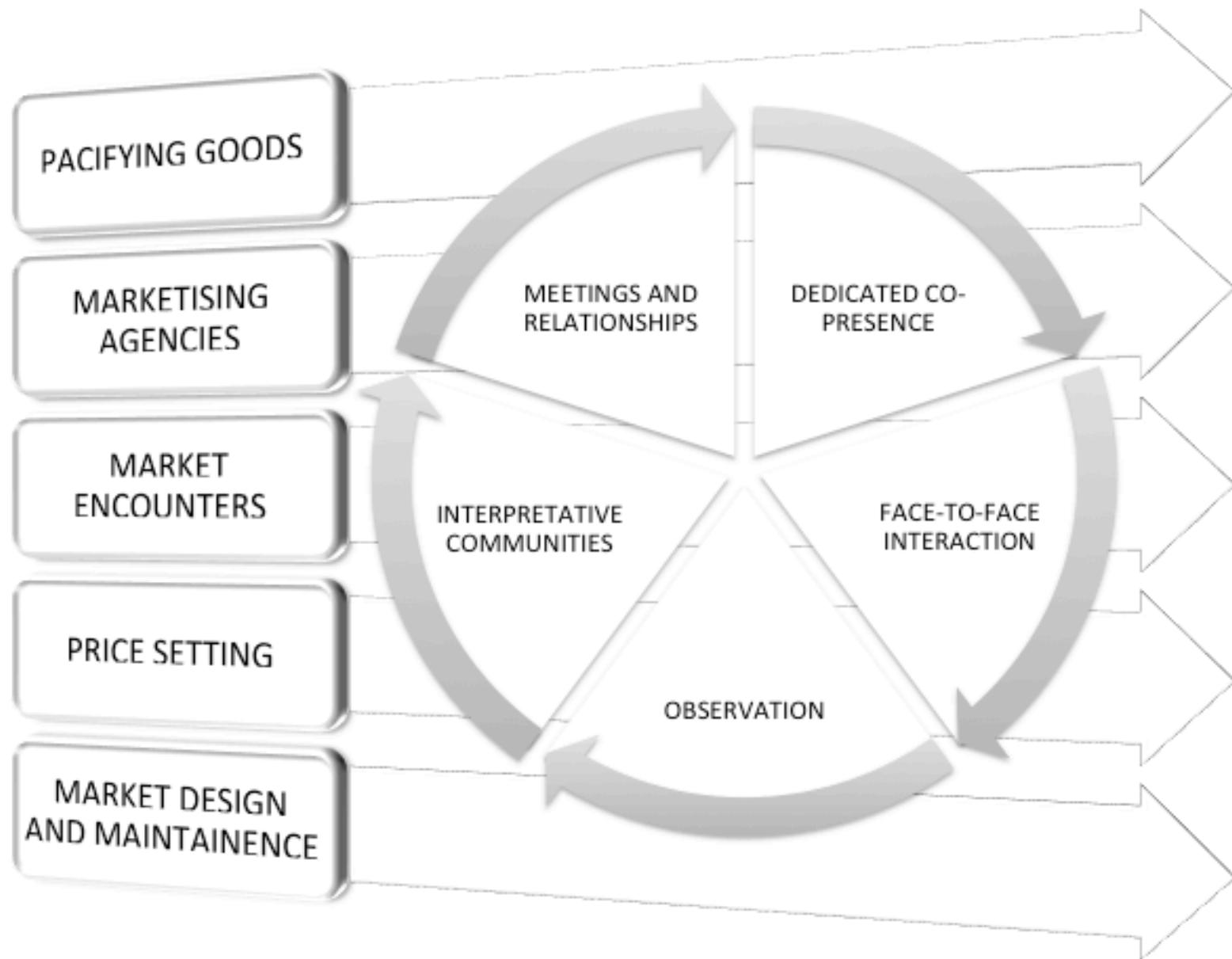
- Dedicated co-presence
- Intensive F2F interaction
- Observation
- Intersecting interpretative communities
- Multiplex of meetings and relationships

Market framings

- Pacifying goods
- Marketising agencies
- Market-ing encounters
- Price setting
- Market designing and maintaining

CPEE

- Cultural
- Political
- Economic



Markets in and around HE

- Outside-in
- Inside-out

INSIDE-OUT

- Co-existence of marketised and (quasi)marketised
- UNIs primarily come to partner with other UNIs
- + learning what exists 'out there'
- States got involved organisationally, financially, representationally
- Q: what counts as HE; meaning-making

OUTSIDE-IN

- Private companies come to sell (specific approaches for specific sector)
- Profit making, commodities, markets = part of discourse or greater social good
- Market-making through becoming part of the HE sector:
 - Getting recognition, framing itself as knowledgeable and trustworthy actors
 - Framing commodities
 - Attractions

“for me it was really important that people see me as a colleague and not as a provider of services in a weird way ... there’s what I do and then there’s the agents and the fairs and those are like the dirty commercial ones. Which is not true, they’re also providing much needed services. So that is part of why I present. I feel like it helps to have me be part of the community” Interview N16.

What is happening?

- C, P, E processes interwoven and inseparable; power relations:
 - Size of booths, location
 - Investments in framings (parties, people, attractions, information, ...)
 - What gets talked about and how
 - What behaviour is allowed
 - What gets marketised and what not
 - What gets sold

- About personal relationships: Personalities and relationship building
 - Who is coming – congeniality
 - Investments in presentations
 - Mobility of staff – social networks, symbolic representing
- Who is present and who is not (in the global market)

Callon&Caliskan?

- (Somewhat) useful, but
 - Flat ontology
 - Fixed elements in ‘marketising’ from orthodox economic theory
- Commodities cannot be disentangled, described, pacified
- Often no monetary transactions

- Market-making = social process
 - Instead of 'calculative agencies' – 'strategizing agencies'
 - Strategizing = more than economic rationality – includes desires, feelings, social status, feelings of belonging and so on
 - Events/global buzz provide ecology&space in which actors strategize in this broader sense
 - Relationship building - monetary transactions become moments in relationships
 - C,P,E at play – interwoven
- What happens when relationships become market relationships (shift from public-ness to the market)

THANK YOU FOR YOUR ATTENTION

Janja Komljenovic, University of Bristol

janja.komljenovic@bristol.ac.uk

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