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Universities and Globalization: To Market, To Market (Sociocultural, Political, and Historical Studies in Education)

Ravinder Kaur Sidhu

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Universities and Globalization: To Market, To Market (Sociocultural, Political, and Historical Studies in Education) Ravinder Kaur Sidhu
Universities and Globalization: To Market, To Market examines the operations of power and knowledge in international education under conditions of globalization, with a focus on the three biggest exporters of higher education--the United States, Australia, and the United Kingdom. An interdisciplinary approach based on the core social sciences is used to explore the power relations that shape global education networks. The role of nation-states in creating the conditions for education markets and the desire for a Westernized template of international education in the postcolonial world is discussed. The volume offers a sophisticated attempt to recast international education as a series of geopolitical and geoeconomic engagements that transcend simple supply and demand dynamics.

Engaging with the theoretical debates about education and globalization, this book examines global cultural "flows" and boundary crossings, the cultural economy of education networks, and the possibilities for supra-territorial subjectivities. International education markets are examined from the perspectives of both first world producers and postcolonial consumers. By investigating how first world universities imagine and enact the global in their marketing practices, the expressions of cultural diversity valued by education markets, and the types of individual and institutional subjectivities merging from markets, *Universities and Globalization: To Market, To Market* offers students, faculty, administrators, marketing consultants, and others who work in the area a highly nuanced account of the global relations fostered by education markets. This original, critical examination of the forms and cultural politics of international education is a significant contribution to the field.

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