

Development of a process model of drivers and consequences of higher education commercialization: a data base theory approach

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Abstract

The purpose of this article is to develop a process model of drivers and consequences of commercialization of higher education: a data base theory approach. The current research was a qualitative research approach and the systematic foundation data theory method was used. The scope of the research was 20 faculty members of educational institutions in Isfahan city, who were selected by purposeful sampling and until theoretical saturation was reached. Data were collected by in-depth interviews and open questions and coded with Atlas.Ti software. By categorizing the open codes, the main categories were identified, and in the final stage, after identifying the relationship between the categories, central and selective coding was done and the conceptual model model was presented. Qualitative data analysis includes the conceptual model of education commercialization process in 5 dimensions of causal conditions, background conditions, central category and consequences (9 positive consequences and 21 negative consequences of education commercialization). By examining the central category of demand for increasing the income of educational institutions, the present research has examined the causal factors, cultural background conditions and intervening conditions and has proposed recommendations for the government's policy in the process of providing educational services to institutions

Keywords: commercialization of education, educational institutions, student as a consumer, data base theory.

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Introduction

In recent years, economic views and making money from education are expanding, and market principles and commercial criteria have dominated the rules and values of educational institutions in such a way that the business attitude of "educational institution as an economic enterprise and inclusive as a consumer" has been established (Hyder, Arshad Baig, 2019). Commercialization of education is an international phenomenon that is evident in many parts of the world. (Thakran & Rathee, 2015).

Methodology

The current research is a type of qualitative research in which, using the foundation's data theory approach, it examines the category of earning money from education and analyzes educational laws and requirements, background factors and drivers, intervening factors, challenges, positive and negative economic effects

Results

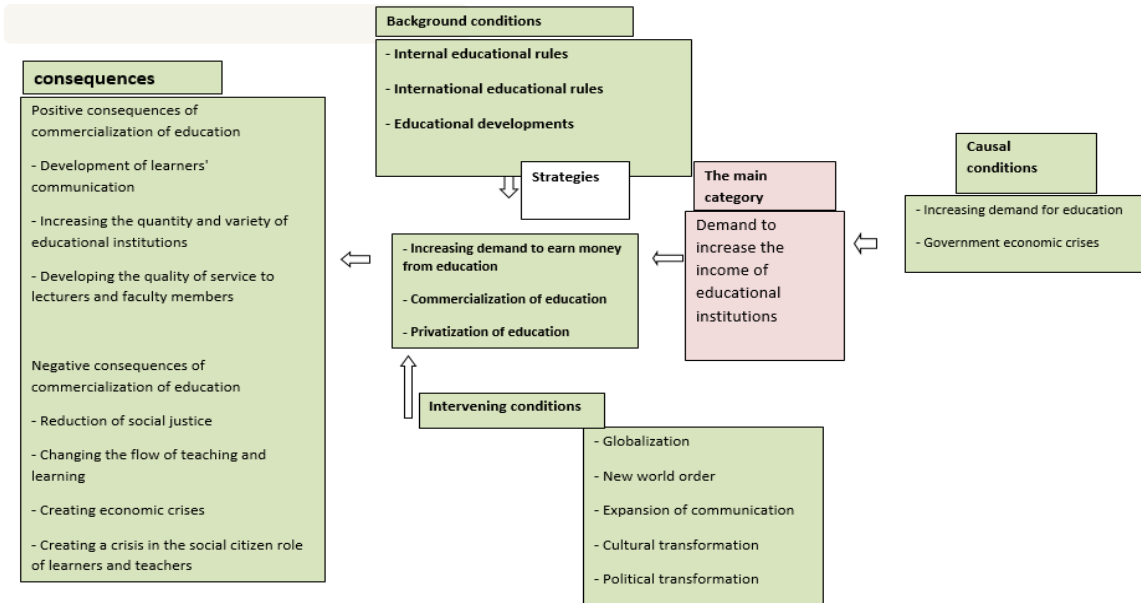
Table number (1) of the codes extracted from the interview regarding the commercialization of education

| Categories_ | Main concepts | Sub concepts | Open source |
|-------------------------------|---------------------------------|---|---|
| Causal conditions | Government economic crises | Scientific diplomacy | <i>Reducing government financial support for public education</i> <i>Reducing the government budget to hire graduates</i> <i>Reduction of services and free educational resources of public institutions</i> <i>Lack of fair distribution of public wealth</i> |
| | Increasing demand for education | Demand oriented paradigm | <i>Lack of sufficient funds to meet the needs of public education by the government</i> <i>Expansion of private institutions</i> |
| Background conditions | International and global laws | Educational and cultural laws | <i>Law: According to the declaration of human rights, everyone has the right to education</i> |
| | Domestic laws | | |
| Intervening conditions | Educational developments | Changing the fundamental educational values | <i>Reducing attention to moral, emotional and psychomotor areas</i> <i>Degree orientation of youth</i> |
| | Globalization | Facing global economic challenges | <i>Updating educational institutions</i> <i>Rapid technological developments</i> |

| Categories_ | Main concepts | Sub concepts | Open source |
|---------------------|--|--|---|
| | New world order | | <i>The cooperation of governments towards the new world order</i> |
| | Cultural transformation | | <i>Materialism and luxury in private educational environments Extreme free thinking of learners</i> |
| | Economic transformation | Expansion of the class education system | <i>Labor market needs assessment Mushroom growth of non-profit and free institutions</i> |
| | Political transformation | | <i>The government's deliberate policy of liberalization</i> |
| Strategies | Commercialization of education | Advertisements and calls for market requirements | <i>Turning the university into an economic enterprise Advertising and attracting more learners Increasing the cost of services not related to education</i> |
| | Privatization of education | | <i>Branding and promotion of low quality institutions Receiving more fees from the educational services received by the learners</i> |
| consequences | Positive effects of commercialization of education | Developing learners' communication | <i>Development of communication skills</i> |
| | | Increasing the quantity and diversity of educational institutions | <i>Increasing educational institutions in deprived and remote areas Increasing the diversity of government and non-government universities (Piyam Noor, non-profit and free)</i> |
| | | Developing the quality of service to lecturers and faculty members | <i>Increasing income and university salaries Increasing professors' job satisfaction Increasing the financial and functional independence of educational institutions from the government</i> |
| | Negative effects of commercialization of education | Reducing social justice | <i>Monopoly of the education system in the private sector</i> |
| | | Changing the flow of teaching and learning | <i>Changing the priority of curricula</i> |
| consequences | Negative effects of | Creating a crisis in the social | <i>Beneficial orientation of intellectual capital Reducing the autonomy of educational</i> |

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| Categories_ | Main concepts | Sub concepts | Open source |
|-------------|--------------------------------|---------------------------------------|--|
| | commercialization of education | citizen role of learners and teachers | <i>institutions</i> <i>Changing the social image of faculty members</i> |



Discussion and conclusion

The reduction of the government budget has caused a change in the performance of educational institutions and making money from education. Many graduates with advanced university degrees are working in unrelated jobs. These results can be cited in the researches of (SaboriKhosroShahi, 2010), (Plewa, Quester, 2005) (Richardson, 1998), Karimganj, 2016), (Erfan A, 2017) (Fakur, 2004). The causal conditions of the commercialization of education cause an excess number of young people to enter the university regardless of the needs of the working market (Mohaddesi Gilvaei, 2013)

Reference

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