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(multiple dots & detached exclamation mark were not counted in)*

University Management in a time of Market-Society Conflict Crisis

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Market dynamics is mostly dictated by a capital-intensive logic; it thrives on well-regulated circumstances generating momentum for those well-informed players that wish to profit from economic estimates of certainty & uncertainties. On the other hand, Society must always be a wider pool of free-coming resources, including the possibility of conscious decisions for relaxed regulations & a more democratic type of free-style management. Market-oriented thinking quite often contradicts the very essence of targeted non-commercial knowledge & researching freedom, centuries-old vested human/academic principles. These comprise two different conflicting worlds at their most extreme, that university administrators are called in to compromise. Through tools such as “multidimensional utility functions”, SWOT & “mutual rankings”, university administrators attempt to rationalize the strategic management required for Universities to survive the crisis.

Changing-times or not, narrow economic rationale ever-tries to combat wider human principles by pressing for institutionalizing State regulation that deregulates in favor of free markets ! Academic institutions which offer humanistic & theoretic scientific tertiary education, --mainly in non-industrialized non-innovative countries--, are the ideal victims for international opportunizers to press for regulations freeing these types of “niche markets” by stressing on their non-effectiveness from an economics productivity point of view. The bottom line of university education is the thirst for knowledge and has nothing to do with either immediate professional rehabilitation or mainstreaming efforts to lead graduates to sectors of national economic specialization. A softer than privatization approach is, for the private sector, to demand for university co-management by representation into boards & councils as external permanent auditors, short-circuiting sound management efforts from within. This undermines all equilibrium attained in our bi-hierarchy world of faculty & administrative staff, as dictated by university self-government, a kind of legislative versus executive branch when it comes to university management through senatorial committees & inbred university officers.

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