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# **Globalizing Forces and Regional, National Goals**

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# Outline

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- **Definition of Globalization**
- **Factors Affecting Globalizing Forces**
- **Impact of Globalization on Quality Assurance in Higher Education**
- **Pros and Cons of Globalization**
- **Impact of Globalization on Regional/ National Goals**

# Globalization

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Globalization is a fact that really had formed the last decades of existence throughout the world.

It is a shift in our every life circumstances and became the way we now live.

*Giddens, 1990*

# Globalization

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Globalization affects all aspects of living from the economy of countries to the types of food we eat.








# Historical View

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World globalization was first employed in a publication entitled "***Towards New Education***" to denote a holistic view of human experience in education  
(*Oxford Dictionary, 1952*)




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The era of globalization started by the education but became more famous, popular and effective when it attained the economy and the global trade.

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Marshall & McLuhan in 1960s noted  
***“world community being  
transformed into a global  
village”***



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**It is only in the 21<sup>st</sup> century that  
this has become a reality.**

# Definition of Globalization

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According to Merriam and Webster globalization is:

- the act or process of globalizing;
- the state of being globalized; and
- the development of an increasingly integrated global economy market especially by free trade, free flow of capital and the tapping of cheaper foreign labor markets.

# Definition of Globalization

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Globalization can refer to the transnational circulation of ideas, languages, or popular culture through acculturation.



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# Globalization/Internationalization

# Globalization/Internationalization

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Sometimes the terms internationalization and globalization are used interchangeably.

The two concepts are different but both are a related phenomena.

# Globalization/Internationalization

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Internationalization is changing the world of higher education and globalization is changing the world of internationalization.

*Jane Knight, 2008*

# Globalization/Internationalization

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The term "internationalization" refers to the importance of international trade, relations, treaties etc. owing to the (hypothetical) immobility of labor and capital between or among nations.

# Globalization/Internationalization

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For centuries there has been international exchange of knowledge and scholars among countries. There has been always

- students abroad,
- teacher mobility, and
- international research and publishing.

# Current trends

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- Joint degree
- Franchise
- Satellite campus
- Global certificates
- Harmonizing credentials




# Globalization and Quality Assurance in Higher Education

# Globalization


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Globalization is a key factor in the dissemination of culture of quality assurance in higher education in the world.




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Relatively the concept of quality assurance in higher education had started in synchrony with the development in communication and information technology.



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This gave the globalization in education an edge over globalization in other aspects like economy, healthcare etc.



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One critical issue emerged from the globalization, is the central role of knowledge, education and learning for the success of the Global Information Society(GIS) and global information economy.

*Navin Singh and Rosemary Papa 2010*

# Globalizing Forces

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The nature and complexities of the forces involved in globalization raises fundamental issues and is a matter of discussion and debates among educationists, researchers and policy makers.

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# Factors Affecting Globalizing Forces

# Factors affecting Globalizing Forces

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1. Language
2. Schooling
3. Information Communication Technologies
4. Transportation
5. Global Trade in Education Services
6. International/Regional Organizations

# 1- Language

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It is the multilingualism that has kept humanity.

English language being the pivot of world language had been one of the main factors facilitating globalization especially in education.


*de Swaan, 2001*

## 2- Schooling

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In the 1920s an attempt on internationalization was motivated by imperialistic movements that developed missionary and non missionary schools which brought core Western ideas and practices to many parts of the world.





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Nowadays, penetration of the world periphery and cross border education has become one of the most important element in globalization.

# 3- Information and Communication Technologies (ICTS)

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Explosion in development of the information and communication technologies have been exceptional in the last decades.

# 3- Information and Communication Technologies (ICTS)

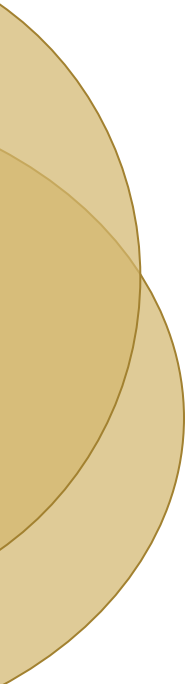
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I remember the first TV show in Cairo in the 50s black and white and compared now with the internet, social networks as face book, twitter, Blackberry, videoconferences .....

# 3- Information and Communication Technologies (ICTS)

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The best example of the effect of information and communication technologies on globalization is the Egyptian revolution on the 25<sup>th</sup> of January.

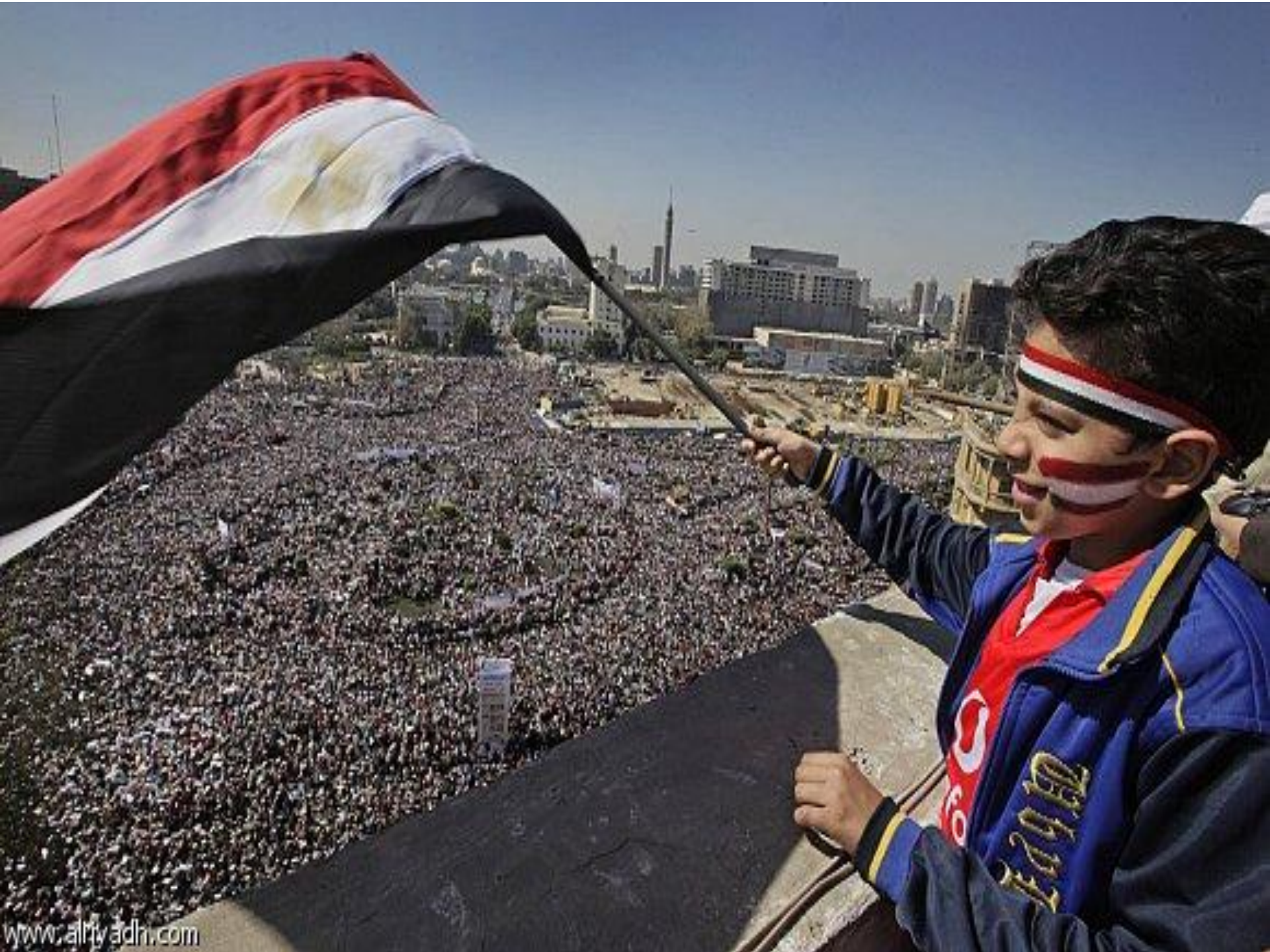


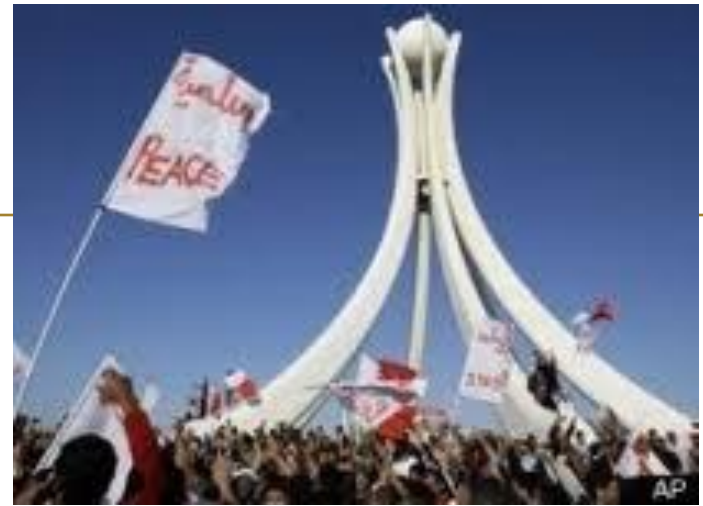


















MINISTERS  
CAL 572  
WISCONSIN  
Workers!

FIGHT  
LIKE AN  
EGYPTIAN

Fight  
Like  
An  
Egyptian



# 3- Information and Communication Technologies (ICTS)

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**This is one of the effects of the development of the information and communication technologies on the national, regional and global life**

# 3- Information and Communication Technologies (ICTS)

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Other forms of the uses of information communication technologies in globalization of QA

- E-learning
- Distant learning
- Forum discussion
- Video conferences
- Platform
- Web board meeting

## 4- Transportation

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The relative low cost and the high speed development in the transportation technologies as fast train, airplanes and cars diminishes the distances between countries and enhance mobility of people.





# 5- Global Trade in Education Services

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- The trade in education is growing fast.
- The transnational export and import of higher education programs and branch campus or franchise of higher education institutions is escalating.
- The emerging global QA services specially for programs accreditation is also rising.

# 5- Global Trade in Education Services

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The rapid growth in cross border education and development of e-learning, for profit providers and remote campuses challenging the accreditation framework in the world.

Higher education and accreditation has become more global than ever before.

# 6- International/Regional Organizations

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There are many structures and organizations in the world that have been effective in the globalization of quality assurance in higher education

# 6- International/Regional Organizations


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1. INQAAHE
2. World Bank
3. Regional QA Networks
4. Other Development Banks
5. UNESCO

# 6- International/Regional Organizations

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6. OECD/AHELO
7. EU
8. USAID
9. WTO (GATS)
10. GPEC



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Those international/regional organizations are incorporating, disseminating and developing a general framework for QA in higher education. They contribute to construct and structure a global concepts and ideologies that regional and national policies in QA have to face, adapt or adopt.

# INQAAHE

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One of the earliest manifestations of the globalizing forces in quality assurance was the establishment of the international network of Quality assurance agencies in higher education (INQAAHE) in 1991.

It started by 8 members and now it has more than 210 members.

# INQAAHE

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The role of INQAAHE in the globalization of QA is enormous. It promoted and disseminated good practices all over the world. It has a crucial role in the maintenance and improvement of quality in higher education and it facilitated research into the practice of quality management in higher education and its effectiveness all over the world.

# World Bank

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The World Bank is a significant player in the arena of globalization. It spends billions of dollars to many countries all over the world and directs a huge budget to the reform of higher education and its quality assurance.

# International/Regional Development Banks

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Other development banks like the Asian or the Islamic bank have similar objectives for quality assurance in higher education.

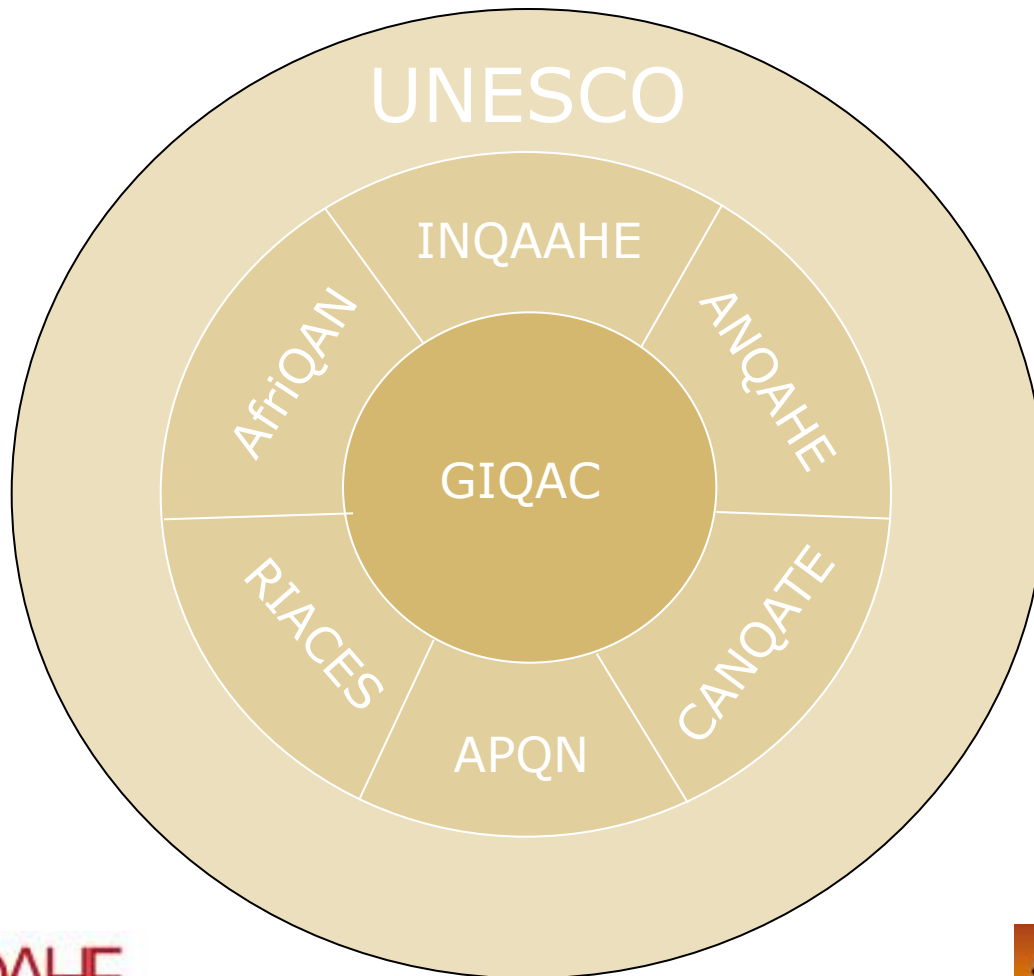
# GIQAC project

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One of the most important WB projects in quality assurance is the GIQAC, which is a project funded by the WB and managed by the UNESCO and its main objective is capacity building for most of the networks of quality assurance all over the world.

# GIQAC members

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# Other Regional Networks

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- Other regional networks and associations that affect the world of quality assurance are:
- ENQA, AArU, AAU, IAU, TEMPUS project .....

# UNESCO

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One of the most important organizations that disseminated the culture of QA globally is the UNESCO.

Its publication of “Guidelines for quality in cross border higher education” was one of the most important publications regulating the QA internationally.

# Other Global Organizations affected the Quality Assurance

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Other international organizations like EU, USAID and WTO, international for-profit providers are also participating in this field.

# Professional QA Organizations

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Globalization is not limited to the level of countries, organizations or institutions, it extends to the program level, as an example, INQAAHE has lots of activities to network all the professional quality assurance organization all over the world.

# OECD/AHELO

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The assessment of higher education learning outcomes AHELO project, is a direct global evaluation of student performance in generic skills, discipline-specific skills (economics and engineering) and the contextual information.

# GPEC

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The Global Consortium of Pediatrics Medical Education GPEC is another sort of globalization at a program level. It is a consortium to assure the quality of postgraduate education to all pediatricians all over the world.

# Impact of Globalization



# Impact of Globalization on the Framework of Quality Assurance

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The traditional national frameworks for external quality assurance varied from country to country, but had generally followed three model forms:

# 1) The European model

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The European model of central control of quality assurance by state educational ministries.

*(Dill, 1992)*

## 2) USA model

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USA model of decentralized quality assurance combining limited state control with market competition.

*(Dill, 1992)*

### 3) British model

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British model in which the state essentially ceded responsibility for quality assurance to self-accrediting universities.

*(Dill, 1992)*

# Impact of Globalization on the Process of Quality Assurance

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- Standards
- Self study
- Quality assurance
- Accreditation
- Audit

# **Impact of Globalization on the Degree Framework**

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The global demand for skilled human capital encouraged changes in the degree frameworks of many countries as policymakers sought, international recognition of the credentials granted by their country's higher education institutions is a value added.

# **Impact of Globalization on Competitiveness**

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The competitive forces unleashed by globalization and massification have required institutions of higher education to become more responsive to rapidly changing labor markets and to student program interests.

# **Impact of Globalization on Competitiveness**

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At the same time there is a new emerging global competitiveness on the quality assurance services at the level of institution and at the level of program.

# **Impact of Globalization on the Market of Education Services**

The rapid growth of higher education systems has provided incentives for the development of private institutions, including cross border franchise and virtual universities, which have posed novel challenges to national systems of external quality assurance, particularly those based upon central control public institutions.

*David Dill*

# Global Market in Education Services

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- Merrill and Lynch estimated this market outside the USA \$111 billion a year

*cited in Spring, 2009*

- It is the 5<sup>th</sup> largest services sector export in USA

*economist global agenda, 2002*

# **Impact of Globalization on the Global Economy in Education**

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- Education services rank as the 3<sup>rd</sup> largest export category earner for the year 2007-2008
- Almost 2.8 million international tertiary students study worldwide, 21.2% in USA and 12 % in UK 2006

*Access Economics, 2009*

# **Impact of Globalization on the Global Economy in Education**

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- Overall international students and the associated visitation contributed \$12.9 billion in value added to the Australian economy

*access Economics, 2009*

# Impact of Globalization

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**On one hand,** it

- Promotes homogenization.
- Disseminate the good culture of QA, cross border flows of idea and information.
- Changing the environment of QA in HE, cooperation and competition between agencies and HEIs.
- Mutual recognitions between agencies.

# Impact of Globalization

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## On the other hand,

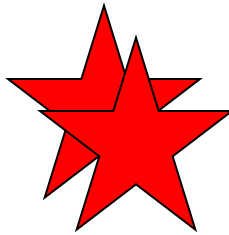
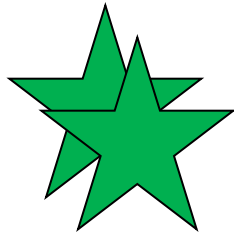
- Facilitates migration and immigration of QA consultants (brain drain).
- Support accultarization.
- Intensifies regional differences.

# Impact of Globalization

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- Changes the direction of national policy making decision in education.
- Creates ranking of universities and maybe in the future ranking of quality assurance agencies.



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# Pros and Cons of Globalization

# Pros of Globalization

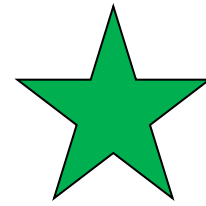


1-Globalization breaks down barriers and connects quality assurance agencies across the world making every one visible to each other, facilitating knowledge flows values on global learning, and creation of new opportunities for emerging QA agencies.

*Cites Spring, 2009*

# Pros of Globalization

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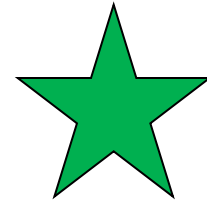


2- Globalization creates more influx of information between two countries, which do not have anything in common between them.

3- It also corporate ideologies.

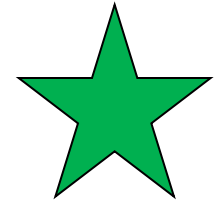
# Pros of Globalization

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4- It produces cultural intermingling and each other is trying to know about the other's cultural preferences and in the process of doing so, we are actually coming across things that we like and in the course of time adopt them.

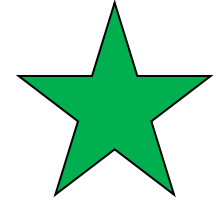
# Pros of Globalization



5- It creates a level of uniformity in the global quality assurance culture as a result international use of assessment tools, global database for reviewers, consultants and good practices. More over publishing of global textbooks and dissertation on quality assurance in higher education is becoming more popular.

# Pros of Globalization

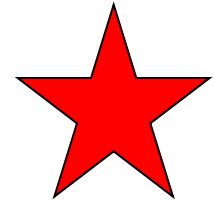
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- 6- It generates more global homogeneity in the process of quality assurance.
  
- 7- It increases competition between quality assurance agencies promoting better performance.

# Cons of Globalization

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- 1-It can be considered a new form of imperialism, we can see that there are lots of monopolies from developed and rich countries to the others.
- 2- For many, cultural globalization means Westernization or Americanization (cultural imperialism)

# Cons of Globalization

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- 3- Global world influx of wide information might transform and displace local cultures.
- 4- Outsourcing of consultants depriving the main countries from its own excellent human resources and facilitates brain drain.
- 5- Immense pressure for aculturation.

# Cons of Globalization

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6-Globalization makes it easier for foreign companies and global HEIs to act less accountability.

We can see that in the validation of similar programs in the receiving countries.

# Cons of Globalization

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7- Globalization can be considered the highest stage of capitalism

Lastly, conceiving of both globalization and imperialism as phases in the history of capitalism, not merely as isolated practices of capitalist states.



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# Globalization and Regional/National goals

# Globalization and Regional/National goals

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It is true that the impact of globalization is visible and affects largely not only the education, the politics and the economy of the country but its effect on the mindset and the culture is noticeable gradually in the way people think and react.

# Globalization and Regional/National goals

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Through the global media and communications technologies, virtually everyone on earth is exposed to foreign ideas and practices. Some argue that the scale of globalization has begun to break down national identities.

# Globalization and Regional/National goals

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As the global system develops and penetrates localities, individuals become consciously attached to the global system and national QA agencies become consciously attached to the global one.

*Henry Teune*

# Globalization and Regional/National goals

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The main conflictual counterforce opposed to globalization are of interest.

- conflict arises *among regions*
- conflict cuts across localities

# Globalization and Regional/National goals

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The conflicts generated by regional inequalities within and among countries, creates potential destabilization and cultural lags between regions and nations.

# Globalization and Regional/National goals

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The regulatory capacity of the national and regional education authorities is being challenged by globalization.

# Globalization and Regional/National goals

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- Tension striving for regional and national goals.
- Competitive forces become unleashed.
- Multi recognition and MoU between agencies arise.

# Globalization and Regional/National goals

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- Bologna process.
- National and regional qualification framework are affected by each other.

# Globalization and Regional/National goals

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- Globalization exert pressures at the regional and national level to archetypes their policies and governance structures.

*(Massimalo Vaira)*

# Globalization and Regional/National goals

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- Monopolies and breaking down of national/regional goals in developing countries represents one of the greatest sources of frustration in the world in the globalizing age.

# Globalization and Regional/National goals

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Lastly we should all think how to blend the global tendencies in higher education and quality assurance to the regional and national response.

# Thank you

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