NEW BUSINESS MODELS IN INTERNATIONAL HIGHER EDUCATION

IDRAC, International School of Management
Lyon, 27-28 January 2014

Turbulent changes taking place in the world today have called into question the position and purpose of higher education. Learning is indivisible from workflow; it provides a mechanism for effective development, increased performance and greater productivity. Until fairly recently, the education system was supported by state funding and regulated by public bodies. It was largely the property of the State and thus escaped globalization. Today, trade liberalization has transformed the education system. The Bologna Declaration, signed in June 1999, was aimed at harmonizing higher education delivered by institutions across Europe. These institutions now compete with each other to be classified by the prestigious Shanghai classification (Academic ranking of world universities) launched in 2003. International accreditation bodies such as the Association to Advance Collegiate Schools of Business (AACSB), European Quality Improvement System (EQUIS), EFMD Program Accreditation System (EPAS) and the Association of Masters of Business Administration (AMBA) classify profit-making institutions based on rigorous criteria (quality of the professorial body and research, international projects, etc.). To achieve accreditation, many managers are rethinking their business model and the means to finance it.

The global financial crisis of 2008 has stretched resources and public debt, challenging the notion of business models in higher education. Institutions are exploring alternative sources of funding such as raising tuition fees, expanding campuses internationally, public-private partnerships, international research collaboration, tax-exempt activities, attracting donations, and so on. Faced with the effect of the credit crunch, evolving consumer behavior and advances in digital technology, institutions have had to rethink their pedagogy, and adapt their offer to online learners, CPD (continuing professional development), life-long learning, the internationalization of teaching and research (international mobility of staff and students), demand for international summer schools and so on. How can institutions develop their business model in the light of the ongoing changes in higher education and the wider global business environment?

To address these issues the Editors propose the following broad themes, but we welcome papers that cut across or go beyond the areas specified below:

- International mobility as a value proposition within higher education
- Reacting to competition between institutions: nationally and beyond borders
- Comparing BM in higher education from a cross-cultural perspective
- The position of higher education within a country
- Knowledge transfer in the digital era and the implications for BM
- Ethics in the financing of BM in higher education
- The feasibility of branding higher education: is it compatible is with the existing measures of excellence?
- Challenges facing managers in higher education regarding the design of their BM (implications for teaching, cultural diversity, resistance to change, etc)
- Diversification of the revenue sources
SUBMISSION AND SELECTION OF PAPERS

Proposals to be emailed by **September 30th, 2013** to Jessica LICHY (Jessica.lichy1@idraclyon.com)

All submissions will be refereed (blind review) and acceptance of papers will be confirmed (**November 15th**)

Proposals must be in English and must include the following:
- Title of proposed presentation
- Abstract of the proposed paper/presentation (no more than 300 words)
- Name(s) of presenter(s)
- Position or title of presenter(s)
- Presenter(s) employer or affiliated institution
- E-mail address
- Telephone/fax numbers
- Short biographical statement regarding the presenter/s

A selection of best papers will be published as a special issue in *International Studies of Management & Organization* (rank 3 in CNRS classification). Proceedings of the conference will also be published in a book at “Editions Management et Sociétés”.

GUIDELINES

1. **Length of paper**: ~25000 characters
2. **Use a minimum of special typefaces**. Bold and italic characters are generally preserved but foreign accents are usually lost in conversion to the publisher’s word-processing system. **Do not number major sections**, as is often done in Europe (see examples of ISMO titles and subtitles below).
3. Always use **endnotes** that follow the text itself—**not** footnotes. **Do not use the automatic footnote function of a word-processing program** – even for the author’s biography.
4. **Bibliographical entries** must provide **complete information**—including the editors/authors’ last names and first names or initials, city of publication and publisher for books, and complete article title, volume number, issue number (if necessary, day, month or quarter) and inclusive page numbers for articles and chapters. All items in the References/Bibliography section should be referred to in the text.
5. **Set figures and tables** in separate files - **not** embedded in the text. Tables and figures that are of good quality may be reproduced directly by the publisher from the hard copy of the manuscript but it is preferable to use electronic files prepared according to our guidelines (see below). Make sure that all tables and figures are mentioned within the text (e.g., “Table 1 shows . . .”) or “(see Figure 1).” Add: [INSERT FIGURE/TABLE 1 ABOUT HERE] after the paragraph where that mention was first made. For the preparation of electronic files for figures and tables, “Disk Preparation Instructions” will be provided separately.
6. **An entire paper should be in a single file** (except tables and figures) unless it is exceptionally long.
7. The **first page** should start with the author(s)’ name(s), followed by the article’s title and the abstract. The author(s)’s name, affiliation, address, telephone, FAX, and e-mail addresses should appear on the first page (type as plain text, not as an embedded note), so that we and ISMO readers may contact you if necessary. You may also list financial and editorial support, a note on the source of the paper and acknowledgment of assistance.
8. **Spelling**: U.S. spelling (e.g., “labor” rather than “labour”) should be used unless necessary to refer to original sources (e.g., a book, a legal text and an official organization).
COMITÉ D'ORGANISATION
COISSARD Steven, Dean of research, IDRAC (steven.coissard@idraclyon.com)
LICHY Jessica, enseignant chercheur, IDRAC (jessica.lichy1@idraclyon.com)
DELAYE Richard, Dean of research, IGS (rdelaye@groupe-igs.fr)
LARDELLIER Pascal, Professor, University of Burgundy (Pascal.Lardellier@u-bourgogne.fr)

COMITE SCIENTIFIQUE
ANDERSON Alistair, Robert Gordon University, Aberdeen (Scotland)
FAYOLLE Alain, EM Lyon (France)
FONTANEL Jacques, Université de Grenoble (France)
FORMISYN Pascal, Ecole des Mines (France)
LANDSTORM Hans, Lund University (Sweden)
LINAN Francisco, University of Seville (Spain)
MUELLICH Harald, Fachhochschule München (Germany)
NURMI Cimmo, Satakunta University of Applied Science (Finland)
REUL Bert, Rotterdam University (Netherland)
SEIGLIE Carlos, Rutgers University (USA)
STOKES Peter, Chester University (GB)

FEES
Inscription before October 20th: 250 €
Inscription after October 20th: 350 €

SCHEDULING
Monday, January 27th
9h00: welcome and refreshments
9h30: introduction
10h30: plenary session
12h30-14h00: lunch
14h30-16h00: workshops
16h00-16h30: refreshments
16h30-18h00: workshops

Tuesday, January 28th
8h30: welcome and refreshments
9h00-10h30: workshops
11h00-12h30: workshops
12h30-13h00: closing ceremony
14h30-17h00: local tourism

THE VENUE
The conference will be held at IDRAC Lyon which is located near the city center, and about 15 minutes by public transport from Part Dieu train station, or 45 minutes by taxi from Lyon airport (IDRAC is located at 45-47 Rue Sergent Michel Berthet, 69009 Lyon, France http://www.idrac-business-school.com/)
THE CAMPUS
The IDRAC campus in Lyon is connected by excellent public transport to all bus, tram and train routes (underground and inter-city). If you have time after the conference we can arrange for you to visit the Alps, UNESCO heritage of Old Lyon, the ultra-modern Confluence shopping mall, Lyon gastronomy tour etc. See http://www.en.lyon-france.com/

IMPORTANT DATES
Submission deadline: September 30th, 2013. The Review Committee will evaluate all submitted materials and successful applicants will be notified by November 15th, 2013

Complete accepted papers must be between 3000 and 6000 words in length, be an original submission not published elsewhere and are due by December 30th, 2013

January 27th -28st, 2014: Conference