



## A VISION OF THE FUTURE OF THE UNIVERSITIES

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### 1. Introduction

A few opinions on the importance of institutions' and individuals' access to the most fruitful process of learning and output for the sustainable growth of companies, individuals and the whole society will be shared with you all today here. All these institutions and the society should consider the fact that universities are one of the essential driving forces working for a better future. Therefore we would like to make some suggestions for the management of universities and to companies, so that their contribution to building a better future.

We believe the institutions of higher education have the capacity to develop the economics of information as the key players. This role will be a reward and motivating force by itself that can be supported with their involvement in the revolutionary and exciting changes in the world of higher education. This fact will require us to consider some new dynamics that we should look at now such as the eventuality of the changes that the universities will undergo in the future. We must accept that they will have the monopoly over the transfer of high quality information and knowledge.

Universities have something unique, the ethos of academic freedom and the culture that supports the civilized societies. Otherwise anyone can establish a

database or buy one and indulge in transferring information, but the ethos as we all know are the vital element for us and the young generation. It is crucial to communicate the aim of sustaining the development of this culture to our exciting world.

The main concern will be the financing of the universities without jeopardizing their social and public duties and regard for the civilization.

The changes that we have mentioned just now will take place especially in the near future like the coming 15 or 20 years. While new player will be joining others will sidetrack off the road, new demarcation lines will be drawn between learning and application. It is certain that the countries that have had the best academic perfection will continue to do so in the future.

### 2. Comments and Suggestions

2.1 Universities' capacity to embrace the changes with confidence will ensure their central role in the future economy.

2.2 Competition and the needs of high educations will be the main driving forces.

2.3 Privatization of public state enterprises and can be examples to be considered for the universities.

2.4 Before privatizations public state enterprises belonged to the state and were under the protection law against competition or were isolated from competition on purpose. They were subject to political interference, many of them had insufficient capital and in need of subsidies. Employers used work for lower wages than the private industries, though they had job security.

2.5 Today many of these industries are dynamically competitive- though at different levels- and some of them are in the process of getting more competitive. They now are being protected by some decrees in such a way that they can not be at a disadvantage against private sectors.

2.6 During transition periods from the state-controlled position to a competitive institution some traditional

suppliers deny the fact that the world is changing and act slowly to take the necessary measures. Some, although they foresee the changes instead of changing with the change they have to endure “identity crisis” and are stuck in it. (1) Very few see the future and invest their efforts to observe “the new tomorrow”. This is the group that obtains the leadership and comes out stronger.

2.7 Defining the financial strengths of intellectual investments made by the universities and also their ability to take control over the long term finances successfully will be crucial to their capability to maintain the universities’ social values.

2.8 Our country is made up of a very young generation that increases whereas the older population keeps growing in wealthy countries. These two groups both are potential markets with different needs of education that are large in scope, such as recreational education programs.

### **3. Virtual Circle for Producing Cash at the Universities.**

3.1 Undertaking a research project is an intellectual asset. This has been a historical occurrence, the transfer of information and knowledge through well-educated graduates and this occurrence is in the best economical and social interests of the universities which will likely remain so. In this traditional model, research and education and learning outcomes can not be foreseen but indirectly realized after a few steps. Thus this intellectual asset can be converted into intellectual property out of which the university can generate income, such as fees from consultancies, trade mark registrations, or revenues from simply selling the output to be invested in research again.

3.2 However this approach in time will cause the kind of universities that can not market their products and the ones that must not market to fall short of finances resulting further financial straits of the total community. There must be some carefully planned measures against situations like these.

3.3 Undergraduate and post graduate students should believe that their expectancy from the quality of the education are well justified by the monetary and their personal time related investments in terms of personal, economical and social advantages. We must try to maintain both the students and financiers mind-set in favour of realistic benefits of university education though it is not exactly measurable in the concrete sense.

3.4 It is possible that some of the graduates will come back for life-time-learning programs and to achieve higher level knowledge. These graduates may enter into long-term partnerships in which they exchange and share information for the improving their own competitive capabilities and contribute financially to keep the universities’ dynamic and lively interest in special learning programs.


3.5 Contrary to the option above some commercial universities focus on studies that can not be measured quantitatively and research programs that do not produce net results. For instance applied law and management fields are more commercial studies than theoretical physics.

3.6 It seems both profit oriented and non-profit oriented institutions will exist together in future too. Now there is a new kind of market as a result of privatizations with the dynamic interplay between principles of competitiveness and corporate management disciplines. Due to this new marketing concepts it is probable that there will be a polarization between non-profit oriented and profit-oriented.

3.7 The largest and the most effective universities that have a wider base of many study fields will have the opportunity to keep their current structures. They have the means to establish profit-oriented side educational institutions and they should do so.

### **4. Conclusion**

4.1 Universities are facing fierce competitive pressures. Diminishing of the financial support from



the state, globalization of information market, increased demand from companies and institutions for better quality of education from the universities are the driving forces behind the change.

4.2 Universities have to set a new agenda for growth and dynamism in a restricted environment. If changes can be managed well, there will be positive visions of the future.

4.3 For the academics who will be able to see the opportunities the future will be promising.

4.4 The universities that can integrate themselves to this new world and take the same opportunities there will be a good future.

4.5 Academic based knowledge will be in close contact with the real economic growth because they will contribute to each other, it will be possible that both the universities and their academicians will be stronger financially than of those today, will have to be so. The increased social and entertaining values of the 1.st league football is having a major impact on the future of the teams and their players. This is one of the examples that competitiveness of the market place actually have positive influence .

4.6 English will prevail as the language of studies and communication until the barriers of technological language will be removed, but it seems that it will be more widespread, it will keep its basic structure in communication of highest quality of information exchange. Regardless of new translation technologies English will be more prominent as language of education and / or communication.

4.7 In the universal market of knowledge transfer managing universities are quite essentially important. In USA and Western Europe competitive management of the universities and their freedom from cases of corruption of local governments underlined the success of these universities at their stock markets. Careful planning of management in universities includes the assignment of academic degrees, dealing with problems in the teaching area, the assurance of the quality of research, feedback and complaints system, financial and managerial control,

preparation of performance charts. Universities in environments that are supportive flourish , not in the sort of environments where there are restrictions. A university inevitably is sensitive to the needs of its stake holders but that should not be the only concern of its controllers. The higher the quality of management methods of a university, the better the chances of that environment's chance to be among worldclass in the universal education society. Thus such a university will attract the best academics, universal clients and interested parties and generate higher income.

4.8 The universities, unless they form wide scope, flexible relationships and partnerships with postgraduate institutions and outsiders in an integrated manner among themselves will encounter difficulties in terms of goal setting and will not be able to achieve their goals. There is need for a decision making mechanism that forces the changes without deviating from the overall concensus and the bigger aim in the education sector of the universities.

## **5. The Last Word: Corporate Dominance in the Future**

5.1 The biggest question especially in Europe today that the loss of state support the emergence of profit-oriented concepts among universities.

5.2 Universities are dependent upon the outcome of high quality applied research as the source of information to transfer to their students. Academicians gain their prestige from the researchers they partake with. Universities with better research programs attract better researchers and academicians. Research teams follow each others work and give support. This synergy lead them to be profit sharing bodies in a non-profit organization as if they work for a profit-oriented one.

5.3 They follow the performance of the whole institution and join the management. The phrase "Wealth dependent upon compromise" (2) describes the structure of such an institution. The profit made is invested in the research again and this is what we call " virtual circle".

# 6<sup>th</sup> INTERNATIONAL SYMPOSIUM INTERACTIVE MEDIA DESIGN

All of us, despite the flaws, we may feel sorry to seeing the disappearance of a period we know all about, more gentlemenlike, more compromising, yet our country is at a crossroads of history; since the invention of printing this will be the time of major changes. Higher education will be a source for our hopes for the betterment of the lives on the whole world, eliminating ignorance, strengthen human civilization in the new millennium. We walk with enthusiasm and hope for seeing our country will be an "information society", and aiming for our university's growth with new faculties, fields of studies, institutes, research centers and with its high quality education as a key player in the "information society".

## **6. References**

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