



THE COMMERCIALIZATION OF HIGHER EDUCATION

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Abstract: This article provides the commercialization of higher education, its causes, the impact of commercialization, and how international governments are replied to the problem. The study recognizes two main reasons of commercialization: economic pressures, particularly the decrease in government funding for public universities, and globalization, which has increased competition among universities to attract international students. To other side of primary and secondary research, the study shows up both the good points and bad points outcome of commercialization. On the positive side, commercialization carries out developed funding, grew conditions for universities, and greater opportunities for research. However, it also increases concerns about the decline in the quality of education, improving tuition fees, and the commodification of education. The survey results focus on that many students, especially those at public universities, see commercialization as detrimental to educational standards. Finally, the article suggests that global strategies to address the negative effects of commercialization, including government regulation and the continued growth of academic associations, should strive to ensure that the quality of education and the public interest remain central to the higher education system, even as government regulation and academic associations continue to grow.

1. Introduction

Higher education fulfills a number of vital purposes outside merely imparting expertise from instructors to students. Most importantly, education gives people the information and abilities they need to engage in employment. It encourages growth in the economy by giving people the expertise and skills needed for a variety of vocations. In order to encourage progress in society, education is also essential. It gives people from a variety of settings the chance to raise their financial standing. Access to excellent schools can help break the cycle of exploitation and set the way for greater opportunity and jobs with greater salaries (Edwards, 2023). Additionally, Commercialization means that it is process entering new products or services to market. Also, it involves manufacturing, distribution, marketing, sales and other important functions to gaining the commercial success of the new product or service. Commercialization is the concept from the point view of market and gaining profit and it has has been taking place around the world since the beginning of 1999. Almost all the countries of the world succumbed to International Monetary Fund (IMF) - World Bank agenda of providing a platform for business in higher education as a solution to solve the crisis in higher education in the era of financial constraints (Dinkar and Rathod, n.d.)

In this research, I will cover and analyze the commercialization of higher education in which countries, what is the reason, and the positive and negative aspects of the commercialization of higher education based on specific facts.

2. Literature review

The commercialization of higher education is a symptom of a broader shift in our colleges and universities to an academic capitalist regime, in which institutions display increasingly market-based behaviour and the public good mission takes a back seat to revenue and market share. These capitalist trends have been accompanied by an increase in cheating behaviour among college students, leading many scholars to question the role of institutions in cases of academic dishonesty. An important consequence of the commercialization of higher education is that students see themselves as customers and education as a product. This is a didactic view of education, as its value is not contained in itself, but in what it can be used to achieve. What matters is the capacity. The customer has one entitlement a ticket to a better standard of living. Teachers have turned into service providers and higher education is increasingly adapting itself to the market perspective (Dinkar and Rathod, n.d.)

A significant consequence of commercialization of higher education is that students see themselves as customer and education as a product. This is an instrumental view of education, as its value does not lie in itself, but in what it can be used to gain. What matters to the potential customer is the possession of a qualification- a ticket to a better standard of living. Teachers have transformed into service providers and higher education is progressively adapting itself to a market perspective. The stakeholders- government, communities, parents and others are contributing as social forces to support the system of commercialization of higher education. The market force deviates from quality assurance particularly in countries where the governments play a subservient role and become an appendage to the private actors (Saha, 2005)

3. Research methodology

Both primary and secondary research were used in this study. About 80 students as well as educators took part in a survey that was administered as part of primary research. The survey was constructed using the Google Docs tool. Three alternatives and eight questions in all were put forward. The poll was used to find out which institution they attend or work at, whether or not higher education is truly commercialized, what the advantages and disadvantages are, and whether or not this trend will continue. Also, Survey questions and answers are covered in Research findings.

Secondary research

Through significant scientific and international papers, actual data, and conclusions, secondary research offered information on the commercialization of higher education. The main causes of higher education commercialization, its positive and negative aspects, the variations between public and private universities, and global initiatives to counter commercialization were all covered by secondary research.

1. The main reason for the commercialization of higher education

Two main reasons are cited for the commercialization of higher education. The first is economic pressure, as Goa, M (2021) states, especially in public universities, where such factors are observed due to the reduction in state funds and the economic difficulties faced, which are being seen as a source of income. Also, the second main reason is globalization. Nowadays, as international relations between countries increase, universities are also increasing their status and income rather than their educational capabilities in order to attract international students.

2. Negative and positive aspects of the commercialization of higher education

There are many positive aspects to the commercialization of higher education, but two of the most important ones were found to be important.

Positive aspects

Increased funding and resources. Commercialization allows universities to earn additional income through tuition fees, research grants, and partnerships with private companies. These funds help improve the quality of education, upgrade equipment, and provide sufficient resources for students to do more research (Altbach, 2007)

The competitiveness for enrolling students in online courses (or to complete degree programs), literally from across the globe, has created a marketplace that enables students to enroll in almost any course provided by dozens of institutions. This competition has driven both the cost to the institution and the price for the student downward due to almost unlimited enrollments (Grites, 2013b)

Negative aspects

The negative aspects of the commercialization of higher education are the increased fees for students, which puts a lot of pressure on students and their families, and they may find it difficult to graduate from university with a large debt and achieve economic prosperity in their future lives. The second negative reason is the deterioration of the quality of education. The fact that universities have become commercialized means that they have chosen profit over quality. In this case, the quality of education in these universities decreases, the number of students increases, and individual work with students becomes more difficult, which leads to a decrease in attention, and students may become lazy and unmotivated (Gao, 2021)

3. Strategies taken to avoid the commercialization of global higher education systems

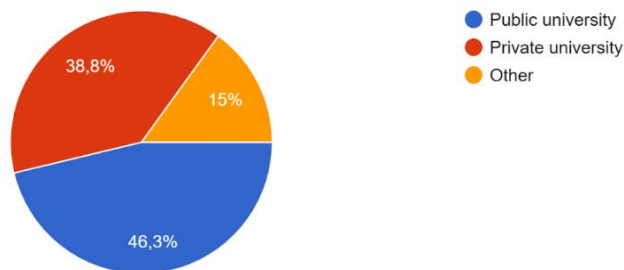
The goal of numerous international groups is to remove this worldwide issue. The first is Government Control and Monitoring: Governments have established regulations to keep a check on private educational institutions to ensure they meet standards and don't prioritize profits over instruction quality. For instance, the Chinese government has implemented regulations to limit the commercialization of higher education in an attempt to strike a balance between market forces and educational integrity (Shafiq-Ur-Rehman et al., 2014)

The second is Gao (2021) said that academic and professional associations engage research and promote for legislation that mitigates the negative effects of commercialization. For example, studies have demonstrated how commercialization can reduce educational value and teaching quality, leading to requests for alterations from the government

4. Research Findings

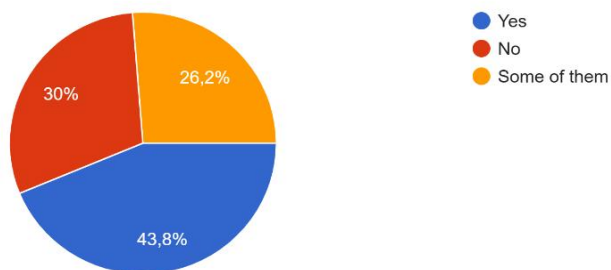
1. What type of institution do you attend or have attended?

80 ответов



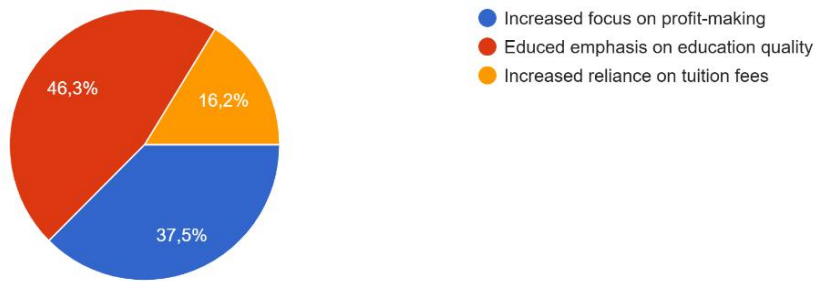
2. Is Higher education really being commercialized?

80 ответов



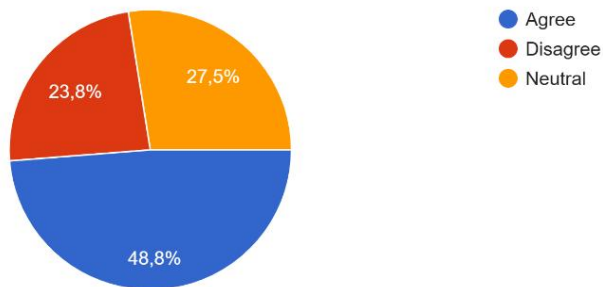
3.How would you define the "commercialization" of higher education?

80 ответов



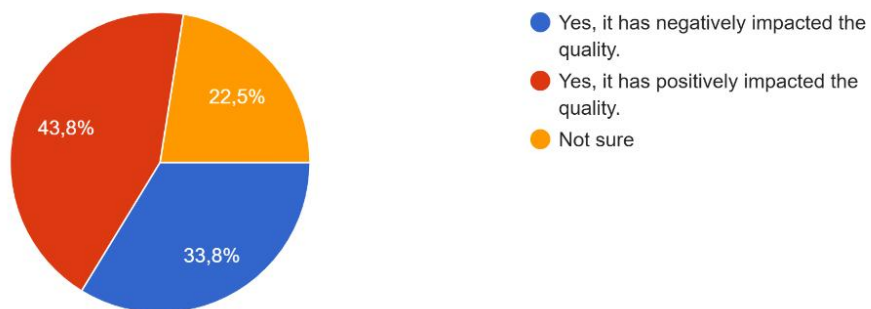
4.To what extent do you agree with the statement: "Higher education is increasingly becoming a commodity rather than a public service"?

80 ответов



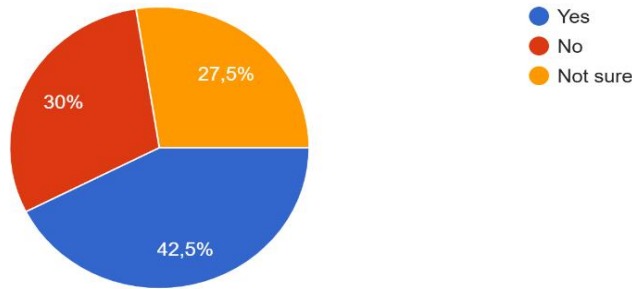
5.In your opinion, has the commercialization of higher education impacted the quality of education?

80 ответов



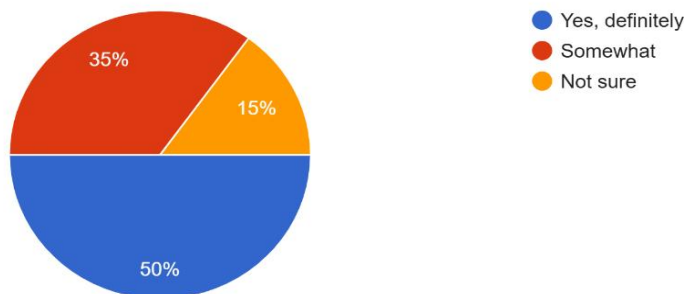
6. Do you think the increasing tuition fees at universities are a result of the commercialization of higher education?

80 ответов



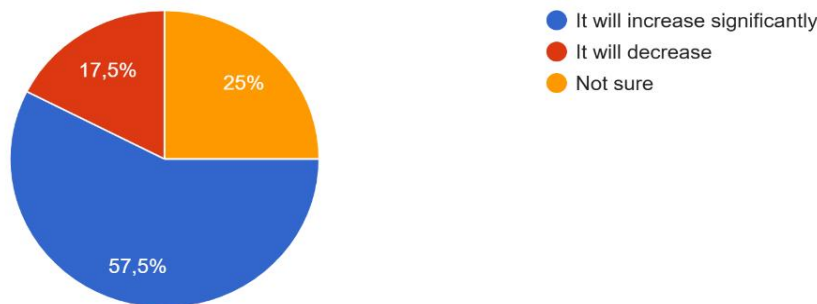
7. Do you think universities are prioritizing profit over educational quality due to the commercialization trend?

80 ответов



8. How do you think the commercialization of higher education will evolve in the next 10 years?

80 ответов



5. Data analysis

1. The Dominance of Public Universities and the sensation of Commercialisation Participation

Public Universities 46.3%: The majority of the insights were probable founded on the experiences of the respondents, who were mostly learners at public universities. Is Higher Education Becoming Commercialised? In actuality, 43.8%: Nearly fifty percent of the participants accepted that higher education has become commercialised. It illustrates how commonplace this trend is, especially among public university students who may be more affected by it due to their economic status. The commercialisation of

higher education is well known, particularly at public universities where diminishing state funding often requires revenue-driven operations.

2. Characterising Commercialisation: Education Quality Acquires

Much less Attention (46.3%): This was the most frequently mentioned part of commercialisation, surpassing both profit-making (37.5%) and greater reliance on tuition (16.2%). The effects on Quality: 33.8% of respondents said that commercialisation had the opposite effect, raising worries regarding falling academic standards, regardless of 43.8% of respondents thinking that it enhanced learning (perhaps by providing resources and facilities). The idea that the main effect of commercialisation is a decreased the quality of education reduces potential benefits such as increased funding or enhanced facilities.

3. Commodity Commitment to Higher Education

Commodification (48.8%): Nearly 50% of those surveyed showed concerns about the market-driven evolution of higher education, assuming it has transformed into a commodity instead of a public service. Higher education's moral and an impact on society is called into question by this trend, which positions profit ahead of the welfare of society as a whole.

4. Raising tuition costs while making a profit Priority

Tuition Fees (42.5%): Many participants made the connection between commercialisation and rising tuition costs. Quality vs. Profit (50% Definitely Yes): While 35% of respondents somewhat agree, 50% of respondents strongly believe that universities are putting profits ahead of educational quality. Commercialisation is thought to be directly responsible for rising tuition costs and a profit-first mindset, which put students under more financial strain and lower the standard of education.

5. Commercialization's Future

The vast majority of respondents (57.5%) agree that through the next ten years, commercialization is expected to increase significantly. Its long-term effects are highlighted by the anticipated increase in commercialization, leading to the need for proactive actions to balance academic principles with market forces.5. Commercialization's Future the vast majority of respondents (57.5%) agree that through the next ten years, commercialization is expected to increase significantly. Its long-term effects are highlighted by the anticipated increase in commercialization, leading to the need for proactive actions to balance academic principles with market forces.

6. Discussion

Result of primary Research

Primary research shows that public universities are experiencing significant changes due to commercialization compared to private universities. The survey results show that almost half of the participants (43.8%), mainly students from public universities, agreed that higher education is becoming increasingly commercialized. This problem is related to the economic pressure on public universities, which are often forced to operate on a revenue-based model due to reduced public funding. In addition, not only public university students, but also private university students made 38.8% of the respondents. The biggest problem with commercialization, as showed up in the survey responses, is the decline in the quality of education, with 46.3 percent of respondents saying that commercialization is causing a decline in the quality of education. While some respondents believed that commercialization leads to improvements in resources and facilities, i.e. learning conditions (43.8%), the majority (33.8%) said that it undermines the quality of education provided by universities. These findings are consistent with the idea that universities prioritize financial goals over knowledge, which negatively affects student learning. In addition, the increase in tuition fees (42.5%) was directly related to the issue of commercialization. Half of the respondents strongly agreed that universities are prioritizing profit over education. This increases the financial burden on students and may lead them to lose interest in education, choose undeclared work over commercialized studies, and increase the unemployment rate worldwide. Also, 57.5% of the survey respondents believe that this commercialization will increase again in the future.

Result of secondary research

1. The main reason for the commercialization of higher education

Secondary researchers provide a broader understanding of the commercialization of higher education

worldwide. Two of the main reasons of commercialization have been cited: economic pressures and globalization. The reduce in public funding for public universities and the increasing competition for international students are pushing universities to rely on alternative sources of revenue, such as higher tuition fees and partnerships with private companies. The economic pressures on universities from the state are forcing them to position themselves as businesses rather than simply institutions focused on academic excellence.

2. Negative and positive aspects of the commercialization of higher education

The commercialization of higher education has both advantage and disadvantage aspects. On the good side, commercialization rises funding, which can increase university infrastructure, research facilities, and student resources such as equipment and good condition, and can provide students with various grants. This in turn can lead to more powerful study requirements. On the negative side, increasing dependence on revenue has raised anxieties about the decline of the quality of education and the increase in tuition fees, as universities may prioritize enrollment over maintaining high academic standards. Currently, many public and private universities are increasing the number of necessary and unnecessary faculties to attract more students, also increasing the number of modes of study, such as full-time, evening, distance learning, and online. Some important faculties also have distance learning options, which is causing an increase in inexperienced but qualified personnel.

3. Strategies taken to avoid the commercialization of global higher education systems

Global actions to conflicts the disadvantage effects of commercialization involve government order and support for academic associations. For example, some countries have applied strategies to make sure that private educational institutions preserve certain quality standards, while research organizations are trying to establish the damaging effects of commercialization on the quality of teaching. These efforts aim to balance market forces with academic honesty, ensuring that the educational mission comes first. Special structures are being developed for online supervision of universities, which I hope will work in their place and hammer commercialization to the roots.

7. Conclusion

In this article, researches have presented my findings based on data and research. The article begins with introduction part. In this part, it is basically introduced what article is about, what is meaning higher education and commercialization. Next part is literature review, in this part, what they said about the commercialization of education and what their opinions were. This part will help improve the quality of the article. After this part, the research methodology comes, in which we conducted a survey in primary research, how many questions were formulated, how many people submitted them, and in secondary research, the main causes of commercialization were highlighted, the negative and positive aspects of commercialization were revealed, and what measures are currently being taken against this commercialization were studied. Then, the research findings were presented in the form of a pie chart with the survey questions and answers and their percentages. In the discussion part, the information from primary and secondary research was discussed and my own opinions were added. All these researches were conducted on the commercialization of higher education and useful information was provided. **Future research:** Future research on the commercialization of higher education should concentrate on analyzing long-term trends and the overall impact of commercialization on different education systems over the world. More research is needed to analyze how commercialization influences not only the quality of education, but also results such as student well-being and future employment. It could also examine the role of technology in the process of commercialization, particularly how online learning, distance learning, and digital platforms are shaping the future of higher education. Another important aspect is the impact that commercialization may have on higher education staff, such as job satisfaction, work-life balance, and the changing nature of teaching.

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