

1. Record Nr.	UNINA9910476817003321
Autore	Lechuga Vicente M.
Titolo	The Changing Landscape of the Academic Profession : the culture of faculty at for-profit colleges and universities / / Vicente M. Lechuga
Pubbl/distr/stampa	New York : , : Taylor & Francis, , 2006
Descrizione fisica	1 online resource (xii, 222 pages)
Disciplina	378.04
Soggetti	College teachers - Attitudes For-profit universities and colleges College teachers
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Part I The Changing Landscape of Higher Education; Chapter 1 The Contours of Higher Education; Chapter 2 Mapping the For-Profit Terrain; Chapter 3 A Case Study Approach to Faculty Culture; Part II Perspectives from Within; Chapter 4 Distance Learning University; Chapter 5 Pacific-Atlantic University; Chapter 6 Miller College; Chapter 7 Southeastern College; Chapter 8 Looking Beyond Each Institution; Part III A Distinct Perspective of Faculty Work Life; Chapter 9 A Cross-Institutional Analysis; Chapter 10 Re-Evaluating Faculty Culture Interview Protocol E-mail Invitation.
Sommario/riassunto	The rapid success of for-profit colleges and universities (FPCUs) only recently has caught the attention of scholars in academe. The continuing expansion of the proprietary higher education sector has lead to fundamental questions regarding the purpose and function of FPCUs. As new technologies continue to emerge, education is becoming of increasing import to employees seeking to upgrade their skills and employers in search of individuals who possess the necessary expertise and training to help their organizations succeed. For-profit institutions challenge traditional notions of the academy--such as shared governance, tenure, and academic freedom--by utilizing administrative practices that more aptly apply to the corporate arena. Moreover, they exclusively employ non-tenure-track faculty members. This study

provides a framework for understanding faculty roles and responsibilities at for profit colleges and universities. The author employs a series of in-depth interviews with 53 faculty members, from four for-profit institutions. Utilizing a cultural framework, the study explores the attitudes, beliefs, and perceptions of faculty work with particular consideration given to faculty member's non-tenure-track status, participation in decision-making activities, and academic freedom. The study examines the culture of the faculty work by asking how the profit-seeking nature of the institution affects their efforts inside and outside of the classroom. The author introduces a new component to the cultural framework that illustrates how the close ties between FPCUs and business and industry affect the nature of faculty work.

2. Record Nr.	UNISANNIOTO01214569
Autore	Cova, Bernard
Titolo	Il marketing tribale : legame, comunità, autenticità come valori del marketing mediterraneo / Bernard Cova ; traduzione di Massimo Scotti
Pubbl/distr/stampa	Milano, : Il sole-24 ore, 2003
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Descrizione fisica	XIII, 167 p. ; 22 cm
Collana	Marketing e comunicazione
Disciplina	658.8 658.812
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Collocazione	AZ (C) 00 1337
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	In appendice: Un punto di vista mediterraneo applicato al marketing, dello stesso A.