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Nota di contenuto	Marketization in focus. Russia in transition, university in change ; Unique context for university marketization ; The Russian university in change ; Status before the major market-oriented transformations ; Status after the major market-oriented transformations ; Focus of the book ; The studied phenomenon of marketization ; Why study marketization of the Russian university? ; Outline of the book ; Marketization: uncovering the concept ; What is "marketization"? ; Cowebs of interpretations ; The grounds for understanding marketization ; Marketization of higher education sector: an international perspective ; Origins and nature of marketization ; Features of university marketization ; Pros and cons of marketization ; A new analytical framework to study university marketization ; Methodological issues -- The Russian university and marketization: highlighting key points. Diffusion of market ideology and its impact on the Russian university ; Studying engagement in marketing activities ;

Ideological landscape at the Russian university in the beginning of the 1990s ; The Russian university starts earning ; The Russian university intensifies use of marketing practices ; To market, to market!!! : but how??? ; External relations ; The role of the state in university-state relations ; University - industry relationships ; Inter-university relationships of an international nature -- Missions. To survive ; Simply to serve as a university ; To help getting the first job ; To be engaged in research -- Internal functioning. Academic structure ; Material resources ; Professional resources ; Student resources -- Marketization of the Russian university : first lessons. Is "ordered" to survive or the ways in which a particular Russian state university adapts to the market conditions. Marketization and missions of BSTU ; To survive ; Simply to serve as a university ; Understanding the terms ; History of the status change ; To educate ; To be engaged in research ; PhD studies at Voenmeh -- Student construction technical bureau ; To develop a student's personality ; To help graduates get their first job ; To encourage a particular university "esprit de corps" -- Marketization and university functioning. Academic structure ; Material resources ; The faculty ; Salary issue ; Employment and age issues ; Students ; Student welfare ; Basic grounding ; Commercial students.

Sommario/riassunto

When the Soviet Union collapsed universities were freed from state control and left to themselves. This forced universities to be much more market-oriented. This book explores this transformation from the end of the Soviet Union until the present. Based on extensive original research, the book charts the struggles of universities, showing how chaos and decline came to what had been one of the triumphs of the Soviet Union - a higher education system which provided a high standard of advanced education to large numbers of people and made major research achievements. The book shows how a lack
