

KEYNOTE SPEECH

The role of a university in a dot com society: what is it?

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Lancaster

Abstract

Knowledge is one thing that has changed in a knowledge society; yet knowledge is the one commodity in which the university deals.

Whereas knowledge was used to organise the production of goods and services in the industrial age, knowledge is the wealth generating product in the information age.

So how have the universities adjusted to this new form of knowledge making which integrates learning and earning? Do universities have a knowledge policy – and an IP policy that realises their potential?

Can universities meet the challenge of the corporate universities, and for profit providers, which are able to integrate the work with the learning? Without extensive bricks and mortar?

Are universities part of the global knowledge society – and if not, what is their future?