

FORUM

Discussing international education

ETHICS IN INTERNATIONAL EDUCATION

NEO-RACISM AND INTERNATIONAL STUDENTS 13

LAYERS OF DEFENCE: AN ESSENTIAL GUIDE TO
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THE OFFICIAL CONFERENCE REPORT

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CHAMPIONING THE DREAM

EAIE PRAGUE 2014

SARAH FENCOTT
EAIE, the Netherlands

Each year we talk about the numbers. The nationalities. The networking. This year's conference in Prague was no different to previous years: we hit a new milestone. But it is not the numbers *per se* that we are celebrating, it is all that they imply. Just as the conference did 26 years ago, when 600 people gathered in Amsterdam to spark a new vision at the very first EAIE Conference, the event today unites all those holding that very same dream of international education. Only the dream grew. And so did the dreamers.

A GROWING FORCE

Those who have been attending the EAIE Conference throughout the last decade will note that the conference has changed dramatically. Since 2008, we could no longer be hosted by universities alone – the sheer number of participants and the breadth of the activities offered required more dedicated facilities. And as the field developed, the range of topics covered at the conference also increased, illuminating new areas of internationalisation. Each year the EAIE tries to select speakers and topics that are at the forefront of developments in

the field to maintain its promise to provide EAIE members and other participants with direct access to cutting edge knowledge, and this is something on which the Conference Programme Committee will continue to place paramount importance going forward.

STEPPING INTO A NEW ERA

The overarching conference theme was a two-fold reflection of our desire to reach out to new regions in Europe and the current transformations taking hold in the field. Bringing the EAIE Conference to an area of Europe sometimes neglected in our field was a key aim for 2014, and also became the focus of this year's *Conference Conversation Starter*. In the enlightening publication, new voices were given a platform to discuss the challenges and particularities of higher education in a number of Central and Eastern European countries. Their voices were heard: 77% of conference survey participants who read the publication found it “extremely” or “very informative”.

Our spacious home for the week, the Prague Congress Centre provided

magnificent views of the city and a constant reminder of the stunning setting for this year's conference. Since there was no dedicated hall provided by the venue for the Exhibition, Exhibition stands were spread out across three floors. This meant that everyone got a glimpse of the variety of organisations and institutions present, and ensured that the space was always buzzing with activity. Future conferences, however, will have an entirely separate Exhibition area.

WE HEAR YOU!

Acting on feedback from previous years, we trialled a shorter session length of 30 minutes for some sessions this year, in addition to the regular 60 minute ones. Many participants (over 70%) were happy with this choice, and we will continue to trial this new session length in Glasgow next year.

We wholeheartedly listened to your concerns from Istanbul regarding catering and we continue to make this important service one of our top priorities. The feedback from the conference evaluation showed that at least 86% of participants were happy with the lunches and

“EAIE is the best source of inspiration for the whole academic year ahead.”
 – Līga Cvetkova,
 Latvia



“The EAIE Conference brings together people and cultures. Face to face discussions create mutual understanding.”
 – Mattijs Blekemolen,
 the Netherlands

refreshments provided. We always try to provide healthy, balanced meals at the conference and the food (and service) does depend, to some extent, on the host country suppliers. The meals we enjoyed in Prague were certainly of the ‘hearty’ variety! With Glasgow set for next year’s conference, get yourself ready for a medley of Scottish delicacies – and maybe even some haggis for the brave!

We are constantly trying to improve the WiFi availability at each conference (many conference venues do not include WiFi as standard), and the process can be quite a balancing act between allowing access to as many people as possible and implementing a system which ensures that no bandwidth is being wasted on an idle device. We understand the importance of free internet access to participants during the conference and this process is something on which we will continue to work closely with our technology providers to ensure a streamlined service at future conferences.

DREAM ON

Our keynote speakers, two very different individuals (see pages 50 and 51 for a quick

roundup) aroused many emotions in participants this year. One common message emerged from both speeches: we need to allow ourselves permission to dream. And dream big. Whether it be an individual, personal dream, or the overarching dream that drew each conference participant to Prague. We need to dream. And then act. For what the human brain can imagine can be achieved.

We hope to see you all in Glasgow next September for EAIE 2015, where we will be celebrating ‘A wealth of nations’. Scotland’s culture capital, the former centre of Scottish Enlightenment and now one of Europe’s top financial and academic research hubs will provide the ideal backdrop to the annual international gathering of academic dreamers. Check out pages 40–42 for some of the top city highlights! **E**

“In terms of getting wired with educational partners, there’s no better place than EAIE. The world’s institutions gathered in one place – you just need to show up.”
 – Simon Skogberg,
 Denmark



PRAGUE 2014

AT A GLANCE



I'M
NEW

46%

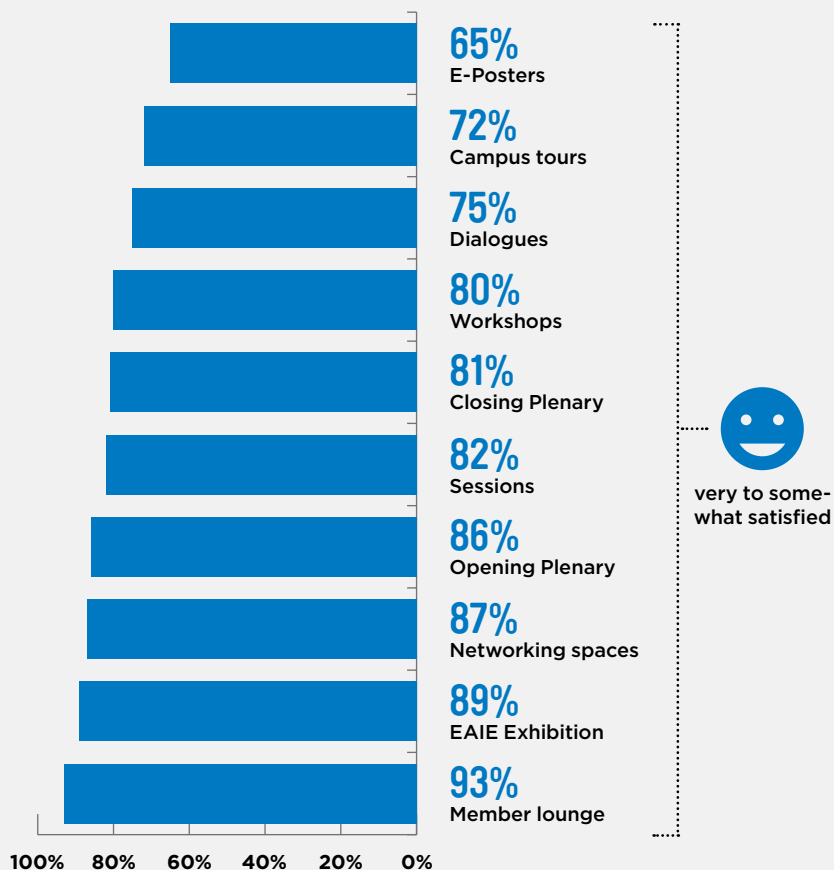
Newcomers to
EAIE Prague 2014



96%

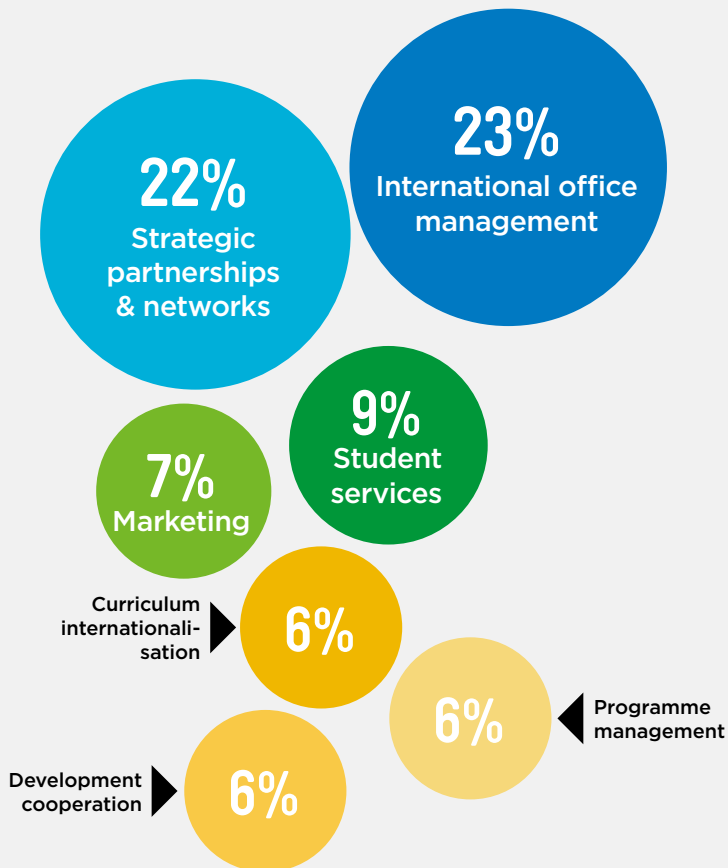
Satisfaction level with
the conference overall

TOP RATED CONFERENCE ACTIVITIES/ PROVISIONS



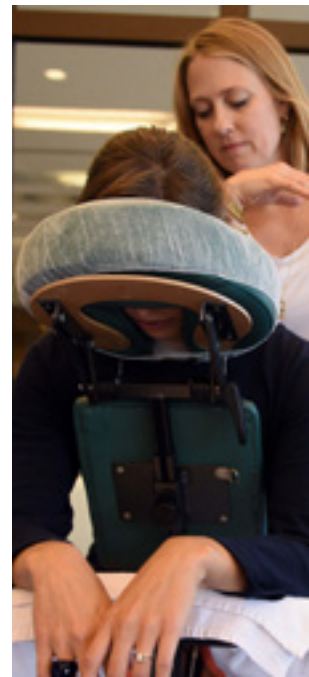


MAIN PROFESSIONAL INTERESTS OF PARTICIPANTS (TOP 7)



TOP 10 COUNTRIES ATTENDING

- 1  The Netherlands
- 2  Germany
- 3  UK
- 4  USA
- 5  France
- 6  Sweden
- 7  Czech Republic
- 8  Finland
- 9  Turkey
- 10  Norway



**OPENING PLENARY KEYNOTE SPEAKER
JAN MUEHLFEIT**

“The whole world is obsessed with weaknesses, yet nobody succeeded by focusing solely on their weaknesses. Schools and universities need to switch their focus onto strengths in order to get the best out of students”, Jan Muehlfeit urged at the Opening Plenary. Being Chairman of Microsoft Corporation Europe and sitting on the Board of AISEC, the student-run global internship organisation, Jan knows a thing or two about what companies want from graduates. A born and bred Czech who came to speak voluntarily for the EAIE, he provided the exact inspiration we needed to open the conference. In Jan’s opinion, although education is lagging behind almost all other sectors with its use of technology, we do have the power to change education in phenomenal ways. Watch the entire speech on our YouTube channel: www.youtube.com/user/EAIEtv.





**CLOSING PLENARY KEYNOTE SPEAKER
 SEBASTIAN TERRY**

The Closing Plenary can be quite a challenge for keynote speakers: How do you engage an audience who have been so focused on the goals they set themselves over the intense conference week? Hundreds of wired academic brains overflowing with new ideas, new contacts and long to-do lists for their return to work. One way is to stand on stage, barefoot, and expose your own story of how you turned your life around, went from drifter to global motivator, achieving amazing things along the way. Of course, some might not like it. Some might find it conceited. Some might ask how it relates to the past few days of high-level discussions. Some might just get it. One thing is certain: everyone in the room listened, and everyone had their own opinion, which many have openly shared. And perhaps, one or two have even dusted off their own list of forgotten dreams. www.eaie.org/blog/sebastian-terry.

IN CONVERSATION WITH

JAN MUEHLFEIT

SARAH FENCOTT
EAIE, the Netherlands



The charismatic and endearing Chairman of Microsoft Europe, Jan Muehlfeit gave a truly thought-provoking keynote speech at the Opening Plenary, urging us to focus on developing our strengths, and the strengths of our students rather than fixating on weaknesses. Having studied Computer Science at university, Jan firmly understands the promise technology holds in unlocking human potential – potential which the world is currently squandering on a grand scale.

What was your main interest in coming to speak at the EAIE Conference?

JM: In addition to being the chairman of Microsoft Europe, one of my responsibilities, and, you could say my calling, is education – especially higher education. I'm an adviser to the Commissioner for higher education in the European Commission, and I have a strong belief that education can positively change the situation around the world.

Could you briefly sum up your keynote speech?

JM: There is a lot of discussion today that we are wasting the world's natural resources – mostly human resources – and this stems partly from the fact that the education system we have today is not sustainable. Education needs to be based much more on the strengths and talents of students, as opposed to fixing their weaknesses. You can fix your weaknesses and struggle or you can experience exponential growth by focusing on your strengths. I'm a strong believer that you need to be more of who you are as a person to succeed.

My daughter was always enrolled in international schools because we travelled around a lot and right now she's in the British School in Prague. I believe that mixing kids in school from different cultures and nationalities is how we develop. It is the same in large corporations like Microsoft: if you have diversity you get better productivity. On a social side, it is also better because people are happier and they are learning from each other, connecting hearts, and that is the true goal of international education.

How much input do you think the business sector should provide in educating future employees?

JM: The world of practice and the world of teaching should be brought much more closely together. I'll give you one example: if kids are working together in the classroom it's called cheating, yet in the office it's called teamwork and they will probably get a bonus for working in that way. Learning and working in the future is going to be much more focused on teamwork.

Business people need to be involved in teaching. In many countries, if you are not a qualified teacher you are not allowed to teach anything, even if you have global experience which is of great value to students. We need to change that. We need to have 'functional professors' to add another dimension to learning.

One of the topics for debate over the next few days is the current mismatch between graduate skills and what employers want. What do you feel should be done to close this gap?

JM: Recently I met the Minister of Education for Spain and in Spain, as you know, the unemployment of youths aged between 15 and 22 years is 55%. There are two reasons for this high number: under education of youth and a structural problem in the education system. In our industry, there are 700 000 open positions in Europe. We simply don't have enough engineers. One reason why the German economy is still doing very well is because they have enough engineers – they made it a priority a couple of years ago.

The job market is moving so fast and universities and schools are lagging behind.

Take Mercedes for example. Ten years ago, building Mercedes cars used to be about screwing parts together. Now it is all about ICT professionals working on the computers that make up 60% of the budget for cars. We need to plan ahead. We need to figure out what are the jobs that are needed three or five years from now. And then we can educate students properly for those jobs.

What provoked your interest in working with the student internship organisation AIESEC?

JM: AIESEC is driven by one of the most gifted set of students ever. They drive it as a global corporation. We can always learn from the younger generations and this is the first time in human history that the younger generation understands and uses technology better than the older generation.

When I started working with AIESEC I gave them some advice. Most organisations are talking about *what* they are doing and *how* they are doing it. And this is very much connected to the logical part of your brain. Yet if you want to get to people's hearts and inspire them, you have to talk about the *why*. Bill Gates was saying he wants a PC at every single desk: that is the *why*. Martin Luther King was not saying "I have a plan" but "I have a dream". That is the *why*. I believe if you want to be a leader and you have the vision to be a leader, you have to focus on the *why*. That *why* can generate the faith in other people and create a following. So I advised AIESEC that they work on the *why*, which is ultimately, for them, to make the world a better place. An internship is a great thing. When students finish university they are not equipped with

all the skills they need but if they do a one-year internship, for example through AIESEC, they stand a much better chance of getting a good job.

Do you see a difference between international work experiences and international study?

JM: First of all it is great to have international experience whether through study or work. Once you have this experience you will understand other cultures much better. In the world today I see four major challenges: the first being 'inclusive globalisation'. Globalisation is good but it only works for the US, Europe and parts of Asia. It does not work for Africa. The second challenge is the gap between the rich and poor. When I was young, the gap was fivefold. Now it is 45 fold. When you look at human history, whenever there was a huge gap like this, there was a war. The third challenge is wasting natural resources, especially, as I mentioned earlier, human resources. The fourth chal-

lenge is that we used to live in a bipolar world with the Russians on one side and the Americans on the other. Now we are working in a multi-polar world which takes a completely different type of leadership and mindset. International experience will help prepare future leaders for these challenges.

Going back to the question, the main difference I see between work experience and study experience abroad is that with study, you're still in your comfort zone



somewhat. Universities are safer places than corporations. You can try out different approaches and you can make mistakes. If you are in the corporate world, you can still make mistakes but you can't make the same mistakes twice.

The first book I read about capitalism was *The Wealth of Nations* by Adam Smith, and what he said was that profit and care can live together and I think that we are too focused on the profit side and too little on the care: care about the company, care about the people, care about the environment. We need to redress the balance and I believe international education

INTERNATIONAL EDUCATION CAN CREATE NEW TYPES OF LEADERS WHO CARE ABOUT LONG-TERM PROFITABILITY AND THE WORLD AROUND THEM

can play a significant role in this. It can create new types of leaders who care about long-term profitability and the world around them.

Do you think people are born leaders or can they develop leadership skills?

JM: There is a huge difference between managers and leaders. A manager is someone who can figure out the strengths of people and how to use those strengths.



A leader is someone who will figure out the strengths and put together complementary teams. A true leader is able to put people on a common platform and generate a faith and a following behind an idea. Here's an interesting example: Why is the English football team full of superstars but yet is not a superstar team? It is because they do not have a good coach. I'm a real believer that once you inspire people in a

**IT'S ALL ABOUT THE MINDSET:
IF YOU THINK YOU WILL WIN, YOU MAY WIN**

positive way, they can achieve anything. It's all about the mindset: if you think you will win, you may win. If you think you will lose, for sure you will lose.

You mentioned that you do a lot of work with the European E-skills Association. How important are e-skills and technology for education?

JM: International Data Corporation (IDC) did some research two years ago and they found that 90% of all jobs in 2015 will require some basic e-skills. I was coaching the Lufthansa leadership team recently and they asked me what they will need to do three years from now. I told them they need to be thinking as a software company. I said you will still be

flying, but your major competitive advantage will be your software system. Look at what happened to the hotel industry with TripAdvisor and Booking.com: those two organisations cut hotels out of the booking market. My friend Clay Kristiansen wrote a book in 1996 about disruptive technology and now we see the exponential change happening very fast. So absolutely, universities should be doing more to incorporate e-skills into the curriculum.

How do you feel about Massive Open Online Courses (MOOCs)?

JM: My daughter is a heavy user of the Khan Academy, which I believe is a great concept. There are a couple of caveats about MOOCs though. Firstly, they are still quite costly. I heard from people at some of the top universities like Cambridge and

Harvard that one good MOOC course costs around €70 000. A second issue is what some people describe as the 'dehumanisation of education'. If people only study online then the interaction between international students will not exist. On the positive side I think it is fantastic because you can now pick and choose what you want to learn – not necessarily an entire diploma. I have downloaded various courses myself and I listen to them while I'm running.

Here's an interesting fact: Harvard opened one online course for around 30 000 people and it was a mix of Harvard students and people from all around the world taking the course. The best-scoring Harvard student on the course came 566th

in the total rankings. Therefore, 565 other people on the course scored better, and none of these studied at Harvard. This says a lot about the potential we have around the world.

If we take the idea of MOOCs further and if we allow the system to gather data about individuals and how they learn, it will really help improve everyone's learning ability. I believe technology can enable the individual learning style and we can move away from the 'drill and kill' style of learning (not killing the people but the talent) and head towards something much more positive and enabling.

You've done a lot of work since joining Microsoft in changing fundamental processes of the organisation, generating very positive developments. What's your latest challenge, both in and outside of Microsoft?

JM: I have decided, after 22 years in Microsoft, to leave the organisation at the end of this calendar year. So I am now busy sharing my experience with colleagues and leveraging my skills. Although I am leaving, my heart will still be very close to Microsoft. Moving on I will work with start-ups and I will advise the EC, World Economic Forum, OECD and INSEAD (graduate Business School) in the fields of education, entrepreneurship and competitiveness. I will have my own coaching and mentoring business and, last but not least, I will have my own TV talk show on personal development. **E**

Enjoy Jan's entire keynote speech from the EAIE Conference online at:
www.youtube.com/user/EAIEtv