

Stenden University Qatar

Research Seminar 4

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Lecturer

Community College of Qatar

Education as service industry and the student as customer: square pegs in round holes?

Abstract

This session considers the extent to which theoretical concepts of service management and the service encounter apply to the field of education. The session aims to raise questions about the role of educational institutions in modern-day society. The session is also designed to be interactive given the range of business and education expertise in the audience. After initially applying a number of theoretical concepts to modern day educational institutions, secondary research which questions the application of service industry and customer monikers in the education sector will be reviewed. Finally, the audience will be invited to comment on the views presented and give their own perspectives on this complex debate.

Biography

Mick King has worked in education for 26 years in both academic and administrative roles in language schools and tertiary institutions in both Europe and the Arabian Gulf. In the last decade he has expanded his academic wings by presenting his research internationally and publishing regularly. Other scholarly and PD activities include reviewing for journals and conferences, sitting on conference committees and coordinating UAE-wide professional development for TESOL Arabia. Mick is a Teaching Fellow of Middlesex University, holds two PG certificates in higher education, an M.Sc. in Educational Management and an EdD from Exeter University, UK.

Date: 12 October 2016 (4-5pm)

Venue: Room 200, Stenden University Qatar