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COMMUNICATING CHANGE IN THE AUSTRALIAN HIGHER EDUCATION SYSTEM: BILL'S STORY

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ABSTRACT

Purpose: This article examines change in the Australian Higher Education System, in particular management education, interpreted through a broad Habermasian lens of social change.

Design/methodology: The article explores changes in the Australian Higher Education System using the story of Associate Professor Bill, a hypothetical Australian management academic, whose story is the average story of 21 business academics interviewed during the period 2002 to 2008.

Findings: Apart from understanding the impact of institutional change on academic values and identity, the paper's contribution lies in its novel approach to presenting research findings in a story that allows the interpretation to connect reader and subject on a personal level. Also the paper provides some context to the transformational change taking place in the Australian Higher Education System.

Originality/value: The article's use of storytelling is innovative in presenting research findings in a way that connects the reader and subject on a personal level.

Keywords: Storytelling, Research Analysis, Critical Theory, Business Schools, Higher Education System