



A Snapshot of Transformative Trends and Knowledge Development in Tertiary Education

Martina Gaisch

FH Upper Austria, Franz-Fritsch-Straße 11/3, AUSTRIA, e-mail: martina.gaisch@fh-ooe.at

ABSTRACT

Higher education institutions continue to undergo massive change. They are increasingly impacted by competition, demographic shifts, technological disruption and social evolution. Global challenges such as health, sustainability, digitalization and an ever-growing complexity of newly emerging areas of investigation put new demands on universities as does the knowledge economy's need for innovation to spur economic growth.

This talk will explore new developments in higher education and identify major forces that impact the higher education sector at unprecedented speed, creating both new opportunities and new sources of competition.

BIOGRAPHY OF SPEAKER

Martina Gaisch is a full professor for English, intercultural competence and diversity management at the University of Applied Sciences Upper Austria.

She holds a PhD in philosophy from the University of Vienna. As an applied linguist and diversity manager working at a school of informatics, her main research areas are at the interface of educational sociology, higher education research and sociolinguistics. She has been certified ESOL examiner of the University of Cambridge for more than ten years and has profound insights into seven different universities throughout Austria, Germany, France and the UK where she both lived and studied.