

Does Size Matter?

universities competing in a global market



Programme

Reykjavík, Iceland, June 4th–7th, 2008

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Organizing committee

Susanne Bjerregaard, Secretary General, Universities Denmark

Richard Yelland, Head of EMI Division, Directorate of Education, OECD

Ingjaldur Hannibalsson, Professor, University of Iceland

Þórður Kristinsson, Head of Division of academic affairs, University of Iceland

Sif Sigfúsdóttir, Marketing Manager, University of Iceland

Welcome

On behalf of the organizing committee and the University of Iceland I want to welcome you all to Iceland. We are very happy to host this conference in our new University Center which was opened on December 1st last year. The new facilities at the University Center have already been in use for half a year and have been very well received. The Center has become a central meeting point where staff and students meet informally, especially for lunch and coffee. Such a place has been needed for a long time. We hope you will not only enjoy the conference "Does size matter? universities competing in a global market", but find it stimulating and useful. We are very pleased to receive a group of distinguished speakers who will without doubt contribute many interesting ideas that will at least affect the debate on higher education in Iceland and hopefully elsewhere. We hope you will enjoy the conference and I look forward to seeing you and to welcoming you to beautiful Iceland.

*On behalf of the organizing committee,
Ingjaldur Hannibalsson, professor*

Programme

Wednesday June 4th

- 17:00–18:00 Pre-conference meeting: general assembly NUAS – members only
- 17:00–18:00 Pre-conference meeting: NUS steering group
- 18:00–19:30 Welcome reception at University of Iceland, main building

Thursday June 5th

09:00–12:30 **From international to global competition**

Opening of the Conference: *Icelandic Minister of Education, Science and Culture, Þorgerður Katrín Gunnarsdóttir*

Welcome remarks: *Rector/Chancellor of the University of Iceland, Kristín Ingólfssdóttir*

Opening remarks: *Professor Marijk van der Wende, VU University Amsterdam, Chair of the OECD/IMHE Governing Board and NUS' chairman, Rector Lauritz B. Holm-Nielsen, University of Aarhus*

Keynote speech: "Opportunity, Strategy and Effrontery: Understanding the Manchester 2015 Agenda". *Professor Alan Gilbert, President of the University of Manchester*

10:30–11:00 **Coffee break**

From academic values to stakeholder value? – A critical response to the commercialisation of higher education. *Professor Kari Raivio, Chancellor of the University of Helsinki*

The European response to global competition. *Marijk van der Wende, VU University Amsterdam, Chair of the IMHE Governing Board*

The Excellence Initiative and its impact in Germany: the case of Karlsruhe. *Professor Eberhard Umbach, Karlsruhe Institute of Technology*

12:30–14:00 **Lunch**

14:00–17:00 **Winning strategies**

Sizing up the main points for the conference – a debate between *Alan Gilbert, Kari Raivio and Marijk van der Wende*

Mergers – a Danish response to global challenges. *Rector Lauritz B. Holm Nielsen, University of Aarhus*

'Excellence from Students' perspective – *Dagný Ósk Aradóttir, student at the University of Iceland and Anne Mikkola, student at the University of Oulu, Finland.*

15:30–16:00 **Coffee break**

16:00–17:00 Stronger by networking. *Rector Göran Bexell, University of Lund, member of LERU and U21*

Globally competitive, locally engaged: higher education institutions as a regional driving force. *Jarle Aarbakke, University of Tromsø*

17:00–20:30 **An Excursion to the Blue Lagoon**

Friday June 6th

9:00–12:30 **Does size matter?**

Institutional size and rankings. *Dr Alex Usher, Educational Policy Institute, Canada*

Size, rankings and bibliometrics. *Professor Anthony F. J. van Raan, University of Leiden*

University ranking – a critical perspective. *Rector Geir Ellingsrud, University of Oslo*

10:30–11:00 **Coffee break**

Strategic options for small nations and their institutions in response to world university rankings. *Senior Manager Tony Sheil, Griffith University, Australia*

Branding: Being good or looking good? *Rector Finn Junge-Jensen, Copenhagen Business School*

Do You Know Your Unique Selling Points – and Does Anyone Else? *Dr Neil Kemp, International Education Consultant and Visiting Fellow, University of London*

12:30–14:00 **Lunch**

14:00–16:00 **Marketing strategies**

Language policy for the Scandinavian universities today – do small languages stand a chance? *Professor Ernst Håkon Jahr, University of Agder, Norway*

Higher education in a small country. *Professor Ingjaldur Hannibalsson, University of Iceland*

Reinventing the Finnish Universities: the Innovation University. *Rector Yrjö Sotamaa, University of Art and Design, Helsinki*

15:30–16:00 **Coffee break**

16:00–16:30 Summary by the conference rapporteur. *Rector Pam Fredman, University of Gothenburg*

19:30–23:00 **Gala Dinner at Hotel Saga's Súlnasalur**

Saturday June 7th

09:00–18:00 **An optional sightseeing tour to Thingvellir, Laugarvatn, Geysir, Gullfoss, Skalholt and Hveragerdi**

Departure around 9am and return around 6pm

Social programme

Wednesday June 4th

- 18:00–19:30 **Welcome reception at University of Iceland, main building.**
By invitation of the Ministry of Education, Science and Culture.

Thursday June 5th

17:00–20:30 **An Excursion to the Blue Lagoon**

Guests can enjoy bathing and relaxing in geothermal seawater, known for its positive effects on the skin. You may bring your own swimming suits and towel or rent them at the Blue Lagoon.

Included in the registration fee and the accompanying persons fee.

Included is: Transfer, guidance, The Blue Lagoon cocktail – served in the lagoon and some light refreshment after the bath in the restaurant Blue cafe.

Transfer / departure from the conference venue at 17:00.

Friday June 6th

10:00–14:00 **Excursion for accompanying guests**

This tour includes the most significant places in the capital such as the Restaurant Perlan (the Pearl), and Höfði House where the all-important summit meeting between President Ronald Reagan and Secretary General Mikhail Gorbachev took place in 1986. We pass the towering Hallgrím's church, the University District, the Old Town Centre and Parliament Building and the New City Hall. You will also see our beautiful ponds in the downtown area visited by many birds. We will be showing you sports and recreation areas in Laugardalur, a geothermal heated outdoor swimming pool, and artwork crafted by Ásmundur Sveinsson. Arbaer Museum tries to give a sense of the architecture and way of life in Reykjavik and during summer visitors can see domestic animals and lifestyles of the past. Light lunch will be served in Arbaer restaurant, Dillon's House. Included in the registration fee for accompanying persons.

Included is: Transfer, guidance, entrance to Arbaer Museum and light lunch.

Transfer / departure from the conference venue at 09:45.

19:30–23:00 **Gala dinner at Hotel Saga's Súlnasalur**

Three course dinner with wine.

Included in the registration fee and the accompanying persons fee.

No transfer provided.

Saturday June 7th

09:00–18:00 **Sightseeing tour to Thingvellir, Laugarvatn, Geysir, Gullfoss, Skálholt and Hveragerði**

Departure from all conference hotels between 08:30–09:00. Sturdy shoes recommended.

Optional – Price ISK 6.900.- (approx. Euro 60).

General information

General Information

The Conference is held at the University Square at the University of Iceland. The university campus is very close to the city centre. It is only about 10 minutes walk down to the oldest part of town, where the Norwegian viking Ingolfur Arnarson settled as the first permanent inhabitant of Iceland around year 874. Address: *Sæmundargata 6, 101 Reykjavík, 101 Reykjavík.*

Access to computers

Computers are available in the foyer in the vicinity of the conference hall.

Breaks

Coffee, tea and refreshments are served in the the foyer in front of the main conference hall during coffee breaks.

Meeting badges

Your personal badge is your entrance ticket to all sessions and you are asked to wear it throughout the conference. Should you misplace your badge, a replacement can be obtained at the Conference information desk.

Meeting hotels

Radisson SAS Saga hotel, Fosshotel Suðurgata & Metropolitan Hotel.

Credit cards

Commonly accepted cards in hotels, shops, restaurants and at the Secretariat are: Visa, MasterCard & EuroCard.

Banking facilities

A bank is located at Radisson SAS Saga Hotel which is close by the conference venue. Opening hours are Monday to Friday from 09:15–16:00.

Excursions

Excursions for participants and accompanying persons are available and detailed information and tickets can be obtained at the Conference information desk.

Lunches

Lunches are included in the registration fee and are served in the the foyer in front of the main conference hall.

Messages

Messages will be posted on a bulletin board near the Conference information desk.

Professional congress organizer

Congress Reykjavík is the official organising agency for the conference.
The address is: Congress Reykjavik, Engjateigur 5, IS-105 Reykjavík,
tel: +354 585 3900, fax: +354 585 3901
e-mail: congress@congress.is, www.congress.is.

Registration and information desk

The conference secretariat and information desk is located in the foyer in front of the conference hall. The secretariat is in charge of the registration, accommodation bookings, social arrangements and excursions. Tickets for social events and excursions can be obtained at the Conference information desk. Opening hours for registration and information are as follows:

Wednesday June 4th	17:30–18:30
Thursday June 5th	08:00–14:00
Friday June 6th	08:30–11:00

Telephone: 899 5878.

Speakers

Speakers are being contacted separately with information and guidance for their presentations.

Transport with Taxis

Taxis are available outside all hotels and in the City Centre at a reasonable price.

Map Index

- 1 Háskólabíó, University Cinema
- 2 Radisson SAS Saga Hotel
- 3 The National and University Library of Iceland
- 4 National Museum of Iceland
- 5 Garður Inn Summerhotel
- 6 University of Iceland
- 7 Askja
- 8 The Nordic House
- 9 Domestic Air Terminal – Air Iceland
- 10 Hotel Loftleiðir
- 11 Coach Terminal (BSÍ)
- 12 Hotel Centrum Reykjavík
- 13 Fosshotel Suðurgata
- 14 Hotel Plaza
- 15 Reykjavík City Hall
- 16 Reykjavík Art Museum
- 17 Hotel Borg
- 18 National Gallery of Iceland
- 19 Hotel Holt
- 20 Hotel Óðinsvé
- 21 101 Hotel
- 22 The Icelandic Opera
- 23 The Culture house
- 24 The National Theatre
- 27 Hotel Frón
- 29 Fosshotel Baron
- 30 Fosshotel Lind
- 31 Hotel Reykjavík
- 32 Kjarvalsstaðir (City Gallery)
- 33 Restaurant Perlan
- 34 Björk Hotel
- 35 Höfði („Höfði“ House)
- 36 City Theatre
- 37 Hotel Cabin
- 38 Grand Hotel Reykjavík
- 39 Congress Reykjavík
- 40 Hilton Reykjavík Nordica
- 41 Park Inn Island
- 42 Laugardalur/Swimming pool
- 43 Hotel Vík
- 44 Reykjavík Park & Zoo
- 45 Hotel Metropolitan



NUS
Det Nordiske
UniversitetsSamarbejde

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UNIVERSITETS-
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