



Maastricht University *Leading in Learning!*

Brain circulation: from ideology to strategy

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Topics

1. University Maastricht
2. Background for international collaboration
3. Brain circulation
4. Strategies: defensive versus offensive
5. Institutional distance
6. Prospects



Maastricht University

- Research university
- 50 % foreign enrolment
- 26% foreign staff
- The majority of programmes taught in English
- Bachelor/Master/PhD
- Problem Based Learning

Maastricht University

- International orientation of programmes
- Preparing students for careers, soft skills
- Thematic research
- Strong cooperation with business & industry

Maastricht



- Is a historical city dating back to the period of the Roman Emperors
- Maastricht has 120,000 inhabitants
- Of which 12,500 are students
- Maastricht is almost a 'city campus' of UM
- Famous for the EU Treaty of Maastricht, signed in 1992

Background for international collaboration

- Demographic developments in Europe: ageing population will lead to lower influx of new students in H.E.;
- Insufficient research talent for the Dutch knowledge economy; increasing shortage of talented PhD students in H.E. and shortage of post-docs;
- Often great lack of educational training capacity outside (Western) Europe, e.g. in India;
- Movement of R&D 'departments' of UM industry partners to emerging economies like China and India (South India);
- Changes in global thinking and thinking in emerging economies; from 'brain drain' to 'brain circulation', 'reverse brain drain' and 'brain gain'.



UM India Strategy: 'brain circulation'

- Combining the strengths and needs of both India and Maastricht University in specialist fields;
- Development of strong joint India / Maastricht University international research and education programmes;
- Research both in India and Maastricht;
- Recruitment of students, masters and PhD's;
- Continuity in available talent flow and lasting alumni networks;
- R&D networks with industry as strategic resource;
- Setting up and nurturing high quality networks in Europe and India for innovation and learning.



UM India Strategy: tools

Three main elements of the UM India strategy

1. Research programmes with partners in India
2. UM India Office, Bangalore
3. Maastricht University India Institute (MUII)



Challenges in strategy

- Universities in Europe and India are highly institutionalized and formally regulated: the formal degrees of freedom for innovative international collaboration is limited.
- Their political support is with a few exceptions very regional.
- There are many different pressures put on Universities: instead of focus, universities diffuse!
- India Europe collaboration: bridge institutional distance.

Dealing with Institutional Distance

(Enderwick, 2007)

- Defensive: reduce the liability of foreignness.
- Offensive: integrate as much as possible locally

Dealing with Institutional Distance

- In the long run in emerging economies offensive strategies work best (Enderwick, 2007, p.90).
- However, due to institutional and political reasons universities in India and Europe have to opt for defensive strategies.

Prospects

- India Europe Research and Education alliances.
- Law on foreign universities in India
- European PhD scholarships to be positioned in India.
- India universities to settle in Europe.

Thank you

