Lecture 2 - 17/10/2024 - Benediktus D Setianto[1]

Title: **Glocalizing University: The Role of University in Balancing Global Issues and Local Demands**

Abstract:

Universities have evolved through three distinct generations. The first generation was primarily focused on teaching, often creating a disconnect with the society it served. Students were passive recipients of knowledge imparted by their lecturers, akin to an Ivory Tower scenario.

In second-generation universities, expanding lecture topics and deepening learning materials encouraged them to conduct research activities. With its knowledge, the university conducted research on society's problems and then made them as a new teaching material for its students.

The third-generation universities have expanded their roles beyond teaching and research. They have actively engaged in the dynamic life of their societies, particularly in the economic sphere. This has led to the emergence of entrepreneurship universities and the development of civic universities that are deeply involved in addressing local community issues.

For universities that grew up in developed countries, with scientific traditions that are connected globally and better economic capabilities, third-generation universities may focus more on their involvement within the local community. Moreover, they are financially stable and have an advanced academic atmosphere.

Meanwhile, for universities that grow and develop in countries that still need to be economically established and have an excellent scientific tradition, global pressure to become a university that can have competency standards like universities in developed countries is a challenge. On the other hand, they are also required to solve local problems. Universities are forced to strive to become global players, but at the same time, they must be kept from their roots in local issues. This global and local gap drives universities in developing countries to become Glocalized Universities.

This lecturer will examine how the universities in developing countries' strategies, such as Indonesia, cope with the need to face global issues such as sustainability, as well as the demand to serve local communities.

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