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Entrepreneurial Universities in the Network Society

Considerations for

A Code of Conduct for Use of the Internet
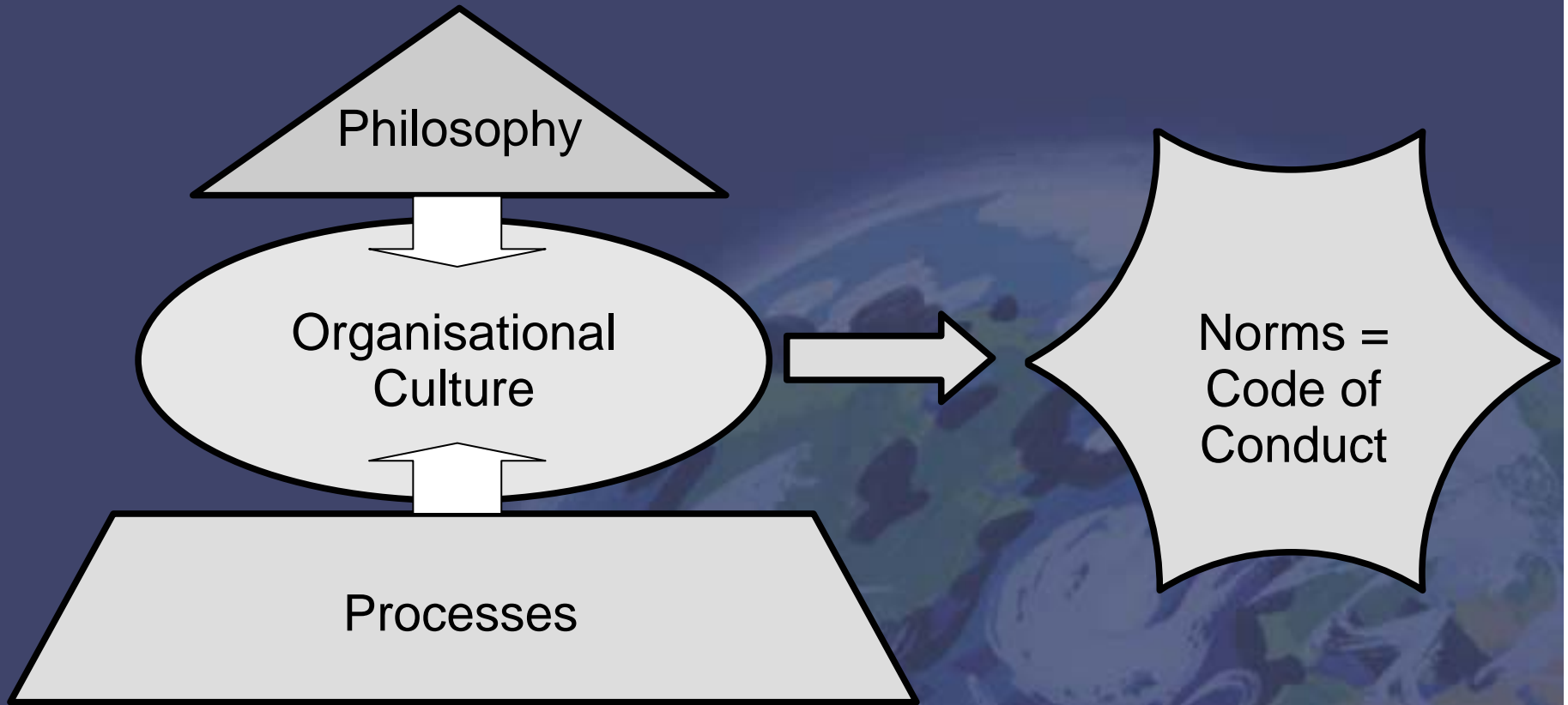
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Code of Conduct for Internet Use

Critical Review Clark & Castells

Considerations for a Code of Conduct for Internet Use

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Philosophy

Organisational Culture

Processes

Norms = Code of Conduct

Dimensions of Usage Control

- Hardware
- Software

Cyberspace accessed through University

Infrastructure Settings

University Online Space

Clark's Entrepreneurial University

1. Strong leadership

2. Diversification of funding

3. Expanded periphery

4. *Stimulate academic heartland*

5. Entrepreneurial culture

Critique on Clark's Entrepreneurialism

- Smart & community based leadership

- Diversification of funding sources

  Condition A: Transparency

  Condition B: Knowledge as Public Good

- Inclusive deliberation (Receptiveness & Scanning)

- Pursue one project

- Stimulate knowledge entrepreneurship

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Castells Network Society

- ICT → Information Literacy

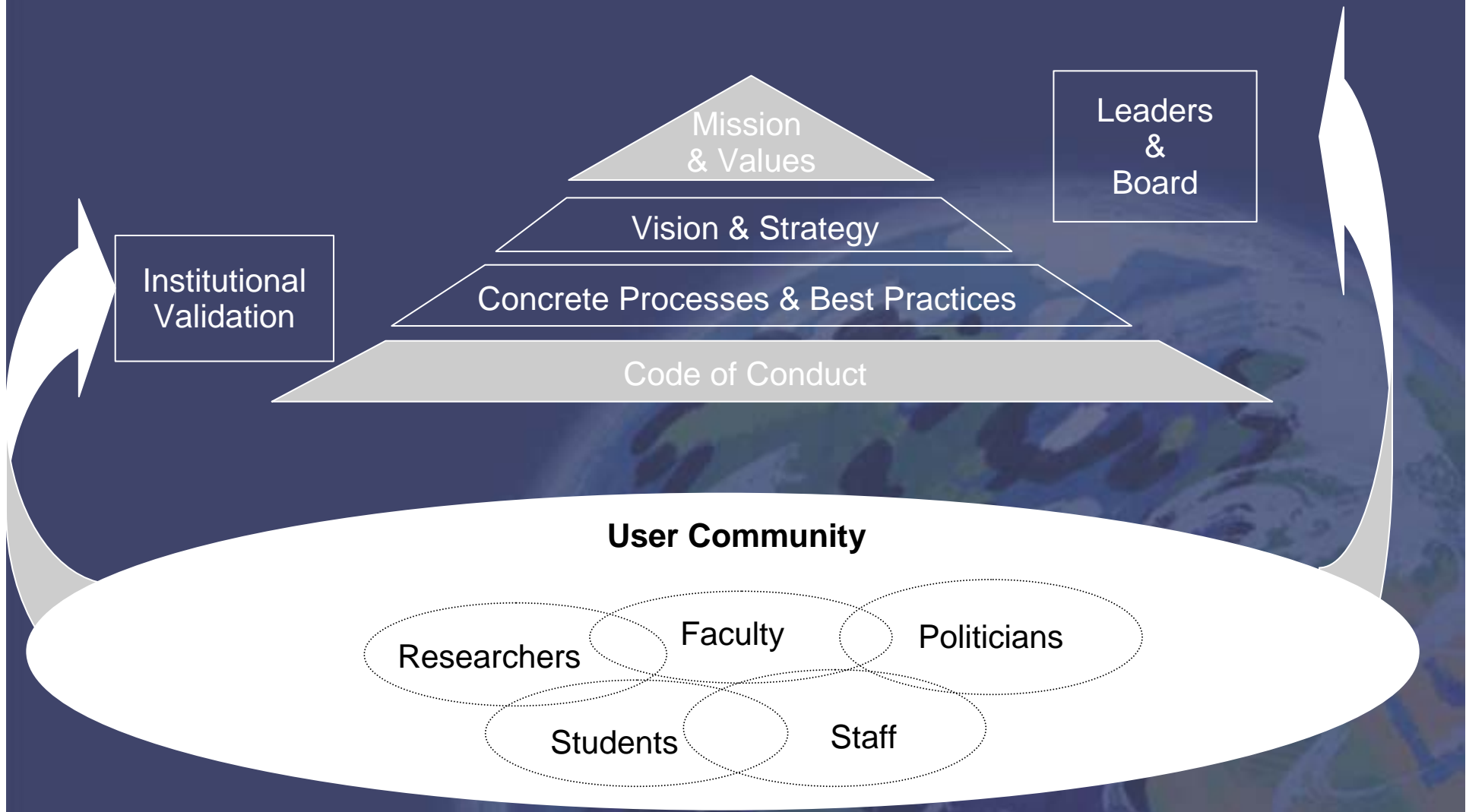- Glocalisation → Cosmopolitanism

- Project Based Work → Networking

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- ICT → Equal Access & Empowerment

- Glocalisation → Holistic Ethics (Humanitarianism)

- Project Based Work → Community Building

Strategic Objectives for a CoD on Internet Use

1. Scientific discourse (Habermas)

2. Inclusiveness and empower "Luser's"

3. Networking spaces & collaboration opportunities

4. Balance Freedoms vs. Structure
   - freedom of speech & initiation of projects
   - organise information and ensure quality
     → tame information overload

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Mission & Values

Vision & Strategy

Concrete Processes & Best Practices

Code of Conduct

Leaders & Board

Institutional Validation

User Community

Researchers

Faculty

Politicians

Students

Staff

Conclusions

- **Raison d'être** = Meaning + Ethics
  -
    → Make Mantra (Guy Kawasaki)

- Engage stakeholders (structure & rituals)
    → Find stewards & volunteers

- Create *Spielraum* → Opportunities & Emergence

Please find this presentation @

http://entrepreneur.jot.com/WikiHome/OECD_02.ppt

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