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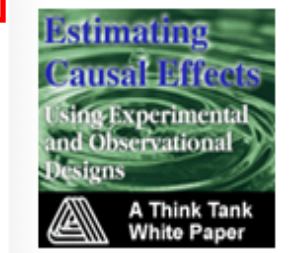
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Nostalgia, Entrepreneurship, and Redemption

Understanding Prototypes in Higher Education

Abstract

Recent developments in cognitive science and linguistics provide strong evidence that understanding decision-making processes in higher education requires close attention to not only rational and consciously controlled dynamics but also those aspects that are less consciously controlled than previously assumed. When deciding to favor or reject higher education policies, people use prototypical ways of thinking, involving unconscious reaction and comprehension. This research uses Rosch's and Lakoff's notions of prototypes and Fairclough's critical discourse analysis as the main tools for understanding the prototypes for the conceptual category institutions of higher education. The data for this study come from a sample of all the higher education editorials and opinion articles (1,000 pieces) published over 26 years in three influential U.S. newspapers. Three higher education prototypes are identified and their elements described: academic nostalgia (present but not dominant), educational entrepreneurship (dominant, both positive and negative), and redemptive educational-consumerism (emerging).

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The State of Public Strategic Management Research: A Selective Literature Review and Set of Future Directions

John M. Bryson

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Florida State University, Tallahassee, FL, USA

Abstract

Strategic planning and related strategic management elements have become ubiquitous practices at all levels of U.S. government and many nonprofit organizations over the past 25 years. The authors review strategic planning and management research over that time period using the premises of *practice theory* to guide the discussion. The review is organized according to 10 research directions proposed by Bryson, Freeman, and Roering (1986). Important gains have been made in a number of areas, but much more remains to be done. The authors also propose four new research directions, including the need to (1) attend more fully to the nature of strategic management practice, (2) focus on learning and knowledge management generally as part of strategic management, (3) focus specifically on how strategy knowledge develops and is used, and (4) understand how information and communication technologies can be best integrated into strategic management. The fruits of further concentrated research can be improved public strategic management practice, including enhanced organizational capacity for addressing current and future challenges and improvements in long-term performance.

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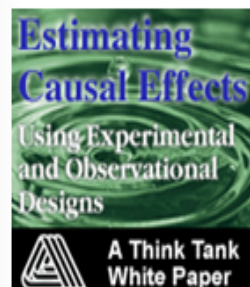
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