

“The Perceived Impact of Consumerism on Academic
Job Commitment in Hong Kong Higher Education
Sector”

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Statement of Originality

I, Lau Kam Shing, hereby certify that the work embodied in the thesis is my own work, conducted under normal supervision.

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Abstract

The tertiary education sector in Hong Kong is facing grave challenges under the current landscape. The decline in student population intensifies the competition among the education providers. Coupled with the increasing voice from the government about the value for money spent in the tertiary education sector, the management of the tertiary institutions are demanded to address the expectation of different stakeholders. The interests of students are among those who have direct impact on the strategic consideration of the universities. Student consumerism is widely perceived in the tertiary institutions around the globe. Instead of benefitting the study experiences of the students, consumerism results in tension between students and academic staff.

Academic staff is a group of professionals who play a crucial role in the success of the tertiary institutions. Their role is unique and cannot be replaced by other functions in the institution. The degree of their commitment in the job and to the institution associates closely to the quality of the students and the reputation of the institution they are serving. Previous research studies in the western countries prove that academic staff are generally resistant to the implementation of managerialism in the tertiary education sector. This topic has not been covered by any research for the academic staff in the Hong Kong tertiary institutions

The current research is aimed to close this research gap. It conducts an in-depth investigation on the impact of student consumerism to the job commitment of academic staff in the tertiary institutions. Data are collected from the full-time academic staff of the government-funded, or UGC-funded,

tertiary institutions. The researcher categorises the different components of job commitment and examines the impact one by one. The management staff of the tertiary institutions can consider further strategic movement by referencing the results and analyses of this research. It also sets the first move to attract other research studies in the future.

