



“Employability & Entrepreneurship”: Tuning Universities & Enterprises

Synthesis of the keynote speakers: Katarina Ananiadou and Dana Redford by Teresa Proença

Our main objective is to synthesis the main presentations of the conference, one untitled “New Millennium Learners in Higher Education” by Katerina Ananiadou and the other untitled “Personal Marketing, International Networks and Entrepreneurship” by Dana Redford. Katerina Ananiadou assumed an academic focus, by discussing research results developed at the Centre for Educational Research and Innovation, OECD, with Francesc Pedró, regarding the impact of new technologies on learning at higher education. Dana Redford drew on a more personal presentation, regarding his opinion of the key factors to an entrepreneurial process and behavior.

1. Katerina Ananiadou: “New Millennium Learners in Higher Education”

One of the main conclusions in this research regards the extensive evidence of the Higher Education students as massive users of digital media. In average, 85% of the students below 21 years old (at 17 European countries, USA, Canada, Japan, Mexico, Korea, New Zealand and Australia) have a personal computer at home and use Internet not only to interact, but also to produce more complex contents. Data raise issues regarding technology impact on students’ cognitive abilities, practices and socio cultural values and expectations. Moreover higher education students are moving slowly towards an increased acceptance of technology as a learning tool in traditional higher education institutions. To Katerina it is important to insist in the fact that the degree of technology uptake or the acknowledgement that students are technology savvier than their teachers does not automatically imply that today’s students have learned to use critically digital media –so an educational intervention is still of the outmost importance. Finally, the message that these institutions as well as their teachers are doing far better than the school system in incorporating technology in teaching and learning, also draws on existing evidence. Therefore, higher education institutions should be leading the way to innovative approaches to teaching and learning.

2. Dana Redford “Personal Marketing, International Networks and Entrepreneurship”-

This keynote speaker was extremely enthusiastic and served as a role model, through several personal examples, to explain the concepts in stake at entrepreneurship. The main factors to entrepreneurial behavior involve a personal marketing attitude and strategy, were the “product” is yourself and a position in the market, helped by a social/business network and online tools for marketing. Also, he emphasize the idea that



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networking is about sharing ideas, information, experiences, advice and building friendship & knowledge, and not about manipulation and using people for an ends nor can it ever be a substitution for hard-work or excellence. Moreover the golden rule in the networker's code should be "Do onto others as you wish to be done onto you".



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