

# SÉMINAIRE

→ **de recherche** ←

**JEUDI  
05  
MARS**

**12H15  
SALLE 103  
TEAMS**



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HOW NOSFERATU  
BECOMES THE HERO:  
ANALYSING PUBLIC-PRIVATE  
PARTNERSHIPS BETWEEN  
BIG FOUR AND UNIVERSITIES

In recent years, universities have undergone an almost radical transformation. Institutions once conceived as spaces of knowledge production and social critique, autonomous from any external forms of power, have increasingly begun to speak the neoliberal language of metrics, performance, and competitiveness. It is precisely within this context that large consulting firms - the Big Four - have found fertile ground to expand their presence and consolidate their role. Owing to their extensive market visibility and long-standing reputation of managerial expertise, they are increasingly regarded as the perfect actors suited to (re)orient universities toward the “new” digital skills demanded by the market. Thus, going beyond advising management, they started moving into curriculum organization and teaching, leveraging their role within public-private partnerships. In this evolving scenario, there is a pressing need to unpack the epistemic and ideological influence exerted by the “Big Con” on public institutional trajectories. If the provision of higher education is recast as an arena for market participation, what are the consequences for democratic governance, equity, and public interest?