

# CIHE SPEAKER SERIES

November 2, 2016 – 5:00-6:30 pm

OISE 12<sup>th</sup> Floor, Room 12-199



## ***Dr. Roger Pizarro Milian***

Visiting Researcher at the Centre for the Study of Canadian and International Higher Education (CIHE).

Dr. Roger Pizarro Milian has completed his Ph.D. in Sociology at McMaster University. His work empirically examines promotional behaviour within higher education through the lens of organizational theory.

## **Legitimacy at the ‘Margins’: Promotional Strategies in the Canadian For-Profit College Sector**

Conventional wisdom within organizational sociology posits that schools achieve legitimacy by virtue of conforming to normative standards, abiding by government regulations and mimicking the practises of successful peers.

Based on this notion, Dr. Roger Pizarro Milian will speak on his research that studies the promotional tactics of a sample of 751 Canadian for-profit colleges (FPCs) that operate in accordance to an alternative logic. His study highlights new findings that speak to niche-seeking behaviour that strives for the development of distinct and unconventional identities. Dr. Roger Pizarro Milian interprets these findings through the prism of contemporary theorizing within organizational sociology and strategic PSE management.



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