

All that glitters is not gold – value co-destruction in higher education

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Abstract

The purpose of the paper is to discuss the concept of value formation with the emphasis on its negative aspects (value co-destruction). The discussion is placed in the context of higher education and focus is placed on the university employees, i.e. academic staff. Results of a qualitative study in form of individual in-depth interviews are presented and discussed leading to identification of factors and behaviours of academic staff (actor-dependent and actor-independent) that lead to formation of negatively valenced value, as well as presenting the manifestations and outcomes of such behaviour (for self, others, organization and external stakeholders). Practical implications and study limitations are also discussed.

Keywords: *value; co-destruction; higher education*

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