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Research-intensive universities have the potential to fuel economic growth and revitalization, in partnership with governments, businesses, and community organizations. It has become among the primary drivers behind teaching, research and community service. It has become among the primary

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This diversifying economy means a shift in labour market demand across sectors and between occupations within sectors. Alberta has moved away from goods production over the past twenty years, to an information and knowledge-based economy. While most jobs categories have seen an increase in job creation since the turn of the century, 85% of total new jobs arose in the service sector, and the proportion of all jobs in the service sector rose from 74% to 77%. As Figure 2 shows, two of the top three fastest growing occupations are primarily served by the university sector.

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