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**Abstract**

This article offers a holistic concept to analyse the impact of digital media on universities. By using a comprehensive institutional approach, this perspective distinguishes itself from the narrow focus on eLearning that only deals with potential changes in the mode of delivery in higher education. The authors argue that it is not just the mode of delivery, but also the content of higher education; not just the publication of research results, but also the practice of doing research; and not just the external communication of the university, but also the internal ways of organising the institution, which are changing due to digital media. For practitioners in the management of research and higher education institutions, the paper offers a concept of six organisational dimensions, against which technical tools and digital applications can be assessed. This framework also allows for identifying issues that cut across the proposed dimensions, which might lead to the development of new products, workflows and opportunities for universities. (HRK / Abstract übernommen)