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Abstract

This article is based on the results of an empirical study which reveals that careers within European higher education management are still mostly the result of coincidence. Nonetheless, this coincidental process has brought about a dynamic labour market. The article shows that higher education management is a heterogeneous occupational field with high growth potential. Against this background, higher education institutions are required to professionalise themselves as employers and to create improved staff policies. This will help counter current scepticism especially from the academic side regarding higher education management, and allow for better integration of academia and administration. In order to support this development, the article provides ideas drawn from examples of international good practice in Europe, USA and Australia. (HRK / Abstract übernommen)