

23.7.2024

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Title

Leaving the Ivory Tower : Universities' Third Mission and the Search for Legitimacy / Michael Meyer & Barbara Sporn

Collation

10 Bl.

Publication year

2018

Source/Footnote

In: Zeitschrift für Hochschulentwicklung : ZFHE ; Beiträge zu Studium, Wissenschaft und Beruf / Österreichische Gesellschaft für Hochschuldidaktik. - 13 (2018) 2, S. 41 - 60, Internet: <https://www.zfhe.at/index.php/zfhe/article/view/1134>

Inventory number

46832

Keywords

Ausland : Österreich : einzelne Hochschulen ; Hochschule : Idee und Aufgabe

Abstract

In this paper, we investigate how third mission strategies relate to changing legitimacy of universities. The work is based on a literature review and a case study of the largest business university in the EU (WU Vienna). First, we describe relevant trends and pressures for higher education institutions towards responsibility, accountability, and third mission. Second, we introduce the case in order to substantiate these trends, driven also by Austrian politics and international networks, some of them also emerging with a more socially oriented mission. Finally, we discuss isomorphic trends in higher education. (HRK / Abstract übernommen)

Signature

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