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**Abstract**

The relationship between governments and higher education institutions has been changing in Europe over the last few decades. The mechanisms of steering and regulation have moved away from the model of centralised control by allowing more institutional autonomy. Even if the government has been using an increasing array of market and market-like mechanisms instead of more traditional regulation mechanisms, the state has not really stepped back in favour of the market, and this has led to a hybrid situation where increased institutional autonomy is still facing significant government regulation - the Janus Head effect. It is our opinion that the regulation of higher education cannot be left in the sole hands of the market, and for this reason hybridism can play a very important role.

(HRK / Abstract übernommen)