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**Abstract**

European higher education institutions are operating in a highly competitive environment, which requires different institutional responses to ?face the challenges? this presents. There is growing competition for students and staff, to attract funding and to assume a strong strategic position in the market. Such major changes mean training current and future leaders and managers to new leadership and management styles. Yet in Europe, the demand and supply of higher education management programmes present a highly fragmented picture. The MODERN European higher education modernisation platform was set up as a European-wide instrument to address this fragmentation. (HRK / Abstract übernommen)