

A Publicity Orientation as a Governance Mechanism of Higher Education

Theoretical Outline of the Research Project “The Organization of Higher Education and its Publicity”

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Introduction

The governance of higher education in Germany and other OECD countries was subject to remarkable changes within the last decades. Economic aspects of this shift in governance are widely discussed.

This research project focuses on the complementary shift of societal, or, alternatively expressed, public relations. Higher education organizations in continental Europe, that used to be controlled (apparently closely) by the state, nowadays find their public role to be indefinite.

The term “publicity orientation” reflects this unresolved constellation. “Publicity orientation” is identified as one of the two basic strategies, employed by public organizations of higher education in order to come up with the increasing demand for accountability.

Method

Standardized empirically questionnaire of 3500 decision makers of German higher education politics, qualitative partially structured interviews

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