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**Title**

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**Abstract**

The last two decades have witnessed an increasing intensity of quality management in higher education institutions and quality discourses which were followed by debates about and attempts of evaluating the efficacy of quality management in the sector. Accordingly, the article presents a SWOT analysis of impact evaluation of quality management in higher education institutions. The analysis is based on a contemporary SWOT conceptualisation and on reflections of impact evaluation, ranging from theoretical models through case studies to practical experience in a European research project. The analysis reveals that certain weaknesses can be overcome (e.g. budget and process time restrictions) while others cannot (e.g. systematic limitations of methodologies). Similarly, certain threats can be tackled (e.g. proper implementation of methodologies) while others at most can only approximately be solved (e.g. attribution problem). The article concludes that a SWOT analysis may be a tool for bridging the gap between methodological challenges and the implementation of impact measurement in systematic quality management..(HRK / Abstract übernommen)