Author

BERGAN, Sjur

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Abstract

Trust is paradoxical, difficult to build but easy to destroy. The more an institution talks about the need for others to trust it, the more easily other might conclude that if trust does not come naturally, the basis of it is absent. Demonstrating quality and commitment builds trust, as does avoiding promising more than an institution can deliver. Quality assurance and development are important. Leadership and management play a key role in building and maintaining trust ? as well as in rebuilding it if it has been lost. Recent guidelines for institutional codes of ethics developed by the International Association of Universities and the Magna Charta Observatory provide valuable points on which specific institutional policies can be developed. (HRK / Abstract übernommen)