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**Abstract**

The article analyses the dynamics of change in higher education and identifies its main drivers. The systems of higher education are found in-between two conflicting forces: on the one hand external pressure toward convergence, stimulated by growing internationalisation, standardisation of data collected by transnational organizations, and international rankings, and on the other, the influence of the heavily institutionalized socio-political environments in which universities operate, which drive the systems of higher education toward increasing divergence. These contradictory and often conflicting political pressures and academic traditions become a challenge for university management.

(HRK / Abstract übernommen)