

28.5.2026

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**Title**

How does a traditional public university meet the the challenges of institutional autonomy? : new modes of leadership and organizational development at the University of Helsinki / Esa Hämäläinen

**Publication year**

2014

**Source/Footnote**

In: Leadership and governance in higher education : for decision-makers and administrators - Berlin : Raabe.- 4 (2014) 4, S. 37 - 51

**Inventory number**

37421

**Keywords**

Ausland : Finnland : einzelne Hochschulen ; Hochschule und Staat : allgemein ; Hochschule : Wettbewerb

**Abstract**

The Finnish universities? autonomy was extended to cover full institutional autonomy as they were detached from the state in 2010. In this article, the author discusses organizational development taking place in the University of Helsinki after the university reform. In particular, changes in strategic leadership, excellence policy, service development and public relations are described and analysed. The article describes the process of introducing and consolidating entrepreneurial characteristics in a traditional public institution as described by Burton C. Clark. As a practice-based article, it may also offer insight to the vast variety of changes that take place in any university today. (HRK / Abstract übernommen)