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**Abstract**

Internationalisation of higher education is a multi-faced concept for which no single definition exists, but which can be seen either as a process with an aim, not an end on itself, undertaken by higher education institutions (HEIs) intentionally or as a reaction of the external environmental pressures due to globalisation. The Internationalization Strategies Advisory Service – ISAS was a service designed by the International Association of Universities to provide advice to institutional leaders and teams interested in developing or reviewing the internationalisation policy, strategy and various programmes of their HEIs. The present article identifies some of the most common trends and features of internationalisation of higher education from the analysis of all ISAS reviews executed during the lifespan of the first phase of the programme. Trends are identified in 12 different areas of internationalisation of higher education. The analysis confirms the contention that internationalisation of higher education is a multi-faced phenomenon, whose rationale and level of implementation differs

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from institution to institution due to multiple factors. Therefore, a ‘one-size-fits-all’ model for internationalisation does not exist, but each institution needs to find its own approach to internationalise, while at the same time drawing on the best thinking and good practices from other institutions around the world. (HRK / Abstract übernommen)