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**Abstract**

This article investigates the implementation of a quality assurance system in Georgia as a particular case of 'Bologna transplant' in a transitioning country. In particular, the article discusses to what extent new concepts, institutions and models framed as 'European' have been institutionalised in Georgia. Based on an outcome analysis, the study concludes that reforms related to quality assurance have only produced façade effects and have locked the system at its inception phase, where it perpetually redefines itself rather than engages in ongoing improvements. This result contradicts the largely positive international assessments of the Georgian case in the realm of Bologna-inspired reforms and may provide other late-coming members to the Bologna process, especially those with previously centralised higher education systems, with the insights to avoid the same pitfalls. (HRK / Abstract übernommen)