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**Abstract**

This paper discusses strategic instruments that are used to enhance the competitiveness of Finnish universities in the context of globalisation, internationalisation and commercialisation of research and education. The Finnish higher education system is currently undergoing a major policy reform, which aims to enhance the competitiveness of Finnish universities through structural development. This article focuses specifically on three themes of structural development: institutional cooperation and mergers between universities; stratification and differentiation; and changes in governance and leadership. Three ongoing projects are used as illustrations. (HRK / Abstract übernommen)