# **HRK** Hochschulrektorenkonferenz

Die Stimme der Hochschulen

#### 19.10.2025

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## **Title**

Universities between traditional forces and modern demands : the role of imprinting on the missions of German universities / Simon Oertel ; Matthias Söll

### **Publication year**

2017

#### Source/Footnote

In: Higher education. - 73 (2017) 1, S. 1 - 18, Erratum to: S. 19 - 21

### **Inventory number**

45027

### **Keywords**

Hochschule : Idee und Aufgabe ; Hochschule : gegenwärtige Situation ; Hochschule und Staat : allgemein

#### **Abstract**

Universities find themselves faced with the conflicting institutional demands of being cathedrals of learning and research as well as introducing managerial and corporate-like structures. Despite many studies in higher education research that focus on how this situation affects the mission of universities, the role of imprinting has not received considerable attention yet. Our study aims at closing this research gap by analyzing the influence of institutional founding conditions on mission statements of universities. Results show that imprinting does not affect the introduction of mission statements, but rather their contents. The role of imprinting is, however, moderated by the power and the reputation of universities. In discussing these findings within the context of higher education research, our study contributes to a better understanding of developments in the field of universities. (HRK / Abstract übernommen) Oertel, Simon, E-Mail: simon.oertel@uni-jena.de