

Barbara Schachermayer-Sporn  
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Institute for Higher Education Management  
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## Employment

### Head

Institute for Higher Education Management  
Vienna University of Economics and Business  
Wien, Austria  
1 Oct 2015 → present

## Publications

### Higher education institutions as change agents in society: Perspectives on Adaptation and Impact

Schachermayer-Sporn, B. & Godonoga-Kopalko, A., Nov 2024, In: European Journal of Higher Education. 14, sup1, p. 1-9

### Walking the talk: organising for social impact through performance management in European business schools

Godonoga, A., Schachermayer-Sporn, B. & Reidl, K., 11 Sept 2023, (E-pub ahead of print) In: European Journal of Higher Education.

### The conceptualisation of socially responsible universities in higher education research: a systematic literature review

Godonoga, A. & Schachermayer-Sporn, B., 2023, In: Studies in Higher Education. VOL. 48, 3, 16 p.

### Contextualising Change with Social Network Analysis

Qua, K. & Schachermayer-Sporn, B., 14 Oct 2022, In: Global Focus - The EFMD Business Magazine. 2022, 1 (research volume)

### Strategic Continuity or Disruption? Adaptive structures of business schools in times of crisis

Schachermayer-Sporn, B., 2022, *Business School Leadership and Crisis Exit Planning: Global Deans' Contributions on the Occasion of the 50th Anniversary of the EFMD*. Cornuel, E. (ed.). Cambridge: Cambridge University Press, p. 197 - 214

### The New Silk Road and the "Idea of the University"

Schachermayer-Sporn, B. & van der Wende, M., 2020, *China and Europe on the New Silk Road. Connecting Universities Across Eurasia*. Marijk van der Wende, William C. Kirby, Nian Cai Liu, Simon Marginson (ed.). Oxford: Oxford University Press, p. 331 - 360

### Competition in Higher Education

Schachermayer-Sporn, B., 2019, *Encyclopedia of International Higher Education Systems and Institutions*. Pedro Nuno Teixeira, Jung Cheol Shin (ed.). Dordrecht: Springer International Publishing, p. 1 - 6

### Leaving the ivory tower: universities' third mission and the quest for legitimacy

Meyer, M. & Schachermayer-Sporn, B., 2019, *University and Society: Interdependencies and Exchange*. Ágnes Kövér & Gaby Franger (ed.). Cheltenham: Edward Elgar Publishing, p. 39 - 57

### Adaptive University Structures: From Theory to Practice and Back

Schachermayer-Sporn, B., 2018, *Under Pressure - HEIs Coping with Multiple Challenges*. Joao Rosa, M.; Magalhaes, A.; Veiga, A.; Teixeira, P.N. (ed.). na: Brill Academic Publishers, p. 37 - 54

**Editorial: Institutionelle Differenzierung und Profilbildung im Hochschulbereich**

Euler, D. & Schachermayer-Sporn, B., 2018, In: Zeitschrift für Hochschulentwicklung. 13, 3, p. 9 - 15

**Leaving the Ivory Tower: Universities' Third Mission and the Search for Legitimacy**

Meyer, M. & Schachermayer-Sporn, B., 2018, In: Zeitschrift für Hochschulentwicklung. 13, 2, p. 41 - 60

**Business Schools' Corporate Social Responsibility: Practice what you preach**

Badelt, C. & Schachermayer-Sporn, B., 2011, *Business Schools and their Contribution to Society*. M. Morsing, A. Sauquet Rovira (ed.). London et al.: Sage Publications, p. 125 - 132

**Management of and in Higher Education Institutions**

Schachermayer-Sporn, B., 2010, *International Encyclopedia of Education (Third Edition)*. Penelope Peterson, Eva Baker, Barry McGaw (ed.). London: Elsevier, p. 245 - 250

**Steuerung autonomer Universitäten: Erfahrungen mit der österreichischen Universitätsreform**

Schachermayer-Sporn, B., 2010, *Neue Wege der Hochschulgovernance*. Rolf v. Lüde (ed.). Hamburg: Hamburg University Press, p. 37 - 61

**Informationstechnologie und NPOs**

Schachermayer-Sporn, B., 2007, *Handbuch der Nonprofit Organisation (4. Auflage)*. Christoph Badelt, Michael Meyer, Ruth Simsa (ed.). Stuttgart: Schäffer Poeschel, p. 362 - 375

**University Adaptation and Gender Equality: A Case Study of the Vienna University of Economics and Business Administration**

Schachermayer-Sporn, B., 2007, *Women, Universities, and Change: Gender Equality in the European Union and the United States*. Mary Ann Danowitz Sagaria (ed.). Oxford: Palgrave Macmillan, p. 73 - 89

**Machen es die anderen besser? Das Schweizer Hochschulsystem im internationalen Vergleich**

Schachermayer-Sporn, B., 1 Sept 2006, In: Schweizer Monatshefte. 5/6, p. 28 - 30

**Governance and Administration: Organizational and Structural Trends**

Schachermayer-Sporn, B., 2006, *International Handbook of Higher Education*. James J. F. Forest, Director Philip G. Altbach (ed.). Dordrecht: Springer, p. 141 - 157

**Hochschule Schweiz. Ein Vorschlag zur Profilierung im internationalen Umfeld**

Schachermayer-Sporn, B., 1 Sept 2004, Zürich.

**Convergence or difference in international higher education policy: Lessons from Europe**

Schachermayer-Sporn, B., 1 Sept 2003, In: Ford Policy Forum. p. 31 - 44

**Management in Higher Education: Current Trends and Future Perspectives in European Colleges and Universities**

Schachermayer-Sporn, B., 2003, *The dialogue between higher education research and practice: 25 Years of EAIR*. Roddy Begg (ed.). Dordrecht: Springer, p. 97 - 107

**Trends relating to higher education reform in Europe: an overview**

Schachermayer-Sporn, B., 2003, *Globalization and Reform in Higher Education*. Heather Eggins (ed.). Berkshire: Open University Press, p. 117 - 131

**Quality Assurance in Europe and the U.S.: Professional and Political Economic Framing of Higher Education Policy**

Schachermayer-Sporn, B., 1 Sept 2002, In: Higher Education. 43, 3, p. 355 - 390

**New models of management and shifting modes and costs of production: Europe and the United States**  
Schachermayer-Sporn, B., 2002, In: Tertiary Education and Management.

**Quality Assurance in Europe and the U.S.: Professional and Political Economic Framing of Higher Education Policy**  
Rhoades, G. & Schachermayer-Sporn, B., 2002, In: Higher Education. p. 355 - 390

**Building Adaptive Universities: Emerging Organizational Forms Based on Experiences of European and US Universities**  
Schachermayer-Sporn, B., 2001, In: Tertiary Education and Management.

**NPOs im Bildungsbereich: Internationale Entwicklungen des Universitätssektors und Konsequenzen für das Universitätsmanagement**

Schachermayer-Sporn, B., 2001, *Management der Zivilgesellschaft: Spezifische Herausforderungen in Nonprofit Organisationen*. Schäffer-Poeschel, Stuttgart 2001.

**Universities and Science and Technology: Europe**

Schachermayer-Sporn, B., 2001, *International Encyclopedia of the Social & Behavioral Sciences*. Neil J. Smelser, Paul B. Baltes (ed.). Oxford: Elsevier, p. 15974 - 15978

**Adaptive University Structures: An Analysis of Adaptation to Socioeconomic Environments of US and European Universities**

Schachermayer-Sporn, B., 1 Sept 1999, London: Jessica Kingsley Publishers.

**Adaptive University Structures: An Analysis of Adaptation to Socioeconomic Environments of US and European Universities**

Schachermayer-Sporn, B., 1999

**Current Issues and Future Priorities for Higher Education Systems: Selected Perspectives from Continental Europe**

Schachermayer-Sporn, B., 1999, *Higher Education in the 21st Century: Global Challenge and National Response*. Institute of International Education and the Boston College Center for International Higher Education, New York 1999.

**Institutional Adaptation: Demands for Management Reform and University Administration**

Schachermayer-Sporn, B., 1999, *Higher Education: Handbook of Theory and Research, Volume XIV, Agathon, New York 1999*.

**Towards more adaptive universities: Trends of institutional reform in Europe**

Schachermayer-Sporn, B., 1999, In: Higher Education in Europe.

**Adaptation Processes at Universities: Organizational Implications of a Complex Environment**

Schachermayer-Sporn, B., 1998, *Educational Research and Higher Education Reform in Eastern and Central Europe. Beiträge zur Vergleichenden Bildungsforschung, Vol. 6, Peter Lang, Frankfurt/Main 1998*.

**Das Marktpotential für den elektronischen Lebensmitteleinzelhandel in Österreich**

Schachermayer-Sporn, B., 1998

**Potential for Online Grocery Shopping in the Urban Area of Vienna**

Schachermayer-Sporn, B., 1998, In: Electronic Markets (em).

**Reforming Higher Education in Austria: Challenges and Problems**

Schachermayer-Sporn, B., 1998, In: International Higher Education.

**Universitäten zwischen Bürokratie und Markt. Bildungssysteme im Vergleich**

Schachermayer-Sporn, B. & Maier, G., 1998, *Die Wirtschaftsuniversität Wien. Bildung und Bildungsauftrag. Band III, Teilband 1, Festschrift der Wirtschaftsuniversität Wien, Ueberreuter, Wien 1998*.

**Developing an Information Strategy: Experiences from the Vienna University of Economics and Business Administration**  
Schachermayer-Sporn, B., 1996, *Managing Information Strategies in Higher Education. OECD Documents, Paris 1996.*

**Managing University Culture: An Analysis Of the Relationship Between Institutional Culture And Management Approaches**  
Schachermayer-Sporn, B., 1996, In: Higher Education.

**Nutzen des Internet für österreichische Unternehmen**  
Schachermayer-Sporn, B., 1996

**Adaptation Processes at Universities: Organizational Implications of a Complex Environment**  
Schachermayer-Sporn, B., 1995, In: Tertiary Education and Management.

**Emerging Patterns of Social Demand and University Reform: Through a Glass Darkly**  
Schachermayer-Sporn, B., 1995

**The Implications of a Postindustrial Environment for the University: An Introduction**  
Schachermayer-Sporn, B., 1995, *Emerging Patterns of Social Demand and University Reform: Through a Glass Darkly, Pergamon, Oxford 1995.*

**University 2001: What will the University of the 21st Century Look Like?**  
Schachermayer-Sporn, B., 1995, *Emerging Patterns of Social Demand and University Reform: Through a Glass Darkly, Pergamon, Oxford 1995.*

**More than Student or Staff Mobility - Thoughts on a Comprehensive Research Agenda for International Education**  
Schachermayer-Sporn, B., 1994, *Open Doors 1993-1994 - Report on International Educational Exchange. Institute of International Education, New York 1994.*

**Universities Facing Crises: Management of Adaptation Processes in the United States**  
Schachermayer-Sporn, B., 1994, In: Educatio.

**Eine Analyse des Zusammenhangs von Informationskultur und der Absicherung von langfristigen Erfolgspotentialen in Organisationen**  
Schachermayer-Sporn, B., 1993, *WU Jahrestagung 1993 - Forschung für die Wirtschaft, im Mittelpunkt der Mensch. Service Fachverlag, Wien 1993.*

**The Effects of Organizational Culture on Strategic Marketing Planning at Universities**  
Schachermayer-Sporn, B., 1993, In: Carolina Planning: University and Planning.

**Frauen und EDV? - Zur Situation der Frau in der EDV-Ausbildung**  
Schachermayer-Sporn, B., 1992, *Vergleichsweise ungleich - Zur Situation der Frauen in Wirtschaft, Wissenschaft und Forschung. Service-Fachverlag, Wien 1992.*

**Strategische Marketing-Planung an Universitäten - kulturelle und organisatorische Aspekte eines umfassenden Prozesses**  
Schachermayer-Sporn, B., 1992, In: der markt - International Journal of Marketing (eingestellt 2013).

**University Culture and its Implications on Strategic Marketing Planning of Universities**  
Schachermayer-Sporn, B., 1992

**Dienststelle für Planung und Organisationsentwicklung - Wirtschaftsuniversität Wien**  
Schachermayer-Sporn, B., 1991, *Besondere Dienststellen für Planung und Organisationsentwicklung, hrsgg.v. Bundesministerium für Wissenschaft und Forschung, Wien 1991.*

## Activities

### **CHER 35th Annual Conference**

Schachermayer-Sporn, B. (Organiser)  
30 Aug 2023 → 1 Sept 2023

### **Coordinating Council for Higher Education of Portugal (External organisation)**

Schachermayer-Sporn, B. (Member)  
2023 → 2025

### **Universitätsrat, Montanuniversität Leoben (External organisation)**

Schachermayer-Sporn, B. (Member)  
2023 → ...

### **Let's not lose the Roadmap for Eurasian Cooperation in Higher Education**

Schachermayer-Sporn, B. (Speaker) & van der Wende, M. (Speaker)  
16 Sept 2022

### **From words to deeds: Integration of social impact into business schools' performance management practices**

Godonoga, A. (Speaker) & Schachermayer-Sporn, B. (Contributor)  
5 Sept 2022

### **Performance management practices for a responsive higher education: Insights from research on university social responsibility and institutional mergers.**

Godonoga, A. (Speaker), Schachermayer-Sporn, B. (Contributor) & Böhm, B. (Speaker)  
2 Sept 2022

### **The 38th EGOS Colloquium. Organizing: The Beauty of Imperfection.**

Schachermayer-Sporn, B. (Speaker) & Godonoga, A. (Speaker)  
8 Jul 2022

### **The Conceptualisation of Socially Responsible Universities in Higher Education Research: A Systematic Literature Review**

Godonoga, A. (Speaker) & Schachermayer-Sporn, B. (Contributor)  
18 Oct 2021 → 19 Oct 2021

### **FWF Der Wissenschaftsfonds (External organisation)**

Schachermayer-Sporn, B. (Member)  
2019 → 2023

### **University Leadership in Times of Change**

Schachermayer-Sporn, B. (Speaker)  
28 Nov 2018

### **Annual CHER Conference**

Schachermayer-Sporn, B. (Participant)  
2017

### **Chartered Association of Business Schools (External organisation)**

Schachermayer-Sporn, B. (Member)  
2017 → ...

### **EFMD Higher Education Research Conference**

Schachermayer-Sporn, B. (Participant)

2017

**"Forschungsgeleitet" als Maxime an Österreichs Hochschulen - gilt das auch für das Hochschulmanagement?**

Schachermayer-Sporn, B. (Speaker)

2017

**OECD Conference - 2nd Higher Education Stakeholder Forum**

Schachermayer-Sporn, B. (Participant)

2017

**The Adaptive University Revisited: From Theory to Practice and back**

Schachermayer-Sporn, B. (Speaker)

2017

**Zeitschrift für Hochschulentwicklung (Journal)**

Schachermayer-Sporn, B. (Member of editorial board)

2017 → ...

**Global Positioning Strategy in Marketing to International Students, Anglo-American and Central European Style**

Schachermayer-Sporn, B. (Contributor) & Rhoades, G. (Contributor)

9 Nov 2016 → 12 Nov 2016

**Governance and Performance? New Business Models for Business Schools in Europe**

Schachermayer-Sporn, B. (Speaker)

5 Sept 2016 → 7 Sept 2016

**Die Universität zwischen Wirtschaftsrelevanz und Gesellschaftskritik**

Schachermayer-Sporn, B. (Contributor) & Loprieno, A. (Contributor)

26 May 2016

**Governance and Performance: New Business Models for Business Schools in Europe**

Schachermayer-Sporn, B. (Speaker)

17 May 2016

**External Drivers for University Reform: The Case of Business Schools' Governance Relating to Performance**

Schachermayer-Sporn, B. (Speaker)

7 Apr 2016 → 8 Apr 2016

**Chancengleichheit und Hochschulmanagement**

Schachermayer-Sporn, B. (Speaker)

2 Feb 2016

**Annual AERA Meeting**

Schachermayer-Sporn, B. (Participant)

2016

**Annual CHER Conference**

Schachermayer-Sporn, B. (Participant)

2016

**EFMD Annual Conference**

Schachermayer-Sporn, B. (Participant)

2016

**EUA Funding Forum**

Schachermayer-Sporn, B. (Participant)  
2016

**European Foundation for Management Development (EFMD) (External organisation)**

Schachermayer-Sporn, B. (Member)  
2016

**Panel Member**

Schachermayer-Sporn, B. (Other)  
2016

**Search Committee for Professorship in Organization**

Schachermayer-Sporn, B. (Other)  
2016

**Universität Paris-Dauphine (Universite Paris Dauphine) (External organisation)**

Schachermayer-Sporn, B. (Member)  
2016

**China Europe International Business School (External organisation)**

Schachermayer-Sporn, B. (Member)  
2015

**Libera Universita Internazionale degli Studi Sociali Guido Carli (External organisation)**

Schachermayer-Sporn, B. (Member)  
2015

**Public Lectures and Courses for CAS Program (Certificate of Advanced Studies)**

Schachermayer-Sporn, B. (Other)  
2015 → ...

**European Foundation for Management Development (EFMD) (External organisation)**

Schachermayer-Sporn, B. (Member)  
2014

**OeAD-GmbH — Agentur für Bildung und Internationalisierung (External organisation)**

Schachermayer-Sporn, B. (Member)  
2010 → 2018

**Austrian-American Educational Commission (Fulbright Commission) (External organisation)**

Schachermayer-Sporn, B. (Member)  
2008 → 2015

**Member of the Peer Review Teams**

Schachermayer-Sporn, B. (Other)  
2007 → ...

**UniManagement Turin (External organisation)**

Schachermayer-Sporn, B. (Member)  
2007 → 2012

**European Academy of Sciences and Arts (External organisation)**

Schachermayer-Sporn, B. (Member)

2005 → ...

**Partnership of International Management (PIM) (External organisation)**

Schachermayer-Sporn, B. (Member)

2003 → 2006

**Vienna University of Economics and Business (Organisational unit)**

Schachermayer-Sporn, B. (Member)

2003 → 2015

**Academy of Management (AoM) (External organisation)**

Schachermayer-Sporn, B. (Member)

2002 → ...

**The Global Alliance in Management Education (CEMS) (External organisation)**

Schachermayer-Sporn, B. (Member)

2002 → 2015

**Vienna Science and Technology Fund (External organisation)**

Schachermayer-Sporn, B. (Member)

2002 → 2015

**Vienna University of Economics and Business (Organisational unit)**

Schachermayer-Sporn, B. (Member)

2002 → 2003

**AERA American Educational Research Association (External organisation)**

Schachermayer-Sporn, B. (Member)

2001 → 2010

**Association for the Study of Higher Education (ASHE) (External organisation)**

Schachermayer-Sporn, B. (Member)

2001 → 2010

**Consortium of Higher Education Researchers (CHER) (External organisation)**

Schachermayer-Sporn, B. (Member)

2001 → ...

**European Association for Institutional Research (EAIR) (External organisation)**

Schachermayer-Sporn, B. (Member)

2001 → 2010

**Verband der Hochschullehrer für Betriebswirtschaft (German Academic Association for Business Research) (External organisation)**

Schachermayer-Sporn, B. (Member)

2001

**Verband der Hochschullehrer für Betriebswirtschaft (German Academic Association for Business Research) (External organisation)**

Schachermayer-Sporn, B. (Member)

2001 → 2010



### **Tertiary Education and Management (Journal)**

Schachermayer-Sporn, B. (Reviewer)

2000 → 2010

### **Vienna University of Economics and Business (Organisational unit)**

Schachermayer-Sporn, B. (Member)

1988 → 1991

## **Prizes**

### **Auslandsstipendium der Jubiläumsstiftung der Oesterreichischen Nationalbank**

Schachermayer-Sporn, B. (Recipient), 1992

### **Best Paper Award 1999, Verband der Hochschullehrer für Betriebswirtschaft**

Schachermayer-Sporn, B. (Recipient), 1999

### **Erwin-Schrödinger-Auslandsstipendium, Fonds zur Förderung der Wissenschaftlichen Forschung (FWF)**

Schachermayer-Sporn, B. (Recipient), 1993

### **Förderung für WU-Assistenten-Kleinprojekte, Wirtschaftsuniversität Wien**

Schachermayer-Sporn, B. (Recipient), 2000

### **Förderungspreis der Senator Wilhelm Wilfling Stiftung, Wirtschaftsuniversität Wien**

Schachermayer-Sporn, B. (Recipient), 1999

### **Fulbright Reisestipendium, Fulbright Commission**

Schachermayer-Sporn, B. (Recipient), 1992

### **Großes Ehrenzeichen für Verdienste um die Republik Österreich**

Schachermayer-Sporn, B. (Recipient), 2015

### **Leistungsstipendium der Wirtschaftsuniversität Wien**

Schachermayer-Sporn, B. (Recipient), 1991

### **Preis für Innovative Lehre**

Schachermayer-Sporn, B. (Recipient), 2022

### **Stipendium "Förderung junger Wissenschaftler", Exportakademie der Bundeskammer der gewerblichen Wirtschaft**

Schachermayer-Sporn, B. (Recipient), 1992

## **Projects**

### **Comparative organisation research: profit- and nonprofit organizations**

Schachermayer-Sporn, B. (PI - Project head) & Simsa, R. (Researcher)

1/12/00 → 1/08/01

### **Performance Evaluation in Profit- and Nonprofit Organizations: A Comparative Study in Austria**

Schachermayer-Sporn, B. (Researcher) & Simsa, R. (Researcher)

1/01/02 → ...