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*Managerialism in Higher Education: The Case of Hungary and Eastern Europe*

Managerialism in higher education--as it was defined and described by Deem, Hillyard and Reed as early as 2007--spread over Europe during the 2000's. Case studies (like Hedley's on the Irish universities) show similarities with but also variations of the UK universities. Managerialism has penetrated the universities of Eastern Europe after the political turn of 1990. Studies of the universities in Hungary showed some characteristics of an "Eastern" European managerialism. Its features are: a) the universities as "state owned" enterprises, symbolising the national identity; b) the university managers as representatives of the modernisation process that is "catching up" Hungary with Europe; and c) their ideology (managerialism) as a special mixture of the "evidence based" and the "interest based" policy making.