

Maaß, S., Büttner, B. & Nerdinger, F. W. (2013). *Organizational Change at Universities – The Implementation of Lifelong Learning in Professors' View*. Presentation at the 13th European Congress of Psychology, 09.-12. Juli 2013 in Stockholm, Schweden.

*Abstract:*

The concept of lifelong learning aims to give people the opportunity to learn throughout their whole lifetime. Especially since the Bologna process, lifelong learning has become an important task for universities. This objective is to be met by the professors, the representatives of the universities, who in general have a special status within their organizations. Especially in Germany this status is characterized by a high degree of autonomy and almost a complete lack of control by authorities. Given this freedom of action it can be assumed that without the professors' willingness to promote lifelong learning in universities hardly any progress can be made in terms of integrating corresponding learning programs.

Considering this background, the question arises, how the professors' willingness to promote these organizational development processes can be fostered.

In the context of an OD-measure concerning lifelong learning we performed a qualitative interview study with university professors (N = 20) from different disciplines of a German university to capture their perspective on the topic. By qualitative analysis, we found first hints (e.g. to consider the professors' fear of losing reputation) about what could be done to promote the integration of lifelong learning in universities.

In the presentation, the details on the applied methods, the results and implications for research and practice will be discussed.