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**From Entrepreneurial University to the Prime University
without losing entrepreneurial spirit**

All systems and all organizations, including universities, have their own life cycles. They appear, grow, prosper and sometimes due to certain reasons start to age and even might disappear. Despite different locations, differences in size, culture, country in which those universities exist, there are many common reasons, predictable in advance, which explains why some universities are continuing to flourish and some are losing the former power and position in the market. During this presentation, using the theory of one of the contemporary change management guru Dr. Ichak Adizes (USA), and based on the practical examples of various universities in Lithuania and Europe, the author is going to reveal why it is happening and what should be done in order to stay in Prime.