

IMAGE-BUILDING ATTRACTIVENESS OF HIGHER EDUCATION INSTITUTIONS THAT TRAIN SPECIALISTS IN THE FIELDS OF LIGHT INDUSTRY

University entrants and students who want to get higher education, primarily are interested in the quality of higher education institutions (HEIs), their prestige, employment promotion after graduation, the further career advancement, social protection in labour markets. HEIs assessment rating is one of the main approaches of educational services quality.

The procedure for determining the higher institution's IBA includes the following stages:

Stage I. Attractiveness is a relative indicator, while forming information to evaluate the image-building attractiveness (IBA), only those areas of training (specialties) are selected to be trained at least specialists in two higher education institution.

Stage II. IBA single parameters are identified, characterizing the demand and supply for education receipt (delivery).

Stage III. Single summary measure IBA component (the field of study, profession, kind of university) is given by:

$$D = \frac{\sum_{i=1}^n \alpha_i}{\sqrt{\prod_{i=1}^n x_i^{\alpha_i}}}$$

where x_i = IBA parameters, α_i = weight ratio, $0 \leq \alpha_i \leq 1$.

Stage IV. While assessing of higher education institution's IBA, its synthesis rate is determined by the formula:

$$R_i^{\overline{HEI}} = \frac{\sum_{j=1}^n R_{ij}}{n}$$

Where $R_i^{\overline{HEI}}$ = the synthesis rate of the higher education institution's IBA, R_{ij} = the IBA synthesis rate, j = the areas of training (specialties), n = the number of HEI training areas (specialties) to take part in IBA estimation (see Stage I).

According to the estimation results, all higher education institutions are assigned with a category:

«A» (1,00–0,80) is the highest; «B» (0,62–0,37) is high; «C» (0,62–0,37) is medium; «D» (0,36–0,20) is low; «E» (0,19–0,00) is critical.