

ABSTRACTS

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UNIVERSITY COMPETITIVENESS MANAGEMENT

University is the same subject of market relations, and other companies and organizations selling goods and providing services. Ensuring a high level of competitiveness is a key component of successful work in particular and the existence of University in general. Educational programs for Ukrainian students suggest University of Ukraine and University of other States.

Significant increased competition on the market of educational services dictates the necessity of development of such education programs that will be in demand among students. Assessment of University competitiveness on the educational services market is not static but a dynamic process. Work environment on the market, the requirements of the consumer of these services, the requirements of the labor market are changing. That's why we're talking about managing competitiveness, is the constant improvement and increase of advantages over competitors with the aim of successful University work on the educational services market of both Ukraine and the world.