

ABSTRACTS

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IDENTIFYING EFFECTIVE METHODS OF UNIVERSITY COMPETITIVENESS INCREASE

The current stage of Ukraine education development is characterized by increased competition in the educational market. Under these conditions determine the level of competitiveness of higher education may provide an opportunity to identify ways to improve it to obtain a competitive advantage.

The approach to improving the higher education competitiveness should be approaches to assessing the level of satisfaction of student expectations and requirements in the learning process. Before the university question the motivation of finding effective tools of scientific and pedagogical personnel to enhance research and improve teaching activities.

We can define the following methods of improving the competitiveness of higher education: reducing cash expenditures of buyer (discounts when paying educational services), establish links with employers, providing real practice in enterprises; improve the quality of education provided by universities.

One of the key components of competitiveness management of higher education is to monitor the quality of educational services through the rating evaluation of scientific and educational activities of the teacher. In our opinion, the motivation of scientific and teaching staff on the basis of the rating is the mechanism increasing the competitiveness of universities that improve the quality of education. At the same time, teacher motivation is possible only in the event that the rating he can get motivational benefits.

Research and teaching staff forms the image of the university and has a direct impact on their competitiveness in the educational market. Justification expectations and needs of students in the learning process will create higher flood positive image of the institution that will be the basis for sustainable competitive advantage in the educational market.