

THE COMPETITIVENESS OF HIGHER EDUCATION OF UKRAINE ACCORDING TO THE INTERNATIONAL CONTEXT

Considering the transformation processes in Ukraine, most of the sectors are required the reforming of the economy and the transition to the advanced methods of management, the availability of high-quality competitive higher education is an important condition. So competitiveness of higher education — is an indicator of success of society. Now, higher education transmits the achievements of modernity to our future generations because of the result of their work — highly intellectual and human resources [1].

Higher education as a factor of innovation development of the economy is an essential determinant.

Higher education trains the highly skilled workforce and contributes to the research base and innovation capacity that increasingly determines competitiveness in the knowledge-based global economy. The current stage of economic development of any country of the world depends on the environment, which not only affects on the internal processes, but also corrects them by using world trends. Therefore, it is appropriate to analyze the competitiveness of higher education and the development of international trends in this direction.

Among the key global trends of higher education are given off:

- global student mobility
- Universities as international brands
- Technology is becoming increasingly central to education worldwide: Widening access, New ways of teaching (virtual learning environments, flipped classrooms and blended learning, etc), Internationalising access to research, Open access.

- Education as a tool to achieve economic success and development: Internationalisation' to achieve other goals, Improving the quality of higher education, Professional education and job training[2].

Today, one of the most common methods of comparative evaluation of the universities and national system in the world are rating systems: QS University Ranking to compare the universities and QS Higher Education System Strength Rankings to compare the system of higher education.

The QS World University Rankings by Subject ranks the world's top universities in individual subject areas, covering 42 subjects as of 2016. Each of the subject rankings is compiled using four sources. The first two of these are QS's global surveys of academics and employers, which are used to assess institutions' international reputation in each subject. The second two indicators assess research impact, based on research citations per paper and h-index in the relevant subject.

QS Higher Education System Strength Rankings is based on system strength, access, flagship institution performance, and economic context.

We can see, that the world's strongest higher education systems there are the USA – 100 score, the United Kingdom – 98.5, Germany – 94, Australia - 92.6 and Canada - 90.2. Among the universities - Massachusetts Institute of Technology has the first position by the 5 last years, the second position takes Stanford University, but the

position of this university has been changed – from 15th in 2012 to 2 in 2016, Harvard University took 3 th place at is lost the 2th position in comparing with 2015[3].

The system of higher education of Ukraine has 45th position of QS Higher Education System Strength Rankings, having 16.6 score of overall, system – 10 (45 place), access – 5 (46 place), Flagship – 12.2 (49 place), economic – 39.3 (31 place)[3].

There are such Ukrainian universities in QS University Ranking, in particular: V. N. Karazin Kharkiv National University takes 382th place, the position of which was increased in comparing with 2015 – 491-500, Taras Shevchenko National University of Kyiv in reverse from 421-430 in 2015 to 431-440 positions, National Technical University of Ukraine "Kyiv Polytechnic Institute" from 601-650 in 2015 to 551-600 in 2016, Donetsk National University, National Technical University "Kharkiv Polytechnic Institute" Sumy State University enter to the 701+ rankings [4].

Besides, in the latest report published by the Global Competitiveness Report 2015-2016, Ukraine, for example, is taken only 54th place in quality of the education system and has 38 position in quality of math and science education.

So, we can make the following conclusions, evaluating the level of competitiveness is a multifaceted research of different orientations and depends on many factors, from the country's macroeconomic indicators to directly generalizing the characteristics of the work process of universities, their material base, the quality of teaching, etc. In the context of international comparisons Ukraine's position is low. Thus, the state has to eliminate the problems and strengthen the competitive position. First of all it concerns improving the quality of education, level of training, dissemination of research and training services, transfer of educational and professional knowledge, increasing academic mobility of academics and students.

References:

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