

INSTITUTIONAL FOUNDATIONS OF IMPROVING THE IMAGE OF HIGHER EDUCATION ON THE BASIS OF AN INNOVATIVE APPROACH

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Annotation: Foreign educational institutions of higher education have extensive experience in shaping their image and image policy. The article analyzes what steps they are taking to do this and how it affects their ratings.

Keywords: image, education, national stereotypes, competitiveness, rating.

Introduction

Currently, all of the above trends also exist, but the boundaries between them are already more conditional. Many small colleges, originally designed to teach only bachelors, diversify their revenue base by adding online courses for undergraduates and graduate students. Universities that are widely recognized in their home country, they open branches abroad. Same-sex colleges are switching to coeducation. Large research universities are creating divisions on their campuses for the most gifted students, using innovative educational technologies and an individual approach in their education.

Ratings are important tools for attracting applicants and financial resources at foreign universities, which is why many rectors note their importance and priority. Nevertheless, in reality, a place in the ranking is important only for those universities that fall into the top 20 in various fields and for a long time hold certain positions in the rankings, which change little from year to year.

The researchers identify several of the most common groups of problems that universities face when forming and developing their image abroad. Among them: institutional resistance to change; lack of a clear model and transformation processes; difficulties in forming an image that would attract many target audiences; the established image of individual faculties or departments, which differs from the university-wide concept.

The country of origin of the educational institution is of great importance. According to the general definitions, the country of origin is the country where the product or service was manufactured, manufactured or developed. Currently, it is known that the image of the country of origin determines consumer preferences for products with identical properties. Subsequent research revealed that the concept of the country of origin has two components - the country of design and the country of production. These aspects are especially important because globalization has increased delocalization, while which products are developed in one country and manufactured in another. At the same time, the image of the country of production is of greater competitive importance for consumers.

Foreign educational institutions of higher education actively apply business campaigns to their market positioning, competitiveness and image improvement. For example, the "blue ocean" strategy is popular, according to which competition lies not in the plane of the product, but in the plane of its positioning strategy for the target audience. According to the definition proposed in the Kim study. H and R. Mauborn: "Blue oceans are all strategies that do not exist at the moment". The authors are sure that in any business you can come up with something brand new. And then, in the calm waters of the "blue ocean", the business will get the desired development. This approach is very different from traditional models, which focus on competition in the existing market space. The novelty of this strategy in relation to the formation and development of the image of educational institutions of higher education lies in the use of modern information technologies, competent communication with the target

audience and the creation of educational programs and learning conditions that anticipate the expectations and requests of potential consumers of educational services.

The article analyzes which approaches are used by educational organizations in forming their positive image. They use various marketing communication strategies and branding of their "product", which includes names, logos, symbols, slogans, etc. The distinctive visual identification of the university leads to its favorable perception – this, in turn, increases the performance of teachers and students, inspires them, and improves the perception of the university by the external environment. Universities with a positive image can charge higher tuition fees, pay less for intermediary services, attract and retain the best students, employees, actively interact with their target audiences and even with competitors.

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