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Rating positioning as part of Polish and Ukrainian Universities comparative aspect

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Abstract

In the article ranking positioning as part of Polish and Ukrainian universities in comparative perspective. In particular, the analysis of rating positions reputable universities in the world rankings QS ECA University Rankings and Webometrics ranking of world's universities.

Keywords: marketing; ranking; QS ECA University Rankings; Webometrics ranking of world's universities; Internet space.

Education market at the present stage dynamic. In a competitive universities have to offer various forms, types of training areas, specialties and more. In modern conditions not only the presence or prospective specialty training directly influences the choice of university entrants. More important is the internal environment of the university teaching staff, scientific base, the presence in the Internet space and so on. To compare these aspects appropriate to use the rating. Therefore, the study of authoritative rankings as a tool to influence the selection of applicants is relevant today.

Education marketing is becoming increasingly necessary for higher education. American Marketing Association provides a definition of "marketing" as the planning and implementation of the general concept, policies, pricing, promotion and distribution of ideas, goods and services through the exchange of satisfying both individual and organizational needs [1 p. 53]. The concept of "education marketing" scientist S. Teletova treats as one of the activities of the school management in a market economy that provides research demand for educational services and some knowledge in excess of state standards, affects the development of the educational needs of citizens through the development and implementation of the concept giving them a quality educational product [4 p. 119].

Advertising universities as an effective marketing tool, not so long ago was irregular, spontaneous, and detailed information on the services offered by the university, was available only on the eve of the opening campaign. Currently, universities are constantly pushing information about their activities on the education market, trying to realize several goals: to inform future users about the services and benefits, and to convince students, parents, employers need to give preference to service this higher education institution [3].

The most convenient way to provide information about the benefits of school, for teachers, etc., are advertising campaigns. The result of this activity is increased interest in universities by students and therefore increase the number of students. Today it is mainly implemented by providing information about the activities of the university, its place and role of the leading educational institutions possibilities opened before students and alumni. The results of the campaign before the applicant must appear in the image of the university, which is clearly positioning itself and has the potential for further personal development and professional development of teachers.

In our opinion, one of the aspects of effective advertising can be considered the presence of universities in various rankings. They are, above all, provide a higher level of efficiency than, for example, promotional videos or leaflets. This is because a potential customer based on objectivity and impartiality company that issued the rating. If universities hold high ranking positions, he is more likely to receive a significant number of applicants and a high proportion of employment of graduates among employers and those occupying lower positions have the ability to analyze and improve the rating position next time. Because ratings are influenced not only by students but also employers and universities themselves.

It is well known that messages with a high degree of reliability, credibility credible and larger changes in the minds of the target audience than those obtained with a low degree of reliability. In the education market, we can see this trend with publications ratings universities. International rating reflects the level of integration into the world information space and credibility of the University, so the reliability of the published data is of paramount importance.

As part of our theme, we decided to analyze the ranking positions of National University "Ostroh Academy" (Ukraine) and the University of Silesia in Katowice (Poland) in the world rankings in comparative perspective. For the analysis we have chosen the most popular and authoritative world rankings,

which were attended by both universities - ranking British consultancy Quacquarelli Symonds (QS) - QS EECA University Rankings and Ratings Laboratory Cybermetrics (Cybermetrics Lab) National Research Council of Spain (Spanish National Research Council, CSIC) under the Ministry of Science and innovation of Spain - Webometrics ranking of world's universities.

Rating QS EECA University Rankings (ranking universities in developing countries in Europe and Central Asia) was first published in 2014. Rating methodology is based on nine indicators, each of which has a percentage weight evaluation rating that determines the position of the university, namely:

| Indicator | Indicator | Weight estimates | Description |
|--|----------------------------------|-------------------------|---|
| scientific reputation | academic reputation | 30% | based on an international survey of academics |
| reputation among employers | employer reputation | 20% | based on an international survey of employers |
| the ratio of faculty to student numbers | faculty student ratio | 15% | data universities and public sources |
| number of citations per teacher | papers per faculty | 10% | number of published papers per one teacher calculated based on Scopus |
| web impact | web impact | 10% | webometrics ranking data |
| number of teachers with advanced degrees | proportion of staff with PhD | 5% | data universities |
| number of citations per publication | citations per paper | 5% | consider data publications that are indexed by Scopus |
| the share of foreign teachers | proportion international faculty | 2,5% | data universities |
| the proportion of foreign students | proportion international faculty | 2,5% | data universities |

[5].

In the ranking of 2018 represented 300 universities from 24 countries of Europe and Central Asia, including the leading position occupied by Russia, Czech Republic, Estonia, Poland and Turkey. Ukraine in the ranking are 16

universities and Poland - 22. National University "Ostroh Academy" takes place in the 171-180 ranking positions (10th place among Ukrainian of 16), and the University of Silesia in Katowice 102 position (11th place among the 22 Polish).

The detailed analysis of indicators universities:

| Indicators | National University "Ostroh Academy" | | University of Silesia in Katowice | |
|--|--------------------------------------|------------------|-----------------------------------|-------------------|
| | 171-180 (Among 300) | 10 (Among 16) | 102 (Among 300) | 11 (Out of 22) |
| scientific reputation | - | - | - | - |
| reputation among employers | 10,6% | - | - | - |
| the ratio of faculty to student numbers | 91,3% | - | - | - |
| number of citations per teacher (| - | - | 58,9% | - |
| web impact | - | - | 84,8% | - |
| number of teachers with advanced degrees | 30,9% | - | - | - |
| number of citations per publication | - | - | 73% | - |
| the share of foreign teachers | 41,3% | - | - | - |
| the proportion of foreign students | - | - | - | - |

[8].

In our opinion, the lack of a significant number of indicators at the National University "Ostroh Academy" can be explained by the small size of the university. The number of students and teaching staff at the National University "Ostroh Academy" is 2 160 and 321 respectively, and the University of Silesia in Katowice - 20 951 and 1 866. Therefore, the rating classifies the size of the university follows: National University "Ostroh Academy" - S and the University of Silesia in Katowice - L. It should be noted that the size classification ranking universities are divided into: S, M, L, XL.

The strongest and most weak indicators universities:

| Universities | A strong indicator | | Weak LED | |
|--------------------------------------|---|---|----------------------------|---|
| | Indicator | Rating position of the indicator (among 300 universities) | Indicator | Rating position of the indicator (among 300 universities) |
| National University "Ostroh Academy" | the ratio of faculty to student numbers | 26 | reputation among employers | 188 |
| University of Silesia in Katowice | Web impact | 27 | | 161 |

[7, 8].

Thus, the small size of the National University "Ostroh Academy" explains the high ratio position indicator faculty to student numbers and web exposure indicator University of Silesia in Katowice - considerable attention paid presence in the Internet space. It should be noted that the rating difference between universities in terms of reputation among employers, defined from the general survey of employers in the world, is only 27 steps. This can be explained by the fact that the global labor market of university graduates represent a small proportion compared with other leading universities. To improve ranking positions universities should pay attention to scientific component, which is represented in the online space. It should be noted,

For Ukrainian universities, currently the most effective tool for comparative evaluation of the quality of education in accordance with generally accepted international criteria are ranking Webometrics ranking of world's universities. The University can globally to attract talented students and teachers, to prepare high-quality professionals, not being effectively represented in the online space. Rating Webometrics ranking of world's universities is based on an analysis of official websites of educational institutions, so it included only those universities that have their own independent web domain. The rating does

not assess websites design or usability, popularity, their meaning depending on the number of visits and visitors. Web indicators used for an independent, thorough evaluation of global university performance [2, p. 109].

Rating Webometrics ranking of world's universities developers publish twice a year - in July and January. Accordingly, the assessment online presence is one of the possible measurement performance of universities worldwide, defined by a special technique. The methodology assessment of two indicators:

1) Visibility (Visibility, 50% of the weight assessment) determined by Impact (Impact) - the total number of external links received by the University from third parties (quoting website pages). In calculating the index takes into account the number of back links and domains, of which there are backlinks is calculated by using the service of external links Ahrefs.com analysis and systems analysis links for search engine optimization and online marketing Majestic. Therefore, an important part is the variety of sources of links rather than quantity.

2) Activity (Activity, weight 50% assessment) includes three parameters: Presence (Presence, 5% weight assessment), Transparency (Oppeness, 10% of the weight assessment) and high quality (Excellence, 35% of the weight assessment). Presence (Presence) - the total number of web pages hosted on the University web domain that are indexed by Google. Transparency (Oppeness) takes into account the number of citations top authors institution in Google Scholar Citations. High quality (Excellence) - academic papers published in international journals high impact according to Scopus. [2, p. 110].

In the ranking, which is published in January 2018, it was estimated about 27,000 universities worldwide, including 327 from Ukraine and 412 from Poland. Analyze performance rating webometrics National University "Ostroh Academy" and University of Silesia in Katowice:

| name of university | Rating country | World ranking | Indexes | | | |
|--------------------------------------|----------------|---------------|---------------------|-----------------|-------------------------|---------------------------|
| | | | Presence (Presence) | Impact (Impact) | Transparency (Openness) | High quality (Excellence) |
| National University "Ostroh Academy" | 94 | 9134 | 3619 | 7096 | 9593 | 5777 |
| University of Silesia in Katowice | 8 | 933 | 652 | 1013 | 1312 | 1159 |

[7, 8].

Apparently, National University "Ostroh Academy" entered the first hundred Ukrainian universities. However, the University of Silesia in Katowice takes place in the first thousand international universities and in the top ten among Polish. This demonstrates the high performance Internet presence of the university. We believe that to improve the ranking positions Webometrics ranking of world's universities, should:

1) increase the number of pages indexed search engine Google, hyperlinks domain Universities and the number of domains from which they are made;

2) increase the number of participants at universities files in formats Adobe Acrobat (*.pdf), Microsoft Word (*.doc, *.docx) and Microsoft PowerPoint (*.ppt), indexed academic search engine Google Scholar;

3) increase the number of publications of scientific articles in journals that are indexed by Scopus bibliometric base;

4) constantly analyze network policy to increase the amount and quality of electronic publications to promote the active use of Web tools in the university.

Summarizing all the above, the following conclusions:

1) Ratings - an important tool that allows you to evaluate the performance of the country, region and the world and thus stimulate further growth.

2) To improve the position in the ranking of QS EECA University Rankings, we believe that universities should pay attention to scientific component, which is represented in the online space.

3) Rating Webometrics ranking of world's universities based on calculations availability information messages on the Internet site of the university, the number of attachments, search engine results, external links, English-language pages. Thus, the rating indirectly evaluates all aspects of the university, scientific, educational, cultural, social and others. Inclusion in the first thousand universities, University of Silesia in Katowice demonstrate the required level of Internet presence, which the National University "Ostroh Academy" should strive.

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