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**GENESIS OF CREATION AND DEVELOPMENT OF
BRAND-CAPITAL OF KYIV NATIONAL
UNIVERSITY OF TECHNOLOGIES AND DESIGN****V. SHCHERBAK¹**¹Kyiv National University of Technologies and Design**Keywords:**

multilevel model of brand promotion, university, education market, the level of brand capitalization of universities.

ABSTRACT

A study of the formation genesis of multilevel model for brand promotion of modern institution in the educational market is performed. The proposed system of institution brand management based on the evaluation of capitalization and assets of the brand.

Problem statement. The functioning of the educational market contributes to the creation of highly skilled professionals, ensures the creation and development of human capital, human resources and has a significant impact on economic growth. According to the Ministry of Education and Science of Ukraine, despite the growing demand for higher educational institutions in the country within recent years, unfavorable demographic situation significantly reduced the number of potential applicants. In this regard, there are economic incentives to schools to compete for students and graduates providing demand in the labor market.

In modern conditions of modernization of our educational system, elements of brand image of higher educational institution are specific rational and symbolic values of educational service, significant part of which is associated with the use of modern information and communication technologies, using marketing strategy to promote the brand of the university, university reputation and image creation in the educational market.

Recent research analysis and part of the unsolved problem. Leading local and international experts in the fields of economics, marketing and strategic planning, such as Azoev A., Becker G., Gamble P., Grishchenko I. [2], Gordon J., Doyle P., Drucker P., Kotler F., Krakhmalova N. [1], Lambe J., Levitt T., Porter M., Simon B., Hussey D. etc. were interested in communication and marketing support of higher education.

The analysis of scientific literature on the research topic proved insufficient level of study on university brand promotion in modern conditions of economic knowledge creation in terms of methodological issues disclosure of technology related to market target segments determination, developing unique product offering and strategy of university brand promotion, new interactive technologies introduction to educational process.

The goal is to study the genesis of the multi-level model creation of brand promotion of modern institution of higher education in the educational market.

Research results. Kyiv National University of Technology and Design (KNUTD) is a multi-profile educational, culture, scientific and innovation complex with well-developed infrastructure and modern logistical support, carrying out multi-level training for qualified professionals in different areas. It consists of 7 faculties, 3 institutes and 3 colleges. To date, the University provides training in 16 disciplines, 13 undergraduate majors with "junior specialist" title, 29 courses for RVO "Bachelor" title, 36 majors for "specialist" title and RVO "Master" and 40 professional courses and specializations; retraining of professionals from four majors title "junior specialist" and 11 majors for title "specialist". Total number of students enrolled in engineering, design, computer, economic, chemical and other fields and professions comprises approximately 10 thousand.

In conditions of global educational market creation competition level in higher education increases to gain more applicants not only between Ukrainian universities, but also between foreign parties that offer educational services in the market [1]. Universities have to defend their competitiveness, conduct management innovations and achieve quality standards [2]. In these condition, it is impossible to handle without marketing, where one of its instruments is reasonable brand concept use, which means strong brand equity creation. A strong brand, which includes not only educational services, but also a specific set of perceived consumer associations and characteristics, allows the university to deal not only with domestic competitors in the Ukrainian market, but also with foreign players, which is extremely important in the process of globalization of education space [3].

The creation and development of the brand is a synergistic combination of the following components: 1) creation of individual brand features; 2) the creation of brand attributes; 3) positioning; 4) management of brand equity; 5) brand promotion.

Brand KNUTD was formed and developed throughout the historical period of its existence (1930-2015.), But the most intensive growth started from 1992 mainly due to internal activation of own resources, the development and implementation of comprehensive programs to enhance training activities, implementation of comprehensive measures to move from losses to competitive durability (Figure 1).

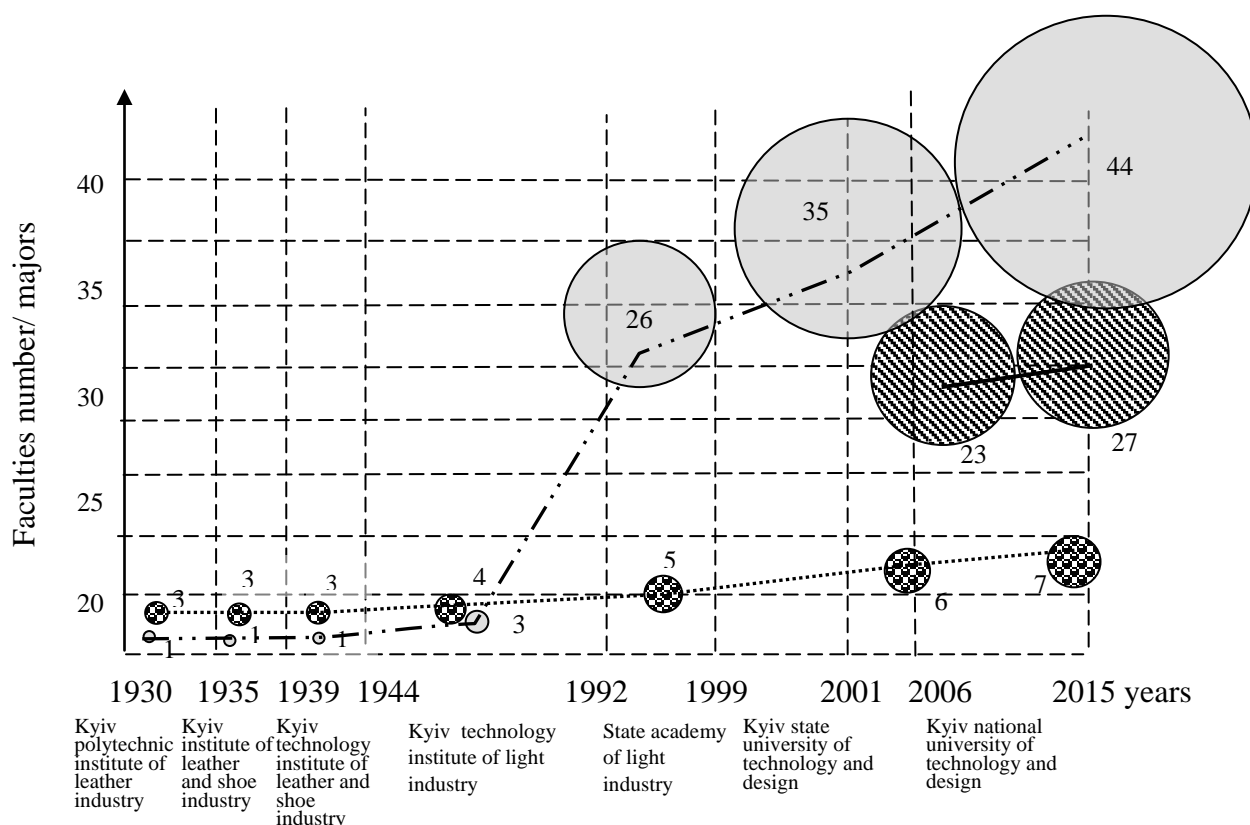


Fig. 1. Epistemological analysis of KNUTD brand

Explanation: - ⊗ - number of faculties; ○ - number of majors; ⊕ - number of undergraduate Bachelors training majors

As illustrated by Figure 1 breakthrough in the KNUTD development happened in 1992 when Kyiv Technological Institute of Light Industry was accredited by the fourth (the highest) level of special training and was renamed to the State Academy of Light Industry of Ukraine (SALIU) and then in 2001 - to Kyiv National University of Technology and Design (KNUTD), indicating university's national and international results recognition and its significant contribution to the development of national education and science.

During KNUTD brand individual features development, its mission, values, core competencies, philosophy, image and corporate culture were defined. Mission is described as a common goal, the meaning of high school existence. According to the Law of Ukraine "On Higher Education" the principal mission KNUTD is a flexible and innovative educational system to meet society needs in the preparation of competent, competitive professionals of European level, corresponding to the demands of the information society, the needs of international and national labor markets, integrated into the global educational space and oriented to democratic values. KNUTD brand development is depicted in the unique competencies creation (Figure 2).

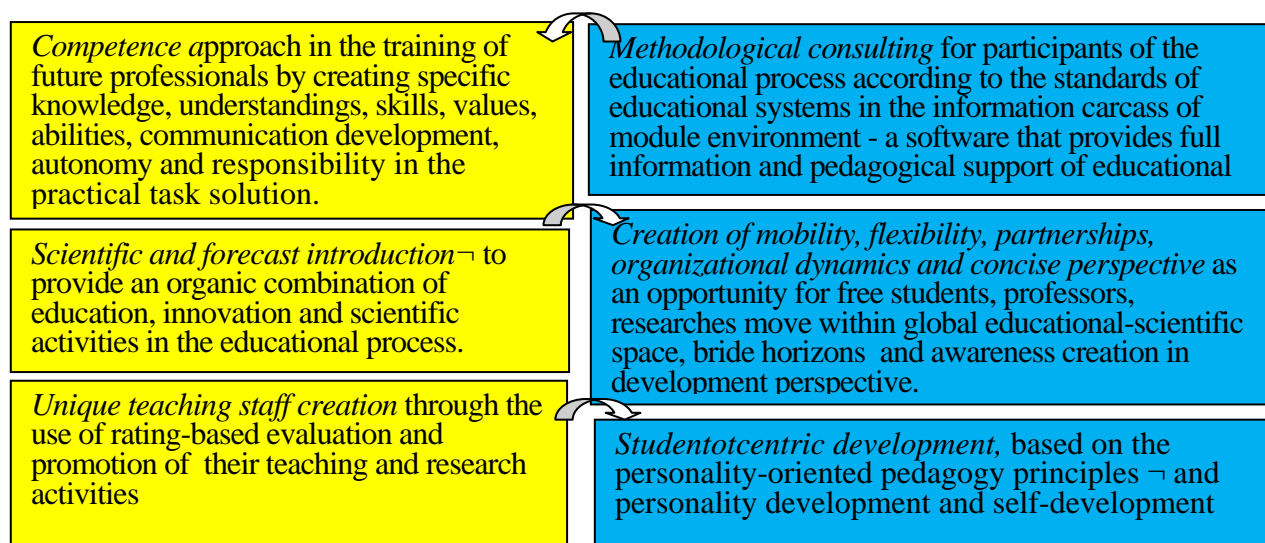


Fig. 2. Synergetic combination of KNUTD competencies

University brand placing happens the in the minds of consumers compared to competitors at positioning stage. Important components of university positioning can be the following: trust (correspondence between consumer expectations and the actual university state), value (perceived benefits for consumers), fitness (strengths of the university) and stability (the period of time during which position is maintained). Positioning is used as a basis for building communications and brand development strategy (Figure 3).

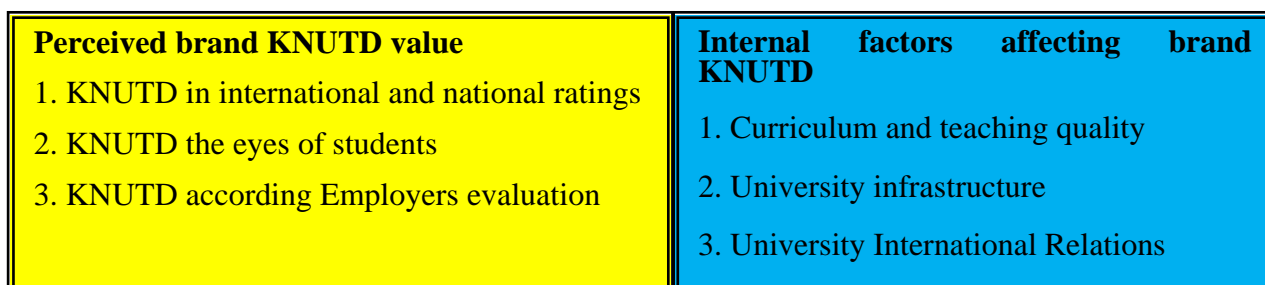


Fig. 3. External and internal environment impact on KNUTD brand positioning

One of the key indicators of educational services quality is different kinds of university rankings that serve as a measure of competitiveness level between higher education institutions (HEIs), where the place occupied by a particular university reflects its prestige, a clear university brand positioning institution in the eyes of international and domestic community [4].

One of the most famous universities rankings is Webometrics – global universities ranking, also known as web-ranking of universities [5]. This is a global system of universities ranking, where university place is determined by the level of university presentations online. Since 2004, the ranking of the universities around the world presence online takes place twice a year. At present performance of about 13 thousand universities among 18 thousand enlisted in the World Higher Education (WHED) is analyzed.

Visibility of changes that take place in the KNUTD brand positioning according to the evaluation system Webometrics, showed by Figure 4.

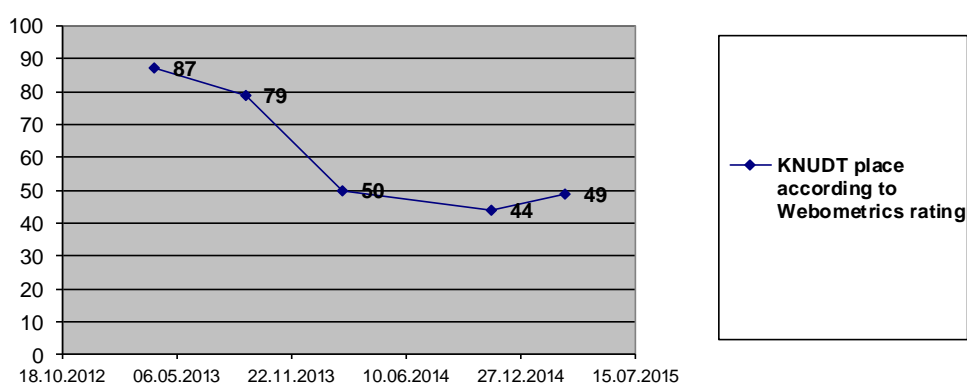


Fig. 4. KNUTD Brand Positioning by Webometrics ratings [5]

As illustrated by Figure 4. KNUTD brand presence in the global information space has recently significantly increased (almost twice over studied period - 44%).

Brand positioning in global university rankings citation is determined by the following systems: THES-QS 2009 Citation / Faculty (Scopus); ARWU - frequently cited studies (HiCi); the number of articles published in the magazine Science and Nature (N & S); the total number of items included in the scientific citation index: SCIE and SSCI (SCI) [6; 7]. KNUTD ratings dynamics compared to higher educational institutions of Ukraine by indicators Scientometrics database Scopus is shown in Figure 5.

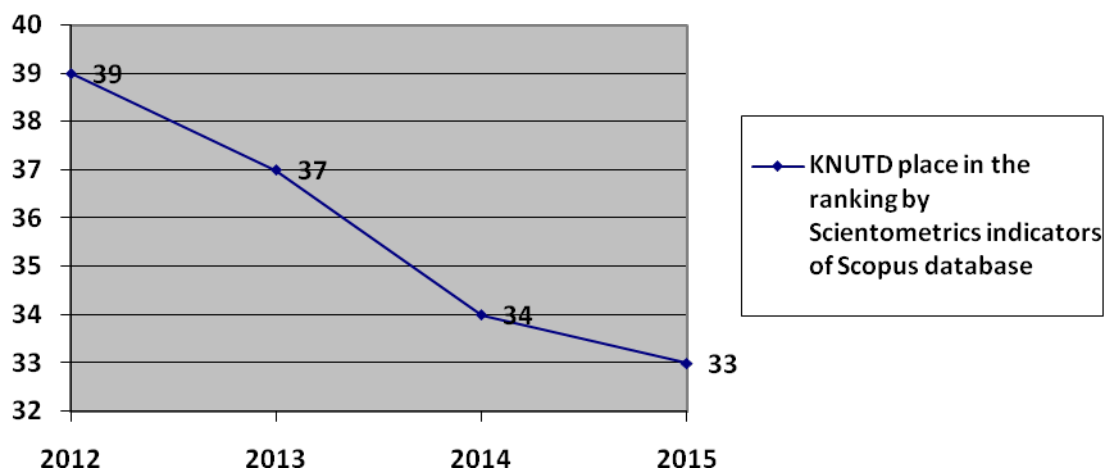


Fig. 5. KNUTD brand positioning in the ranking by Scientometrics KPIs, Scopus database

As illustrated by Figure 5 in the higher education institutions of Ukraine ranking by Scientometrics KPIs, Scopus database, KNUTD is consistently improving its position among the best 112 universities: from 39 place in 2012 to 33 in 2015. This indicates a 15% increase of scientific activity of the university's faculty and professors and the number of publications of own research. The directions of further KNUTD brand development and its external positioning strengthening might be: publications in international scientific magazines, publications in English, publications in electronic magazines, in e-libraries of own content, online publications, fix of their affiliation to the university, KNUTD colleagues' citation.

As for the national rankings, it is worth to note that May 30, 2015 Centre for International Projects "Eurosvita" in partnership with the international team of experts presented the 8th Academic Rating of Ukrainian universities "Top 200 Ukraine" (Figure 6).

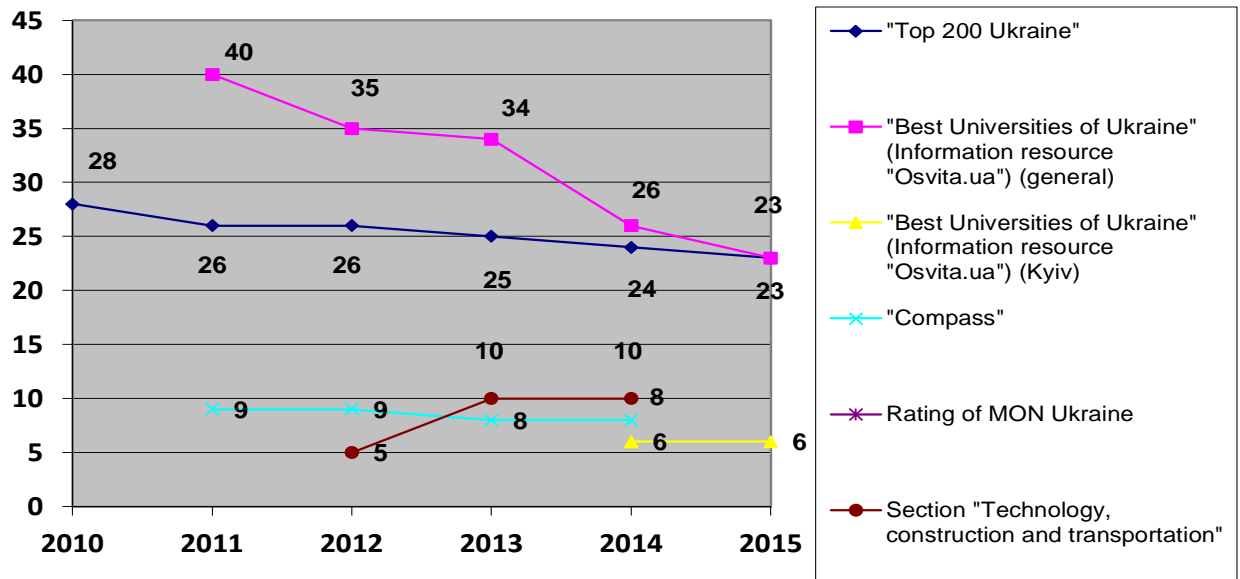


Fig. 6. KNUTD brand positioning in national rankings

The rating calculation method "Top 200 Ukraine" universities' activities are evaluated using aggregated index (integral index), which is comprised of basic indicators of direct measurements (80%), expert assessment of the graduates quality by the employers and the academic community (15%), and also using international scientometric and web metric data (5%).

According to the results of this evaluation KNUTD got the following ratings places: according to "Top 200 Ukraine" – 23rd place, «Scopus» - 33rd, «Webometrics» - 49th place, general ranking – 23rd, total score – 105th. Given data shows that KNUTD is dynamically developing under rapidly changing requirements of time.

The indicators of university brand loyalty are the following: high competition for scholarship and paid places; consistency of students body; number of graduates who want to enter the Masters and Postgrad programs; university satisfaction level (Figure 7, 8).

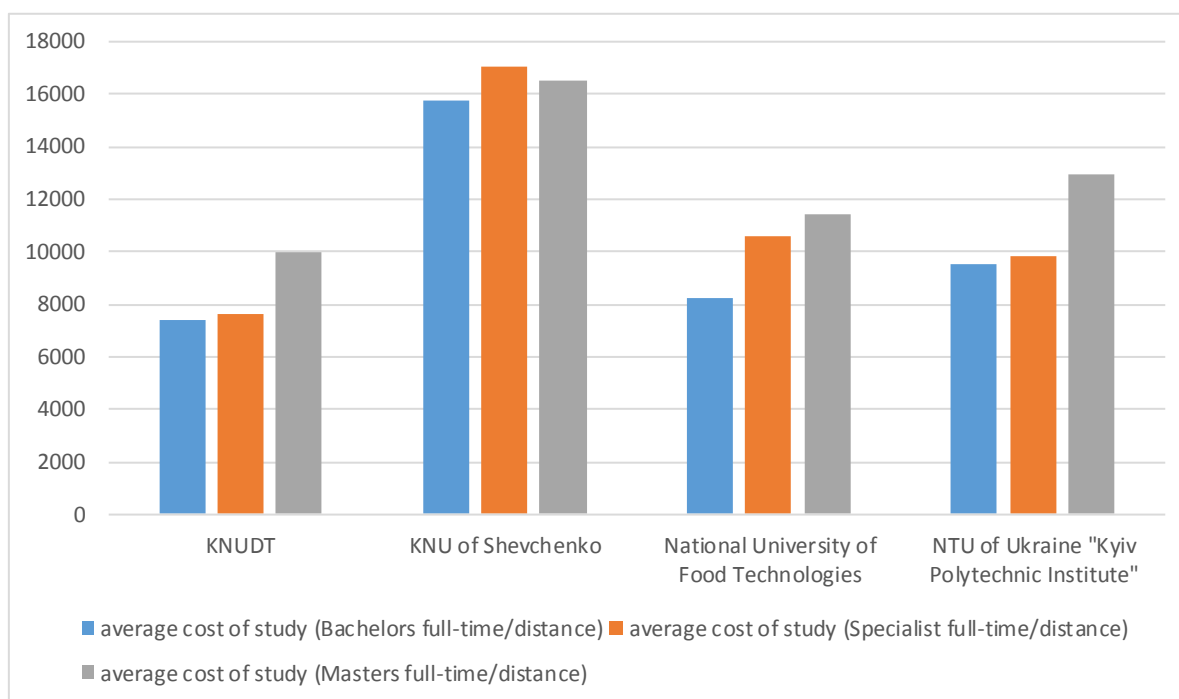


Figure 7. The average training cost compared to key competitors

Brand management allows the university to manage the brand assets, to improve and increase its capital. The results of effective brand management are the following: higher sales volumes and prices vs competition; ability to minimize the promotion cost; stability in crisis situations; corporate culture strengthening. Brand management is also aimed to build customer loyalty.

The integrated index is represented by three components: quality of scientific and pedagogical potential, quality of education, international recognition [8; 9; 10]. According to the results of this evaluation, KNUTD is ranked 23rd (compared to: 2012 – 26th, 2013 – 25th and 2014 – 24th place). Apart from that, a consolidated rating of Ukrainian universities was compiled by information educational resource "Osvita.ua" in 2015, where the most competent experts and mass media of national and international rankings of Ukrainian universities were used such as "Top 200 Ukraine" «Scopus» and «Webometrics», each of them uses different criteria for evaluation of higher educational institutions.

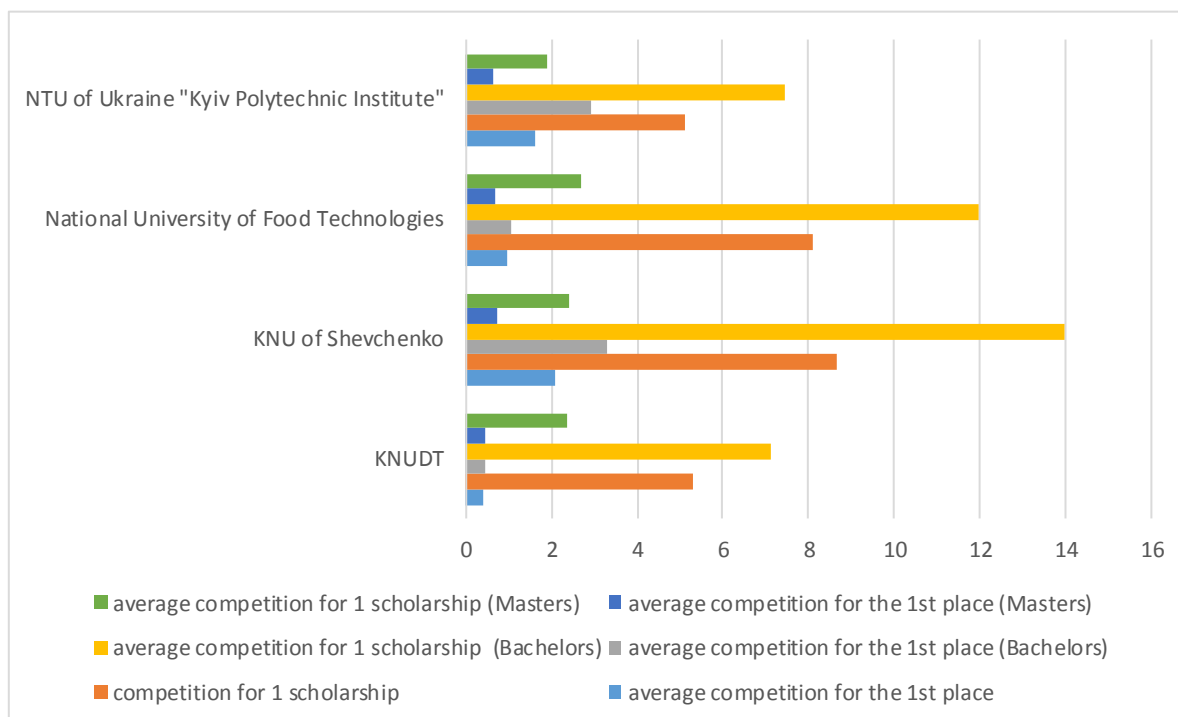


Figure 8. Competition for the 1st place among key competitors

According to fig.7,8: the cost of training of key competitors is on average 60% higher (Kyiv National University T. Shevchenko) and 50% higher (National University of Food Technologies), competition for one place in general as well as for 1 scholarship is 1 - 2 times higher (KNU. Shevchenko) and 1.5 times higher (National University of Food Technologies).

The cost of training and competition for one place in KNU and NTU of Ukraine "Kyiv Polytechnic Institute" are practically identical. This proves that KNU brand is very strong, well-known, widespread and popular. It is needed to use interactive methods of brand promotion by choosing the most effective communication channels and promotion methods in accordance to the positioning and target audience specific. It should be noted that there is some difference between the concepts of "brand" and "brand equity", the latter is slightly wider, so that the brand itself serves as the core of brand equity, reflecting to a greater extent its emotional essence in the perception of the consumer, while brand - equity practically reflects the results of its implementation in the market, supported by appropriate logistical and intellectual ground. The proposed approach to University's brand equity can be determined based on the degree of utilization of organizational capacity. In essence it is systematic and formalized university competence plus systems that enhance the effectiveness of its creative and organizational capabilities aimed at providing educational services of high quality and value. Calculation of University's brand equity was made using the application package STATISTICA7 (Fig.9).

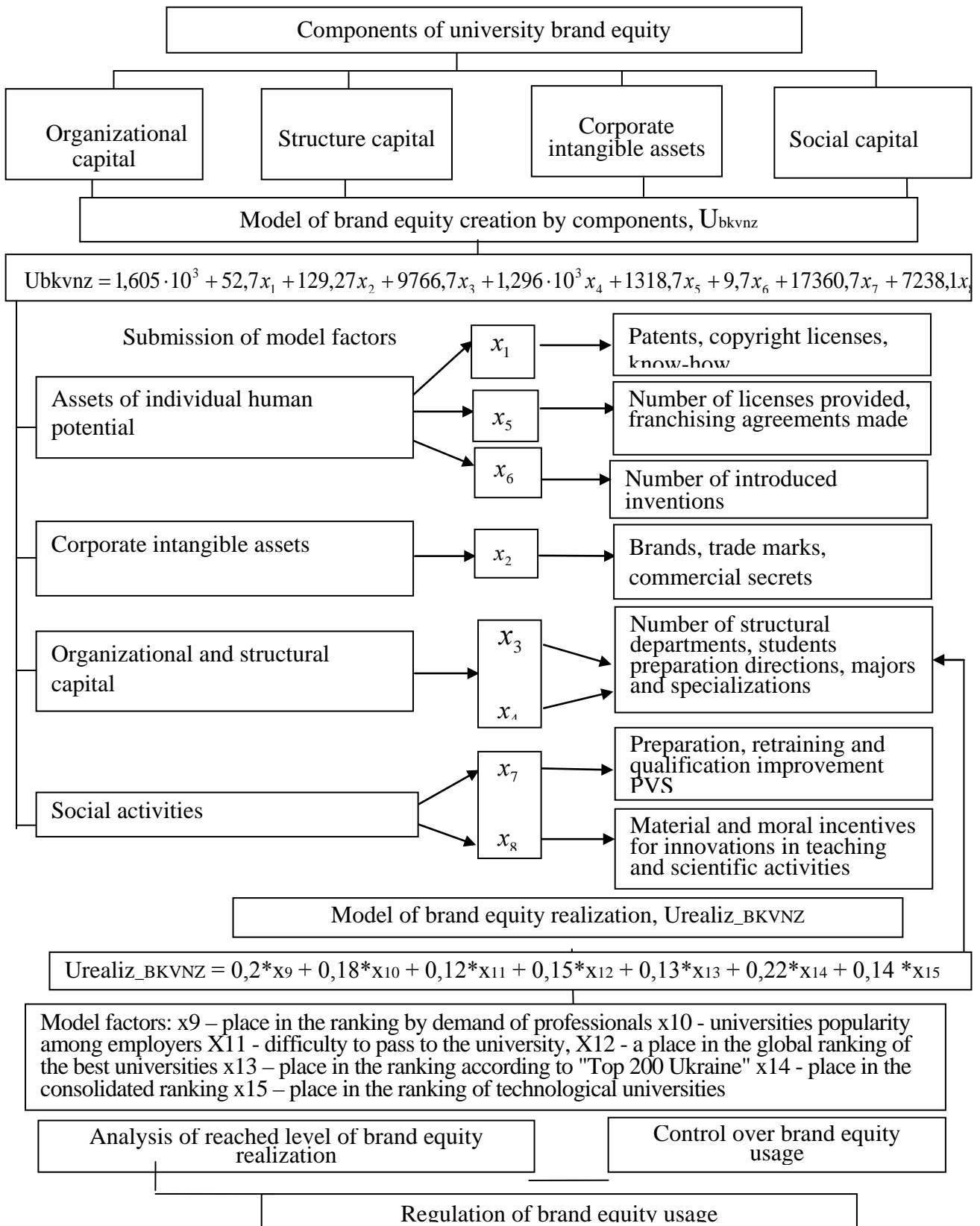


Fig. 9. The model of University brand equity and its implementation level evaluation

According to Fig.9 first model reflects the development of University brand equity of 4-defined components, and the second one reflects the results of its implementation from potential consumers point of view, as well as in the external environment (employers, public and scientific community). Here, the weights were significance levels of a place in a particular rating for determination of competitiveness in the emerging informational society, and scores were data on university place in the proper rating or experts estimation of the educational sector and labor market (for university entrance difficulty and university popularity among employers and recruitment agencies). Detailed information on the calculations results of 68 best capital universities in the universities consolidated ranking of Ukraine is presented in Figure 10.

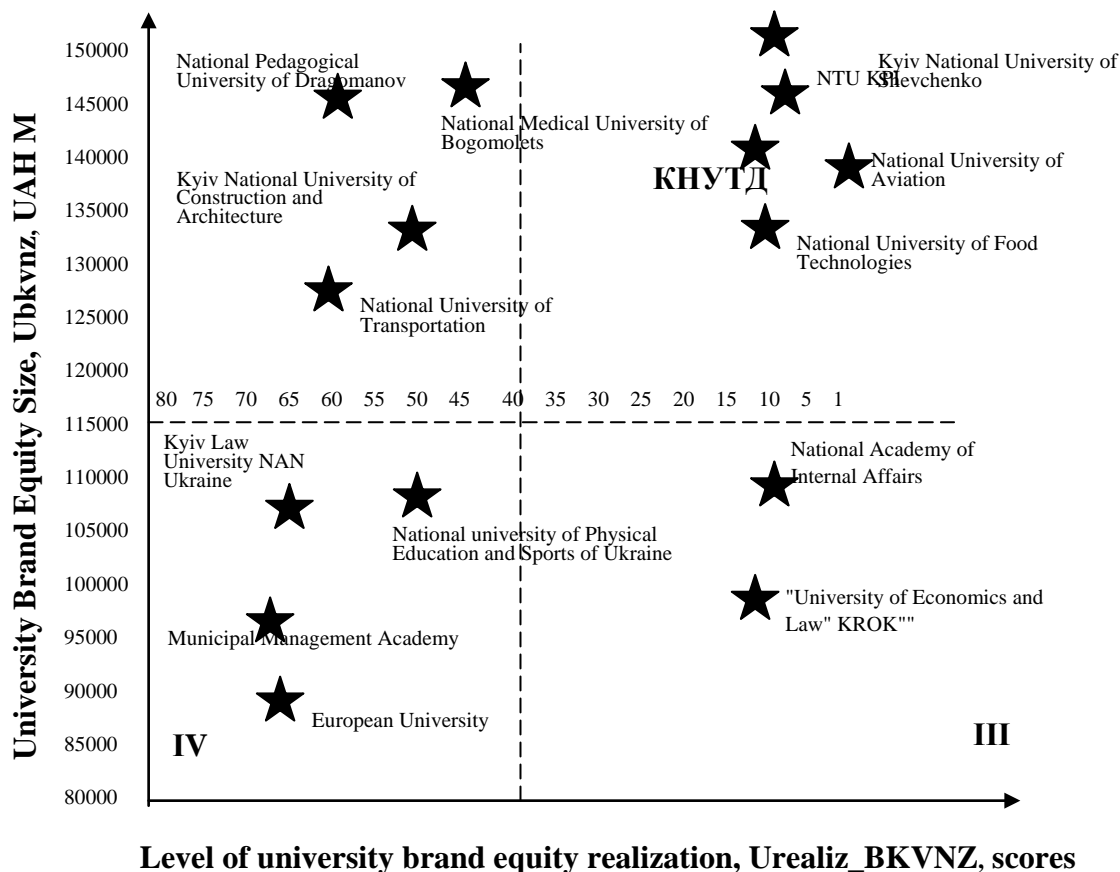


Fig. 10. Map of brand positioning of capital universities in the educational market

Therefore, we propose the following definition of "University's brand equity " (UBE) – it is a set of intangible and virtual assets in the form of "goodwill" that create exclusive competence of the university in a particular field of education and research activities, image and reputation of the institution of higher education and reinforces its organizational capabilities.

According to the given brands' positioning map (Figure 10) KNUTD is also in the elite segment among famous leaders of higher education (Kyiv National University. Shevchenko, "National Technical University of Ukraine" Kyiv Polytechnic Institute", National University of Life and Environmental Sciences of Ukraine, National Aviation University), however it is required strengthened its reputation among employers to reach the most popular universities.

The main distinguishing feature is the simultaneous promotion of university activities on two markets - the education market and the labor market. The university provides consumers with two types of products: a variety of educational programs in the educational service market and skilled graduates in the labor market. It is therefore necessary to promote educational programs as well as graduates themselves.

So, the second model displays a comprehensive assessment of competitiveness of the most popular universities brands as employers choice. Assessment of brand implementation was carried out by experts' estimations.

Conclusions and proposals. This way it is possible to formulate effective product offerings of KNUTD brand: innovative university that introduces modern information technologies of trainings, has a high reputation among employers and ensures success of graduates in the labor market.

High image in the labor market and educational market will improve the success of graduates as well as training cost in order to increase investment volume into development and implementation of new information technologies in educational process.

In order to create a favorable attitude toward the university and high brand image of KNUTD it makes sense to choose public relations methods among all possible means of marketing communications, taking into account specifics of each target audience that are needed to be directed to the desired response development - a favorable attitude to university brand and the desire to work, study or cooperate with KNUTD.

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