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## **THE DIRECTIONS OF IMPROVING THE COMPETITIVENESS LEVEL OF HIGHER EDUCATION OF UKRAINE**

The level of development of higher education affects both on the current state of the country's economy, so and presents a lever for growth its effectiveness in the future. Given this, the evaluation of the competitiveness of higher education in Ukraine at current stage is very important, as a factor of overcoming the crisis and the formation of the prerequisites for economic growth in the future. Higher education, in generally, forms the intellectual component of human capital, which under conditions the innovative transformation of market environment is key, that certainly actualizes studying this issue. The level of development of higher education as a factor in the competitiveness of the economies of the world is represented in many international rankings. Today, one of the most common methods of comparative evaluation of the universities in the world are rating systems. Among the most influential world rankings are the Shanghai ranking, ranking QS and Times Higher Education World University Ranking.

The leaders of the Shanghai ranking, in mainly, are the Universities of the UK and the USA. In 2014, the ranking was led Harvard University, at the second position was located Stanford University, closed the top three - Massachusetts Institute of Technology, the fourth - University of California-Berkeley, the fifth position headed University of Cambridge [1].

While the top five universities of ranking QS World University Rankings look another, in particular: Massachusetts Institute of Technology (USA), two second - University of Cambridge (UK) and Imperial College London (UK), the fourth - Harvard University (USA) two fifths - University of Oxford (UK) and University College London (UK) [2].

Concerning the representation of Ukraine in international rankings, for example, in 2014, in comparison with the past, the number of Ukrainian universities, that were included to the world ranking QS, had six universities, two of them got into the top 500 ranking, in particular - Taras Shevchenko National University of Kyiv (place 421-430) and V. N. Karazin Kharkiv National University (place 481-490). In addition, by the results of the QS World University Rankings 2014/15 the rating also includes National Technical University of Ukraine "Kyiv Polytechnic Institute" (place 551-600), Sumy State University (place 651-700), Donetsk National University (701+ seat) and the National Technical University "Kharkiv Polytechnic Institute" (place of 701+) [2]. Note, that in 2013 to the rating QS World University Rankings were included only four Ukrainian universities, among the newcomers in 2014 were V. N. Karazin Kharkiv National University and Sumy State University.

In this regard, given the aforementioned circumstances and international experience, in our opinion, the modern directions of the increasing the competitiveness of higher education should be based on the following principles:

- public funding should primarily focuses on the directions of training, which are required for the development of the national economy;
- conditions of the access to the quality higher education should conform the strategic interests of the country, which lie in the fact that to such education, in the first place, could get talented citizens, regardless of their place of residence and income of their families;

– level of public funding of universities should depend on the quality level of the training specialists, but the state should at the same time stimulate increasing the quality of training in the regional universities in order to increase the accessibility to quality higher education in low income levels of the population;

–formation a positive investment climate in the sphere of higher education to improve the efficiency using of budget funds and funds of the private investors;

–bringing of level of prices on the educational services of university to the level of real cost of educational services universities taking into account the raising salaries of the teaching staff and improving the necessary material and technical provision of the training process;

–creating the real economic mechanisms of the ensuring accessibility quality higher education for the talented young persons, by means of the diversified model of financial provision of this process, using of direct budgetary financing the training of students in higher education, and the use instruments of real preferential loans, grants, etc.;

–creation the stimulus for the employers and local governments on participated in the financing of the establishments of higher education and the training of personnel for internal needs for their own means;

–strengthening the monitoring for the graduates of the universities, who have studied for budgetary funds to improve the effectiveness of this process and the establishment of mechanisms the targeted training specialists on order the certain organizations or enterprises;

–transformation the model of funding science in accordance to the public priorities and the level of quality the most researches in universities, stimulation the development of scientific research and innovation activities;

- stimulating to the cooperation the universities, research institutions and the corporate sector in the sphere of the scientific research, organization the manufacturing practices, conduction the scientific and practical seminars and conferences for the purpose attracting the modern knowledge in the educational process [3, p. 284-285];

- intensification the participation of universities in the world rankings and international cooperation, improving the quality of education to the European standards, increasing the academic mobility of teachers and students.

Thus, evaluation the level of the competitiveness is a multifaceted research of different orientation and depends from many factors, from the country's macroeconomic indicators till directly generalizing the characteristics the work of universities, their material base, the quality of teaching etc. So, we can talk about necessity of Ukraine eliminate the problems issues in the direction of strengthening 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 teachers and students. Therefore, it is necessary to develop an integrated evaluation methodology of the competitive positions of higher education in Ukraine; it can become the perspective direction for further research in this sphere.

#### **References:**

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