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РОСТ КОНКУРЕНЦИИ НА МЕЖДУНАРОДНОМ РЫНКЕ ОБРАЗОВАТЕЛЬНЫХ УСЛУГ*

Аннотация. В последние годы на мировом рынке образовательных услуг наблюдается значительный рост конкуренции. Несмотря на то, что лидеры на рынке международных образовательных услуг (США, Канада, страны Западной Европы, Япония, Австралия) продолжают привлекать наибольшее число иностранных студентов, другие страны такие как, например, Китай, Республика Корея и Россия все более активно соперничают за место на мировом рынке международного образования. В странах, лидирующих на данном рынке, вопросы организации международной академической мобильности являются частью государственной политики, в рамках которой разрабатываются национальные программы поддержки мобильности.

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Ключевые слова: конкуренция, международный рынок, образование, интернационализация, мобильность, иностранные студенты.

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INCREASED COMPETITION IN THE INTERNATIONAL MARKET OF EDUCATIONAL SERVICES*

Abstract. In recent years, the global market of educational services has seen a significant increase in competition. Despite the fact that the leaders in the market of international educational services (United States, Canada, Western Europe, Japan, Australia) continue to attract the largest number of foreign students, other countries such as China, the Republic of Korea and Russia are increasingly vying for a place in the global market of international education. In the country's leading in this market, the organization of international academic mobility is part of the state policy, which develops national programs to support mobility.

Keywords: competition, international market, education, internationalization, mobility, foreign students.

The introduction of the rating system in the practice of universities, including such functions as education, research and services is an important process of internationalization of higher education [1].

The concept of «internationalization» in the field of higher education in international practice usually has the following features. Internationalization processes can be divided into two components: internal and external internationalization. To the outside internationalization include the situation where the learning of the individual is abroad. In cross-border education there is a process of international mobility of students.

In the process of internationalization of higher education there is a strengthening of state positions, i. e. internationalization of higher education becomes an important element of the state educational policy. This orientation is associated with socio-cultural and political influence on other States in the international arena.

At the state level, the problems of stimulation of universities are solved. There is a development and formation of certain strategies: at the level of the teaching staff and students—the organization of mobility and the creation of joint educational programs; at the level of research groups — equipping laboratories with equipment and maintaining the research capacity of universities, promoting and strengthening the image of the University in the international educational market, the widespread introduction of innovation in the curriculum of the University [2].

For the comparative characteristics of different universities in international practice recently used the preparation of ratings. The ranking of universities is considered to be one of the manifestations of internationalization, which is associated with increased competition in the international market of higher education. International comparative ratings of universities are focused on the formation of certain quality standards of a modern University, which should be followed by many universities in the world [4].

In the difficult conditions associated with the reduction of budget funding for higher education institutions, the government's desire to determine which structures should be supported in the first place contributes to the spread of ratings.

The published results of the annual ratings are used by potential consumers (prospective applicants, parents, employers). Special importance in the practice of educational services is given to attracting talented students from different countries. In addition, in the practice of educational services in recent years is very popular to attract highly qualified scientists universities. All this is taken into account in the annual ratings of universities [5,6].

However, it is worth noting that the increase in the number of various ratings discredits this initiative and often leads to a devaluation of the ranking of universities. It is clear that such activity in the rankings is part of the marketing policy and a tool in the competition in the international market of educational services [7].

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Analysis of the internationalization of higher education in Western Europe makes it possible to conclude that the best practice in the practice of educational services was the practice of mobility of teachers and students of universities in different countries, which increases the relationship of cooperation between universities, brings together educational programs and at the same time develops friendly competition between educational institutions. Thus, academic mobility of teachers and students continues to be the main criterion of research and educational activities of many universities [8].

As for Russia, two instruments of influence on the internationalization processes are currently used in this direction: a control system and targeted subsidies. Within the framework of this direction, there is a development of a group of major universities and a vertical division of higher education institutions; such practical activities are widely used in other States. Thus, the government expects that the main universities will be able to have an impact on increasing the competitiveness of Russian education [8].

The main task in the direction of internationalization of higher education for our country is: to increase the share of foreign students in universities; to attract major foreign researchers and teachers; to increase the role and share of international cooperation of scientists; international education, etc.

The study of the activities of Russian universities in the international market of higher education shows that the activities are limited to the traditional (classical) forms of international cooperation on the basis of joint educational programs, research projects, academic mobility; measures aimed at accelerating the growth of exports of educational services, interest is paid much less [3].

In order to improve the internationalization of Russian universities, it is necessary to implement a number of important measures. The state should provide greater organizational support to higher education institutions in the recruitment of not only budget, but also contract students.

Conclusion. Thus, improving the competitiveness of Russian higher education is inextricably linked with the development of internationalization strategies for all levels of the education system and its main participants.

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