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## **CURRENT TRENDS IN THE RANKING OF HIGHER EDUCATION INSTITUTIONS**

***Summary.** The paper is devoted to a review of the higher education institution's performance in the context of international rating studies. For the analysis of universities rankings such world ratings were used: QS World University Rankings, The Times Higher Education World University Rankings and QS Higher Education System Rankings. The methodology of the evaluating process of the performance of higher education institutions used in these ratings is presented. The paper analyzes the list of Ukrainian universities that have been ranked in the above-mentioned international studies. It is concluded that the system of higher education in Ukraine is to some extent represented in the international market of educational services, but further development of this direction requires modernization of educational policy at the state level, as well as at the level of a separate university.*

***Key words:** higher education institutions, educational policy, international rating studies, market of educational services.*

The global market for educational services began its official operation after the World Trade Organization expanded the range of services traded under the General Agreement on Trade in Services (GATS) to include a separate category of educational services [1]. This led to the exploitation of concepts such as the market of educational services, export-import of educational

services, market of educational services, business education, etc. The provision of educational services has come to be seen as a factor of social and economic development, and hence the profitable business. This resulted in increased competition among higher education institutions and increased demand for quality higher education.

The purpose of this article is to study the main current trends in the ranking of higher education institutions. Today, international rating studies are the most recognized tool for determining the prestige and competitiveness of a university. Among the most influential international rankings are the QS World University Rankings, the Times Higher Education World University Rankings and the QS Higher Education System Rankings. In order to study the current trends in the global market for higher education, it is worth considering the results of the above-mentioned rankings in more detail.

The QS Higher Education System Rankings is used to assess the most effective higher education system in the regional context. This study is carried out every two years and results in a rating of 50 countries with the highest quality of higher education and university performance. The assessment process involves four main indicators: the efficiency of the higher education system (25%), the accessibility of quality education (25%), the performance of the lead educational institution (25%), and the impact of national investment (25%) [2].

During 2016 and 2018, the top 10 countries in the QS Higher Education System Rankings remained unchanged: the United States, the United Kingdom, Australia, Germany, Canada, France, the Netherlands, China, South Korea and Japan. Ukraine was ranked among the top 50 countries represented in the QS Higher Education System Rankings: in 2018 Ukraine ranked 44, while in 2016 it ranked 45.

QS World University Rankings – is a ranking of the best world's universities according to a British consulting company Quacquarelli Symonds (QS). QS World University Rankings evaluates universities on the following six

key indicators: academic reputation (40%), reputation among employers (10%), faculty ratio of students (20%), the number of citations (20%), foreign teacher ratio / foreign student ratio ( 5% / 5%) [3]. As a result of the evaluation, a ranking of the 1000 world's top universities is formed. The leaders of QS World University Rankings 2020 were three universities from the United States, namely the Massachusetts Institute of Technology, Stanford and Harvard Universities.

The Times Higher Education World University Rankings –is a ranking of the world's best universities according to the Times Higher Education magazine. The Times Higher Education 2020 included nearly 1,400 universities from 92 countries. The evaluation process includes 13 key indicators that measure the university's performance in five areas: training – 30%, research – 30%, citation – 30%, international relations – 7,5% and income – 2, 5% [4]. According to The Times Higher Education World University Rankings 2020, the first place in the ranking was taken by Oxford University, the second – California Institute of Technology and the third – Cambridge University.

Table 1

**Ranking of the best universities in the world by results QS World University Rankings 2020 and The Times Higher Education World University Rankings 2020**

<b>QS World University Rankings 2020</b>	<b>Rank</b>	<b>Times Higher Education World University Rankings 2020</b>
Massachusetts Institute of Technology	1	University of Oxford
Stanford University	2	California Institute of Technology
Harvard University	3	University of Cambridge
University of Oxford	4	Stanford University
California Institute of Technology	5	Massachusetts Institute of Technology
Swiss Federal Institute of Technology Zurich	6	Princeton University
University of Cambridge	7	Harvard University
University College London	8	Yale University
Imperial College London	9	University of Chicago
University of Chicago	10	Imperial College London

Source: compiled by the author based on [3; 4]

Table 1 shows the ranking of the best universities in the world by results QS World University Rankings 2020 and The Times Higher Education World University Rankings 2020. However, given that these ratings used different methodologies in assessing educational institutions, the results of the studies are somewhat different. Nevertheless, the same eight universities are among the top 10 in both international rankings.

The Ukrainian universities are also represented in these 2020 international ratings. In particular, QS World University Rankings 2020 includes V. N. Karazin Kharkiv National University (491), Taras Shevchenko National University of Kyiv (541-550), National Technical University «Kharkiv Polytechnic Institute» (651-700), National Technical University of Ukraine «Igor Sikorsky Kyiv Polytechnic Institute» (701-750), Sumy State University (701-750), Lviv Polytechnic National University (751-800). According to The Times Higher Education World University Rankings 2020, the best Ukrainian universities are Lviv Polytechnic National University (801-1000), Ivan Franko National University of Lviv (1001+), National Technical University «Kharkiv Polytechnic Institute» (1000+), Sumy State University (1000+), Taras Shevchenko National University of Kyiv (1000+), V. N. Karazin Kharkiv National University (1000+).

The important fact is that the presence of Ukrainian universities in international rankings is an incentive to work on international recognition and reputation, increasing the chances of attracting foreign students. Also, ranking in

QS World University Rankings, The Times Higher Education World University Rankings and Academic Ranking of World Universities leads to financial incentives: five Ukrainian universities received additional funding according to the results of the 2020 international ratings [5]. Indeed, the amount of money for research that the university attracts from business and international grants shows that the institution is trusted by donors and / or business. Using this

indicator, the state encourages universities to develop science and diversify sources of income.

Thus, the presence of Ukrainian universities in the system of international rankings shows that the Ukrainian higher education system is represented in the world educational space. Further development of this area requires decision-making based on a detailed analysis of educational policy at the national level, as well as the level of the separate university. In the modern world, universities must compete with each other even at the level of curricula and thus motivate the most capable students to study here, including foreign students as well.

### **References**

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