INTERNATIONALIZED UNIVERSITY - NEW CHAPTER IN THE INTERNATIONAL PROMOTION OF EDUCATION

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Abstract - The 21st century has become a challenge for international education: more and more programs are going online, training periods had reduced and new professions had appeared. Universities need to adapt to modern conditions, in particular to understand that the attitude and requirements of students, the state, partners and all other stakeholders to higher education are currently changing. Rankings became the most important tool for choosing the future of student. Thus, the question that has to be answered is how the universities could develop themselves with the help of the factors of internationalization to be the most effective and the most interesting for modern students. The purpose of the study is to evaluate what kind of the university is the most successful nowadays in the dynamically changing internationalization variables. Should it be comprehensive?Is there are a special notion "internationalized university"? Do rankings affect this kind of universities?

Keywords - Internationalization, Federal University, Rankings, international education

In the Russian Federation, there is a clear tendency towards the enlargement of universities: monitoring of efficiency is carried out, university levels are evaluated according to the developed categories of factors. Federal and national research universities have become market leaders in Russian education. However, entering the educational global market implies satisfying other criteria; often comparisons are made with foreign universities that have been developing on the educational market for several centuries, for example, most universities in the Ivy League.

In order to strengthen the Russian educational system and facilitate the process of universities entering the major international rankings, in 2010 the Government of the Russian Federation established on a competitive basis the "Development program" for federal and national research universities.

The main emphasis of the program was the modernization of educational activities, the internationalization of the educational process, the development of research and innovation, the support of academic mobility and professional growth of students and university staff, the modernization of infrastructure and the formation of a university brand. Exactly in the period from 2010 to 2012 the first breakthrough was made in the positions of Russian universities in the rankings.

In 2012, new goals were set for the program, namely, to maximize the competitive position of a group of leading Russian universities in the global market for educational services and research programs and remove at least five universities from the project participants in the top 100 universities of three authoritative world rankings: Quacquarelli Symonds, Times Higher Education and Academic Ranking of World Universities (ARWU).

Name/Criteria	ARWU	QS	THE
Academic reputation	+	+	+
Reputation among employers	_	+	+
Number of prestigious international awards	+	_	_
Foreign students share	_	+	+
Share of foreign lecturers	_	+	+
Scientific citation index	+	+	+
Student to faculty ratio	_	+	_

Table 1 - Characteristics of international university rankings

The presented program "5-100" gathered 15 best universities in the Russian Federation and set them the task of entering the Top 100 rankings by 2020. In contrast to the previous program, research and development activity clearly came first: the creation of collective centres of excellence, the promotion of young scientists, the formation of a research culture. An important attention is also paid to university management: the talent pool is constantly being replenished, and management teams are formed at all levels of university activity. In 2015, the program was expanded to 21 universities, thus covering all regions of the Russian Federation. Next year will bring more 9 universities to this competition.

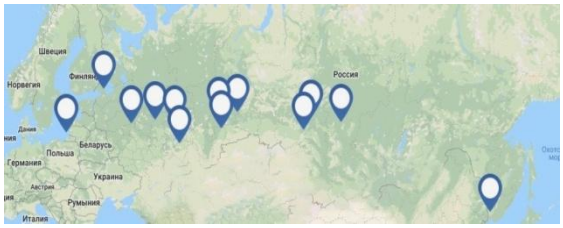

Fig. 1 - Program participants on the map of the Russian Federation

Most of the presented universities are comprehensive, for example, Ural Federal University teaches all majors, except legal and medical ones, although biomedical specialists are being trained, the university has a new generation chemical and pharmaceutical centre where scientists produce the latest medical products. At the same time, Sechenov University specializes only in medical training, and Kazan Federal University covers absolutely all majors.

The development of an international university is a process that depends on a large number of factors, and the promotion system also depends on this. Therefore, the important conclusions of this concept is to determine the level of the university, which is ready for promotion on the international market. Will any large, developed, multidisciplinary or highly specialized university be able to take its place in the ranking and be attractive to foreign students and lecturers?

Indeed, there are certain conditions, assessments and factors that determine the level of university attractiveness for all stakeholders. Using factor analysis, the author identified 7 main factors of internationalization.

№	Factors of internationalization	Components
1	Financial resources	State financing
		Research Income
		Income from students
		Endowment Fund Contributions
		Grant support for talented students
2	International cooperation	Number of programs in English
		Number of international students
		Number of foreign lecturers
3	University reputation	Academic reputation
		Number of faculty members with a scientific degree
		Reputation among employers
		Number of internationally accredited programs
4	Competitiveness of students and graduates	The average exam score
		Student to faculty ratio
		Number of student victories at international olympiads
5	Transparency	Number of subscribers in the social networks of the university
		Number of online courses hosted on major online platforms
6	Level of publication activity	Number of publications in Scopus and WoS
		The number of publications in the Higher Attestation Commission for 1 scientist
7	Infrastructure	Number of dormitories, sports fields, cultural facilities, medical units

Table 2 – Factors of internationalization

In our opinion, it is very important for a university positioning on the global educational market to have a strong factor “international cooperation». Foreign students will come to study in English-language programs, but the cultural component, such as the level of cross-cultural interaction at the university, is also very important. If the university organizes a holiday on the occasion of the first day of study, orientation week for students of other nationalities, do they have the opportunity to present their culture at a special festival. It is very important that there are active diasporas and special administrative unit in such universities that will help students deal with cultural shock.

It is important to note that the strengthening of the factor “international cooperation” depends on the factor “university reputation”, which, in turn, cannot be developed without the factors of “transparency” and “level of publication activity”. We should not forget about the last factor, “infrastructure”, because every recruited foreign student, as well as a national student, wants to live in comfortable conditions, go to the gym and have the opportunity for urgent treatment in their own medical center.

All presented factors directly depend on the “financial resources” factor, which also depends on all of them, because, for example, the more scientists have effective interaction with the university, the more is theirinvolvement in work with grants, the more finance comes from science to the university.

An international university should work on the implementation of the seven factors presented, the positive development of which will affect its progress in rankings. Thus, we can formulate the definition of an internationalized university.

An internationalized university is a global educational comprehensive structure that represents all levels of student training (undergraduate, graduate, postgraduate, continuing education), recruiting international professors and students, teaching with modern methods, including using online and distance education.

An introduction to the concept of “internationalized university” will make it possible to narrow the pool of promoted universities in the international market, as well as to rank funding for different types of

universities, which is undoubtedly an important factor in the era of market economies.

The author proposes to evaluate the current level of development of the largest Russian internationalized universities depending on their positions in the rankings. Not all universities entered the ranking in one year, so almost all the years of the program were selected by the author.

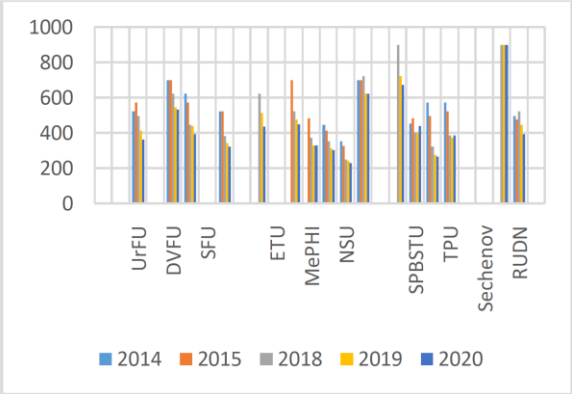

Fig. 2 – rates of growth of the universities from "5-100" project in QS ranking

An analysis of the data presented in Fig. 2 allows us to note the trend of growth in ranking in all universities, only 3 universities have not been included in the QS. Most universities have stagnated or maintained positions in the first 2 years after entry. An important factor is that half of the universities of the 21st survived the merger, which means they needed to build a new brand in the shortest possible time, so the positions in the ranking first rose sharply, then fell sharply, and only then began to develop depending on the level of the university. None of the presented universities achieves the main goal of the project - entry into the top 5 best universities in the world by 2020. On the other hand, at present, subject rankings have become more developed, in which internationalized multidisciplinary universities have more chances for high places, due to the long development of a specific subject field, relations with academic experts, and scientific research. Judging by such rankings, a number of Russian universities are already in the Top 100, as well as rankings by region, for example Emerging Europe or BRICS.

The common goal of all internationalized universities is to increase the citation index of scientific articles of their employees. Universities also strive to increase research potential, bring the composition and quality of educational programs and intellectual products to the world level, integrate their own innovations into vocational training, develop general and additional education, popularize science among children and youth, stimulate their creative activity, and have the staff is at least 10-20% of foreign lecturers and attract at least 10-20% of foreign students, depending on the university.

The existing methodology for assessing the place of universities in the global educational system does not include intercultural features, the economic and political situation in the country, all subjects take completely different criteria and methods of examination as a basis, which creates difficulties in understanding the level of their development. So, for example, one of the main indicators is an increase in the share of foreign students - an indicator, which depends on the number of bachelor's and master's programs in a foreign language, on the geographic location of the country. Considering the Far Eastern Federal University, located in close proximity to China, you can be sure of achieving the indicator, however, there are universities located in the center of the country. Foreign universities can attract not only by their geographical position (the center of Europe), but also by their exotic nature (Brazil, Vietnam).

International rankings are a quality mark for any university, as well as the main element of promotion, so entry into them and stable growth are an important competitive advantage of each internationalized university.

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