

# THE ESSENCE AND FACTORS AFFECTING THE COMPETITIVENESS OF HIGHER EDUCATION INSTITUTIONS

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In recent years, there were significant changes in the higher education of Ukraine. In particular, the introduction of a single independent testing affected the independence of applicants' selecting a higher education institution (HEI) and specialties both in the home market of educational services and education at foreign schools. Consequently, universities have undergone significant changes not only in the environment but also pledged to make changes to internal processes for functioning in a competitive market. So, given all the changes in current conditions, the activity of HEI must be competitive.

The competitiveness of a higher education institution is implemented in the educational and labour market. Higher education institution in the educational market is seen as a commodity that generates potential employees with higher education for employers in the labour market.

We propose the following definition of "competitiveness of higher education institutions" – the ability to meet the needs of con-

sumers thus ensure the public good and its efficient development by using competitive advantages and the ability to quickly adapt to changes in the market of educational services and labour.

To ensure competitiveness, higher education institution should have an advantage over its competitors. To create a new improvement and develop existing competitive advantages of higher education institutions, you first need to identify the main factors affecting the competitiveness of HEI.

By the way of impact on the competitiveness of schools, two groups of factors are identified: managed and unmanaged. Note that the "quality of education" – is one of the important factors affecting the competitiveness of the institution as a whole, while other factors include a composition of specialties, image. Increasing the education quality, a school can significantly improve their competitiveness not only in the educational market of Ukraine but also in the international market.