

Use of rankings to improve global competitiveness of Russian's higher education institutions and technology exports

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Abstract. Authors analyze the mechanisms of universities in today's global knowledge economy, problems of integration into the world educational space and export of educational technologies, development of collaboration and academic mobility in educational and research areas between universities and research centers around the world to mutual development. Modern period development of Russia clearly identified the need to update the main priorities in the field of education in line with global trends. One such leading priority, as the quality of education found expression in national doctrine of Russian education. This circumstance is dictated by the presence of the basic contradiction between the modern requirements for quality of education provided by educational institutions and restrictions apply methods and technologies in the management process. Designing an effective system of quality management education is determined by a number of conditions and factors that create discomfort or provide adaptability alternatively.

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Introduction

Analysis of the problem clearly indicates the reasons of its origin in the new socio-cultural environment of our community. This crisis of former systems of values and priorities, the formation of a new philosophy of society built on human and national values; development priorities of regionalization and municipalization of education systems; increased stratification processes. In this regard, the development of the education market, the uneven development of the socio-economic conditions, as well as the division of society into rich and poor; revitalization of regional denominations and the revival of spiritual life; development of management theory and practice based on the achievements of management and marketing, the emergence and application of international standards of quality, of developed educational systems on progressive learning models and technologies, and other factors are prerequisites for giving sufficient grounds to find effective mechanisms for quality management education. [1]

The main task in the field of higher education is to make it competitive on the world stage by creating a balanced and has its own specific differentiated structure, involving the development of research universities are generalists, and educational research universities, universities own definition of the level and specificity, as well as improve

management policies, including by strengthening the mechanisms of competition and the distribution of funds.

Today, throughout the world there is a tendency to move from bilateral cooperation of individual universities within specific educational or research programs to multilateral interaction consortia of universities widely formulated problems and issues. [2]

The emergence of this trend due to the fact that more and more scientific problems require cooperation among scientists from different countries, and with the fact that the aim of modern educational programs becomes training with the skills and experience of interaction with native cultures and the maximum amount demanded in the global market.

Today we have to think how to improve the potential of high school, how to attract good professors, while realizing that behind their Russian scientists struggle is very large, so it is necessary to expand the geographic scope of the search of world-class specialists.

Communication and collaboration in order to create a capsule model to date are the main mechanisms in the promotion of higher education institutions in the world space.

We must clearly understand that we can get from the collaboration. We must increase the rate of

citing including through joint work within the overall research.

Mobility of scientists should be considered as one of the key factors for the competitiveness of universities and the development of the country as a whole. Second, no less important, is the international collaboration, namely articles written in international collaborations have the effect of 3-4 times more than the collaboration within the country. It is necessary to maintain and increase their PR universities to form a stable image of the university, do not forget about the further development of the educational system. These are the basic steps for the real development of science and education of any university. The international community must show its attractiveness, competitiveness, it is necessary to enter the international level, to become the best. [3]

Main part

In higher education, the Government of our country's course aims to integrate the universities in the world educational space. Now in our country about 100 thousand foreign students, and that this number increased, it is necessary that universities have increased their attractiveness in the global higher education market. And in order to raise their international competitiveness, it is necessary to use multiple tools. And the Russian government now considers the Program "5-100-2020" one of the basic tools. This program is a serious public investment aimed at improving international competitiveness. Also, the Government approved the establishment rating of universities and colleges of the BRICS countries of the CIS, Georgia, Latvia, Lithuania and Estonia. All dialogues ratings of universities in these countries are based on a voluntary agreement on the benefits of competing universities, enhancing mobility, vacancy in international exchanges. And it is in this context that the rankings are the marketing tools in the educational market in comparable universities in a competitive impact on the economy of these countries. And another scale, the ratings are very difficult to imagine.

How does the involvement of universities in the rankings on the national economy, the development of education in these countries as a whole. Worldwide there are plans for further action strong institutions - the knowledge economy. In many countries choose exactly specific strongest universities, which then and finance. You must choose the parameters that are inherent in these countries. To become a successful university must comply with the basic rule, the university should be the concentration of talent, and that the best teachers, plus the best students, plus the best researchers, plus the availability of resources, including assistance

from the state and a great base material to make a breakthrough, and it is necessary the Government is also understood that the university could work on an equal footing with other global institutions. For example, in China for various programs since 1995 were selected first 39 high schools, then 116, now allocated 9 universities, is the cream of the country in the field of education, and they are all successful. And if some of the tools may differ in specifics measure individual institutions, from the standpoint of ranking all 9 universities have shown success and that they are similar to the requirements of International Education. From India in the top 100 includes 7 universities, institutes of technology, they all, to a greater extent and promoted through research. For example, there is huge competition for admission and additional tests in classic university of Delhi. There is a constant struggle between the Indian and the international system. Because of the complex political situation in the country there are many problems with Western diplomas etc. Need to find a more specialized approach, as the country has a huge potential and demand of the population. Currently, the institutions did not create large groups of researchers who will share their experience to further release of those who contribute to the economic development of the country and education.

Universities, thanks rankings begin to analyze their position among other universities, start looking for your weaknesses and seek mechanisms for their requalification strong. And to get into the global space, we need to improve communication with employers to find ways how to inspire the academic community to participate in the polls, how to improve the publication activity, how to create a website so that experts in ranking field had no issues with data verification, etc.

We will constantly speak, what we need ranking on areas of expertise in the field, the program, how to deal with the social and cultural functions of universities, but we need to understand exactly what we need ratings and what they need to do. And it's a good tool to compare themselves and their kind in the country, at the regional level and in the world. We can consider not only the global competition, but also as a global partnership in the field of economics, finance, and now education. We believe that it is possible to carry out joint research, international activities, network master's programs, graduate programs, etc., that will be a productive form of interaction between universities, which ultimately give a synergistic effect. In a growing sector of distance education just need to create joint projects and programs.

Using the experience of the countries participating in the Bologna process, these countries

have a unique opportunity to enrich the set of formal requirements of the Bologna system content with national traditions of their educational models. The ultimate goal is not just joining the Bologna process, and enriches it with new ideas. The aim of the internationalization of higher education in these countries is to strengthen the national positions of influence and competitiveness in the international arena. Includes measures to promote international exchanges and cooperation, Assimilation global best practices, as well as to enhance cooperation with international organizations, globally recognized foreign universities, research institutes and business companies. Among the forms of internationalization are the following:

- Participation in the creation of the pilot international academic and educational institutions or global research projects;
- The establishment of bilateral projects or research centers and universities upscale foreign affiliates.

In the field of higher education policy of the Government of our country seeks to integrate universities into world educational space. Now in our country about 100 thousand foreign students, and that this number increased, it is necessary that universities have increased their attractiveness in the global higher education market. And in order to raise their international competitiveness, it is necessary to use multiple tools. [4] And the Russian government now considers the program "5-100-2020", a program for improving the competitiveness of Russian universities of the world's leading research and education centers is one of the main tools. This program is a serious public investment aimed at improving international competitiveness. Also, the government approved the establishment rating of universities and colleges of the BRICS countries of the CIS countries, Georgia, Latvia, Lithuania and Estonia. [5] All dialogues rankings of universities in these countries are based on a voluntary agreement on the benefits of competing universities, enhancing mobility, vacancy in international exchanges. And it is in this context that the ratings are the marketing tools in the educational market in comparable universities in a competitive impact on the economy of these countries. And another scale, the ratings are very difficult to imagine. Rankings as a litmus test, help us to see with whom, what we loosely integrate universities, and with whom, you need a different approach, a different indicator. Universities need to see where they are, who are stronger and we need to do to get ahead, to become competitive and visible in the world community.

Ranking shows all incoming countries, where to go in the field of science and education, and

that needs to be done. In the universities of different countries sometimes there is a strong contrast in educational programs, research projects, academic mobility and academic exchanges, and the biggest obstacle is the language barrier. [6]

From ranking universities can no longer show up and reach their potential, to understand how to compete in this great global scientific and educational market, how to get into the most popular films of this market. The first step is to clarify for themselves the strengths and weaknesses, to break all the criteria and indicators for certain components of strengths to build a single matrix, which should include more emphasis and develop, and move on. [7] We should not forget their weaknesses and do not pay attention to them, you need to constantly look for new approaches and solutions in order to tighten their weaknesses ahead. Each university can build their own, special and unique model, but it would be useful to improve the competitiveness of the university.

Ranking shows how to develop its member universities, where they are now and what they need to do to get to the top of the world rankings, is the internationalization in the early stages of development to universities could be aware of how they can move to the next level. Some universities are good indicators of the faculty, specialization, there are some global studies, but almost all Russian universities a common barrier to the introduction of the world community, and it is the language. [8] Need to fight over this factor, and not just to fight, but to produce a product in English, and not just produce, but also to promote it, then we will detail those calibrated or other indicators of success of the university.

And a good indicator in this ranking speaks not only about the economic development of these countries, but also the promotion of communication. After all, if we talk just about talented children, they are very few, and the struggle for them comes with the school that then they can develop complex software to conduct world-class research. And universities that want to work in a globalized world must understand this, as well as the deficit of teachers and scientists, few of those who have known the name or unique work.

Universities, thanks ratings begin to analyze their position among other universities, looking for their own weaknesses, and mechanisms to improve their competitiveness. And to get into the global space, we need to improve communication with employers to find ways how to inspire the academic community to participate in the polls, how to improve the publication activity, how to create a website so

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The emergence of this trend due to the fact that more and more scientific problems require cooperation among scientists from different countries, and with the fact that the aim of modern educational programs becomes training with the skills and experience of interaction with native cultures and the maximum amount demanded in the global market.

The main task in the field of higher education is to make it competitive on the world stage by creating a balanced and has its own specific differentiated structure, involving the development of research universities are generalists, and educational research universities, universities own definition of the level and specificity, as well as improve management policies, including by strengthening the mechanisms of competition and the distribution of funds. [10]

Quality of education, it is the result of the following components: the needs of the individual and society, target priorities, the predicted process and outcome. System-start with, no doubt, will need. They, being aware yet, conscious, give rise to a motive, and then based on the principle of free choice of form priorities and direction of both the individual and society. All these components come to the feedback or interaction between different subunits control. [11] Thus, we can talk about the system of quality management education. At the same time, the educational process is the main process in the education system, the result of its fundamental acts education graduates. From the standpoint of standards, a measure of a person to achieve a certain level of development of properties and structures that meet the needs of any individual.

As the decisive conditions for the implementation of reforms in the field of science and education focuses on three points:

- loosening of central government control and giving autonomy to universities in the field of teaching and learning activities, research, technological development and services;
- a new system of recruitment to universities with different types of tests in addition to the exam;
- improving the quality of education.

To this end, the Russian side should clearly define their interests in the creation of any joint scientific and educational projects, to develop mutually beneficial doctrine which translated to fierce rivalry between our countries in the educational space in milder variants co-development.

Today we must think about how to increase the capacity of the university, how to attract good professors, while realizing that behind their Russian scientists struggle is very large, so it is necessary to expand the geographic scope of the search of world-class specialists.

And the main program of the Ministry of Education and Science of the Russian Federation "5-100-2020" as a program to improve the competitiveness of universities and educational centers worldwide should solve the problem of promoting our universities to the world market. And all the rest is in the hands of the universities. And we need every day to think about what is needed to make the university to be ahead. The whole world is moving forward, and all universities of the world are trying to prove themselves to be the best, so you need to work out every detail, to understand in detail, to identify strengths and weaknesses. Universities should not just to attract international students, and do it quickly, even very quickly; publication activity must also increase at a faster rate. Universities need to become more fluent, not only to rely on assistance from the state, as well as to raise funds from alternative sources, to seek ways to interact with businesses. We must look for all the ways to overcome the language barrier, if the whole world speak and understand each other in English, so it is necessary to strengthen all the levels, from school to learn the language.

Conclusion

Communication and collaboration in order to create a capsule model to date are the main mechanisms in the promotion of higher education institutions in the world space. We must clearly understand that we can get from the collaboration. We must increase the rank of citing including through joint work within the overall research. In the coming years we should see the result of the high

schools in the direction of improving their global competitiveness. To do this we need to attract foreign teachers and researchers, to integrate them into scientific and educational environment of the higher school of our country, we must find ways to retain foreign students, including through the expansion of campuses, improve infrastructure should develop partnerships, create a Russian scientific schools with foreign researchers, attract eminent members of the various councils of foreign universities to promote your site to conduct their own continued support of Russian scientists, which are published in leading journals, we must integrate the Russian high school in the world scientific and educational space. And to address these issues should not only be given an opinion, and through the prism of other people with other values.

Mobility of scientists should be considered as one of the key factors for the competitiveness of universities and the development of the country as a whole. Second, no less important, is the international collaboration, namely articles written in international collaborations have the effect of 3-4 times more than the collaboration within the country. It is necessary to maintain and increase public relations and communications of their universities, to form a stable image of the university, do not forget about the further development of the educational system. These are the basic steps for the real development of science and education of any university. The international community must show its attractiveness, competitiveness, it is necessary to enter the international level to become the best.

Our quality of life, the development of production and the level of the country's economy depends on high technology. Therefore, it is important to invest in science to maintain and develop the system of scientific discoveries. Our country, the cradle of many educational and scientific world-class schools, must take the first position and our universities can and should perform a program of the Government "5-100-2020".

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