



DEAR READERS,

The latest issue of “University Education” presents the results of the research conducted by the Ukrainian and international scholars. In particular, the main findings of the research work “Imperatives of National Higher Education Systems’ Global Competitiveness” carried out by the group of researchers at the Institute of Higher Education at KNEU during 2016-2018, are highlighted in this issue.

Global transformations of the late 20<sup>th</sup> and early 21<sup>st</sup> centuries have deeply changed the world. They found a theoretical and an empirical reflection in the new global development paradigm, in the formation of the global economy. Universal imperatives for the national economies’ success in globalized environment are those of intellectualization, continuous innovation, socialization, self-actualization of an individual, ecologization of production and life environment in the paradigm of global thinking. In this context, national competitiveness ensures not only improvement of living standards of the country’s population and maintenance of the national enterprises’ stability in the world market, but also socio-economic progress based on innovation with an ability to withstand crises, preventing or successfully neutralizing the negative effects. Therefore, new possibilities of innovative development in the age of information society and digital economy have become an extremely important object of research.

Sustainable development of any country today depends primarily on its ability to develop and implement innovative strategies. It has become necessary to constantly search for and apply innovations that change technology and business organization in order to maintain a high competitive status in domestic and international markets. At macro level, the most adequate response to the knowledge economy paradigm is the development of innovative systems, as an institutional precondition for innovation-friendly climate, and at micro level – the implementation of innovative corporate strategies and creative management.

The research conducted by *Larysa Antoniuk, Natalia Vasilkova and Mariia Sandul* dwells upon state support in higher education area for its global leadership in the 21<sup>st</sup> century. The authors present numerous arguments based upon international experience concerning the importance of strategic approaches towards development of higher education systems financing in line with demanding high achievements in terms of their global competitiveness.

*Denys Ihnytskyy and Olga Drobotiuk* highlight the results of the research dedicated to depicting scenarios of Ukrainian higher education system development. Unfortunately, apart from possible flourishing, they conclude a high probability of its stagnation and degradation.

The article by *Iryna Kaleniuk and Liudmyla Tsymbal* is dedicated to the trends of the global education services market development. The authors investigate the turbulent tendencies in the higher education market in conditions of increased competition: an upward trend in the number of students and foreign students all over the world, emergence of new leaders, countries’ positioning in terms of exports and imports of education services, Ukraine’s competitive positioning.

Foreign colleagues, with whom KNEU researchers have been cooperating within joint scientific and educational projects, present the results of their research.

*Dr. Keith Pond*, School of Business and Economics, Loughborough University (UK), highlights the importance of assessment as part of educational program for tertiary students. He emphasizes that assessment is a product of many influences, often strong and rarely within the complete control of individual lecturers. The paper explores Constructive Alignment theory and the influences of curriculum design. It is proven that assessment is a visible evidence of good pedagogic design and sound quality assurance. Analysis of the interactions reveals a shared understanding of constructive alignment of assessment design within an environment where innovation is not common.

*Gerald Grosbek*, Professor, School of Business, University of Redlands, CA, USA, and *Nataliia Cherkas*, Associate Professor, Institute of Higher Education, Kyiv National Economic University named after Vadym Hetman, Ukraine explore the significance of Learning Management Systems (LMS) for Ukrainian universities. The article presents a distribution of Moodle sites among Ukrainian user types, summarizes the benefits and increasing necessity of educational management technology and stresses the importance of an accompanying commitment of resources to faculty development in order to achieve a more effective educational environment in Ukraine.

*Oliver Belarga*, Kansai University (Japan) investigates the growth of collaborative online learning in students’ educational environments characterized by cultural diversity. The author discusses the peculiarities of COIL (Collaborative Online International Learning) practices between Kansai University and International Islamic University of Malaysia from April 2016 to December 2017. Finally, the author encourages learners and instructors to set out an online academic partnership, which are very relevant in the rapidly expanding field of global education.

*Lukasz Kutyló*, University of Łydz (Poland), addresses the phenomenon of atrophy of the social role among working full-time students. It is revealed that this phenomenon may result in the noticeable decrease of their commitment in education process. The analysis of data acquired from the survey, conducted among undergraduate students from the Faculty of Economics and Sociology at University of Łydz shows that the atrophy may be influenced by the weakening of the cognitive structures that are responsible for the formation of the sense of meaning, sense of belonging and belief about compliance with these duties by other, as well as intensity of students’ social life.

We hope, that the current issue of the journal will provide the readers with meaningful arguments and models, important for the development of higher education.

Sincerely Yours,  
*Dmytro Lukianenko*,  
Rector of Kyiv National Economic University  
named after Vadym Hetman