

UDC 378.6:[001.9:303.71:004.77]

Volodymyr O. Umanets

PhD of Pedagogical Sciences,

Associate Professor at the Department of Innovative and Information Technologies in Education

Vinnytsia Mykhailo Kotsiubynskyi State Pedagogical University, Vinnytsia, Ukraine

ORCID ID 0000-0002-7237-4955

*umkavin@gmail.com***Liudmyla S. Shevchenko**

Doctor of Pedagogical Sciences,

Professor at the Department of Innovative and Information Technologies in Education

Vinnytsia Mykhailo Kotsiubynskyi State Pedagogical University, Vinnytsia, Ukraine

ORCID ID 0000-0003-4991-4949

*lysi4801@gmail.com***Andrey I. Bezugly**

PhD of Pedagogical Sciences, Associate Professor, Higher Art Vocational School № 5, Vinnytsia, Ukraine

ORCID ID 0000-0002-6571-9230

*andr.vdpu@gmail.com***WEBOMETRICS RANKING OF UNIVERSITIES AS A FACTOR OF GAINING COMPETITIVE ADVANTAGE IN THE MARKET FOR EDUCATIONAL SERVICES**

Abstract. Being a “window on the world”, the official website of an educational institution is among the most important means of promoting its activities, thus increasing its competitive advantage in the market for educational services. Providing a framework for efficient marketing, the functioning of the official website of a higher educational establishment represents a format of public relations, the outcomes of which depend heavily upon numerous factors. Presenting unbiased assessment of a university’s image formalised in terms of officially approved procedures is crucial for winning a respective market share. The Webometrics Ranking of World Universities (also known as Ranking Web of Universities) represents validated data that must not be overlooked by both website administrators and those interested in evaluating a university’s image. Though taken with a great deal of scepticism by some universities, webometrics ranking nevertheless can make the difference when it goes about sprucing up a university’s image and successfully appealing to its target audience.

The research work considers the issue of representing global rankings of educational institutions on their official websites as an element of marketing policies devised with the view of gaining a competitive advantage in the global educational space. It is highlighted that university ranks are based on applying diverse criteria and indicators as well as measuring respective values. Criticised are dishonest practices of providing false information aimed at increasing ranks of some educational establishments. The measuring indicators (availability, visibility, transparency (or openness), and excellence (or scientific character)) are analysed based on cybermetric data of research findings obtained by bibliometric methods.

The authors elaborated a set of recommendations as for increasing the efficiency of university website functioning. The key point is to comprehensively select, verify, present and expand contents of a website. It is highlighted that information on the official website of a higher educational establishment should reflect the whole range of educational, scientific research and administrative activities carried out by the academic staff and students. Blended together, they represent the business reputation of the university, which includes its reputation, prestige, partnering relationships, business contacts etc.

The authors share their experience in implementing the above measures at Vinnytsia Mykhailo Kotsiubynskyi State Pedagogical University.

Keywords: educational establishment; university image; webometrics ranking; website; competitive advantage; marketing campaign; target audience.

1. INTRODUCTION

Stating the problem. Accessing a respective target market is essentially a matter of using marketing techniques. In order to promote its services and reach the desired target audience a higher educational establishment has to develop an appropriate marketing mix, i.e. a combination of specifically devised factors aimed at influencing prospective enrollees' career choice and their willingness to consume educational services provided by the university.

According to researchers, the complex of marketing techniques to be used in the field of higher education includes: 1) advertising, i.e. any form of non-personal representation and promotion of ideas, goods and services, paid for by the precisely defined customer – an educational institution; 2) “public relations”, the essence of which is the purposeful formation of a positive public opinion about a university, its main subjects (majors), the quality of educational services granted, the composition of the academic staff, etc.; 3) personal sales – a verbal presentation of educational services in the course of communication with one or more potential buyers for the purpose of resale; 4) sales promotion – short-term measures to encourage the purchase of higher educational services O. Saienko [1]; D. Shevchenko [2]; O. Zhegus [3].

Market research shows that a university image plays a decisive role in gaining a share of the highly competitive market for educational services. Thus, positive image making is at the core of devising marketing campaigns in the field of education. One crucial thing that can add to a university positive image is gaining a higher rank in terms of widely accepted and formally approved ranges of higher educational establishments. The Webometrics Ranking of World Universities is a reliable source of revealing objective information on a higher educational establishment's performance and achievements.

According to current arrangements, universities do not actually spend their own funds on ranking. Respective data are consistently distributed and provided for free to the target audiences (enrolees, students, their parents, teachers etc.) via conventional and Internet resources. Official websites of higher educational establishments are among the most efficient channels for providing all interested parties with the information on their competitive advantage revealed in terms of officially established ranks.

The analysis of recent researches and publications. The theoretical and practical aspects of using marketing techniques in the field of higher education are researched and covered in the works of many domestic and foreign scientists, namely: D. Shevchenko [2]; O. Zhegus [3]; C. Gritsenko [4]; O. Kalinichenko [5]; M. Oklander and R. Shemchuk [6]; A. Popovic [7], among others. S. Karplyuk [8]; V. Osadchyi and I. Serdiuk [9]; A. Tiutiunyk and B. Grinchenko [10] studied the peculiarities of communication policy of institutions of higher education. However, in most works the traditional set of marketing communications is considered in the context of its four components (advertising, public relations, personal sales and sales promotion), while very little attention is paid to the analysis, development and implementation of ways to increase the webometric ranking of universities.

The results of the polls conducted during the open days at Vinnytsia Mykhailo Kotsiubynskyi State Pedagogical University (VSPU) showed that the most promising tool of informing prospective enrollees is the Internet: 77% of the respondents indicated that the most trusted source of information for them was the official website of the university.

The purpose of the article is to conduct the analysis of using webometric rankings of higher educational establishments as a marketing tool, exemplified by Vinnytsia Mykhailo Kotsiubynskyi State Pedagogical University.

2. THEORETICAL BASIS OF THE STUDY

At present, considerable attention is paid to presenting the efficiency of activities conducted by higher educational establishments in terms of diverse rankings. The most widespread rankings include: “The Academic Ranking of World Universities, ARWU” (Shanghai Ranking of the Best Universities of the World) [11]; “The Times” ranking (The Times Higher Education World University Rankings) [12]; QS World University Rankings (Quacquarelli Symonds) [13]. The Webometrics Ranking of World Universities [14] (hereinafter referred to as Webometrics) provided by the Cybermetrics Research Group [15] is considered to be one of the most prestigious in the world.

To measure the contents, scope and results of scientific activities represented on the Internet, the Cybermetrics Laboratory has developed a set of indicators, the collective application of which makes it possible to conduct evaluation procedures by employing bibliometric methods on the basis of cybermetric data, namely:

- web indicators of the world research process;
- analysis of scientific communication through electronic journals and repositories;
- taking into account the indicators of Information Theory Society Resources;
- indicators and visualisation of social networks on the Internet;
- documentary analysis of web resources;
- representation of researchers’ areas of expertise on the Internet;
- positioning in search engines of web domains based on applied cybermetric methods;
- analysis of the sites of scientific publications by means of web search [15].

Webometrics establishes ranks of university websites with regard to respective information components in terms of search engines pages of a given site, the number of external links to it, the citation of the resource, as well as the number of files uploaded to the site in various formats, particularly .pdf, .doc, .dox, .ppt, .pptx, etc.

In the course of the given research work we conducted a survey of available sources of information as to the ranks of universities worldwide. Initially, in the year 2004 websites rankings of 19,000 universities were analysed in terms of scientific activity; in January 2014 – 22,000; in February 2015 – 25,000 universities were analysed for the first time; in July 2015 – 23,729; in July 2016 – more than 24,000; in July 2017 – more than 26,000; in July 2018 – more than 27,000, in January 2019 – more than 28,000 universities.

The results of activities of 12,000 universities as centres of thought in the web space are presented in the final ranking (Fig. 1).

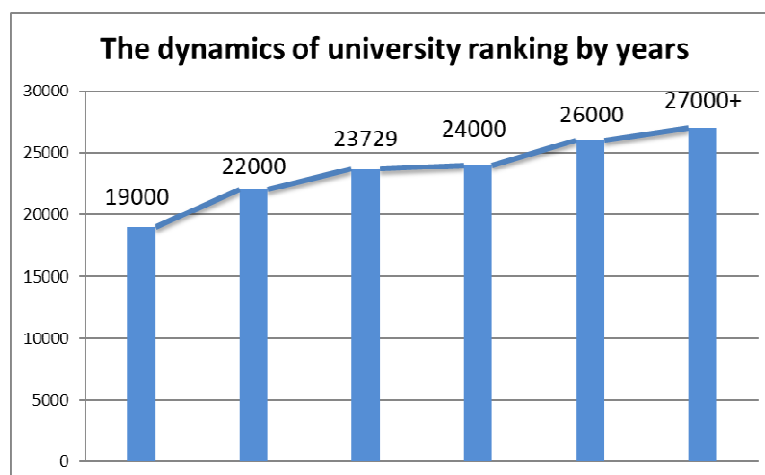


Fig. 1. The dynamics of university ranking at Webometrics

Dr. Isidro F. Aguillo (editor-in-chief and one of the Webometrics developers) claims that webometric ranking results need to be correctly interpreted, pointing out that: the ranking does not evaluate websites of universities by popularity or the ease of use; all the aspects of the university activities are assessed indirectly by means of webometric indicators – scientific, educational, cultural, social, sports, etc. [15].

It is highlighted that the goal of Webometrics ranking is to stimulate web presence of educational institutions and students.

One should take into account that it is not the websites of universities that are rated, but the scope and contents of scientific publications of the academic staff, the information on which is presented on the websites of universities. Therefore, if the web activity of an institution is lower than its academic performance, the rating organisers recommend reviewing its policies and focusing on the increase of the quantity and quality of electronic publications.

One of the key prerequisites of efficient functioning of any market, including the highly competitive market for educational services, is making sure that the rule of “Fair play” is observed by market participants. Unfortunately, some higher educational establishments tend to resort to measures aimed at increasing their competitive advantage by posting inadequate information about their activities.

Within the scope of this research work we established that since the year 2015 rating techniques have undergone some changes. In order to combat dishonest practices aimed at raising the position in the rating, additional filters were added to the algorithm for calculating the citation rates of web resources by the ranking developers.

The dishonest practices of the rating scam include:

1. The use of a third-party content, artificial external links to enhance the position of the university.

The rate of a university in the Webometrics ranking is related not only to the quantity but also to the quality of the content posted. This content must be created by academics and other university staff or by third-party authors according to special agreements. It is dishonest to use a third-party content to improve the position of the university.

2. Duplicated, so-called “chopped” or blank files.

Such practices result in artificial increase in the number of files on the website, especially in repositories, duplication of documents without substantial content, presenting the same material in different file formats or the division of a document into a large number of individual files. The availability of such documents on the website of the university may indicate the attempt at manipulation.

3. Artificial increase in the number of external “links” on the university website.

In order to increase this indicator some universities create external student forums specifically designed to generate a large number of links to university pages, often using dubious software. Some educational institutions may artificially increase the number of external “links” through the purchase of the links on the link farm.

Webometrics evaluation criteria are adjusted every six months. The current criteria, which have been effective since October 2018, are presented in Table 1 [14].

Table 1

Webometrics Evaluation Criteria

INDICATORS	DESCRIPTION	SOURCE	WEIGHT
PRESENCE	Size (number of webpages) of the main webdomain of the institution. It includes all the subdomains sharing the same (central or main) webdomain and all the file types including rich files like pdf documents.	Google	5%

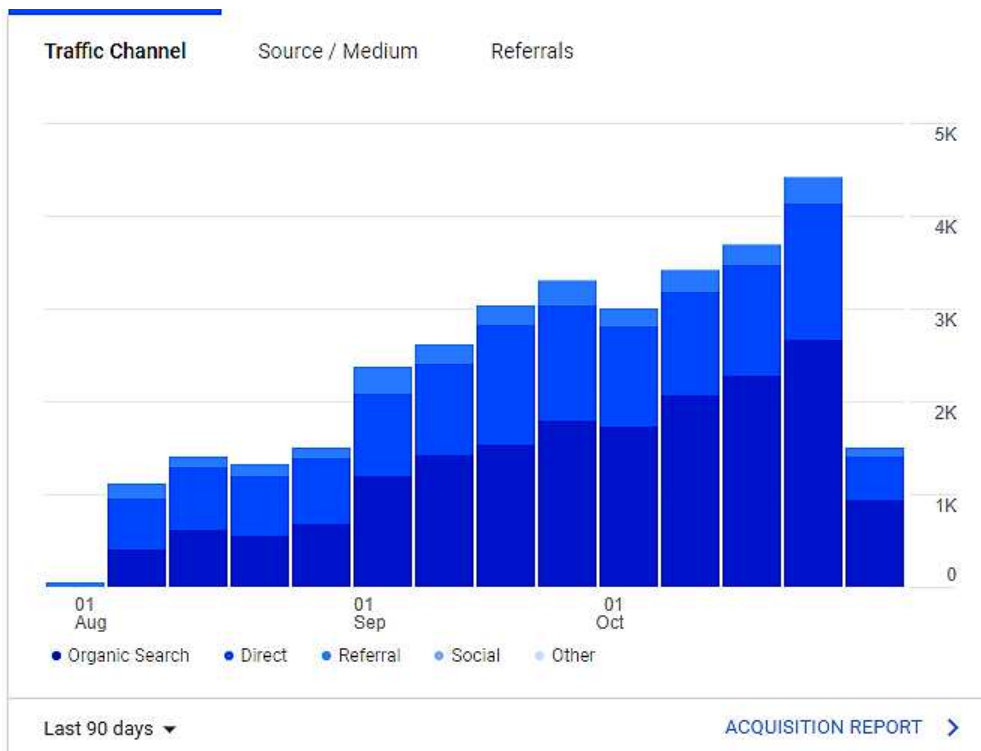
VISIBILITY	The number of external networks (subnets) originating backlinks to the institution’s webpages. After normalisation, the average value between the two sources is selected.	Ahrefs Majestic	50%
TRANSPARENCY (or OPENNESS)	The number of citations from top authors according to the source. (For further information see Transparent Ranking)	Google Scholar Citations	10 %
EXCELLENCE (or SCHOLAR)	The number of papers amongst the top 10% most cited in 26 disciplines. Data for the five-year period (2012-2016).	Scimago	35 %

3. THE RESULTS OF THE STUDY

In order to evaluate the importance of university websites as a means of increasing their competitive advantage, we will analyse the ranking of VSPU according to the Webometrics evaluation criteria.

PRESENCE suggests the number of pages of the university website indexed by the Google Scholar search engine.

The Google Search Console is used by Google to index the university site. It is a free service, which is very important for universities with a limited budget. The service provides interested parties with the information on the way a site is presented in Google Search. Registration allows finding out how Google perceives the site and, accordingly, gives the opportunity to take measures to improve the position of the site in search results. Site administrators can analyse information from the system and, if necessary, optimise individual pages or the site as a whole. Figures 2 and 3 illustrate the results of Google Analytics in VSPU.



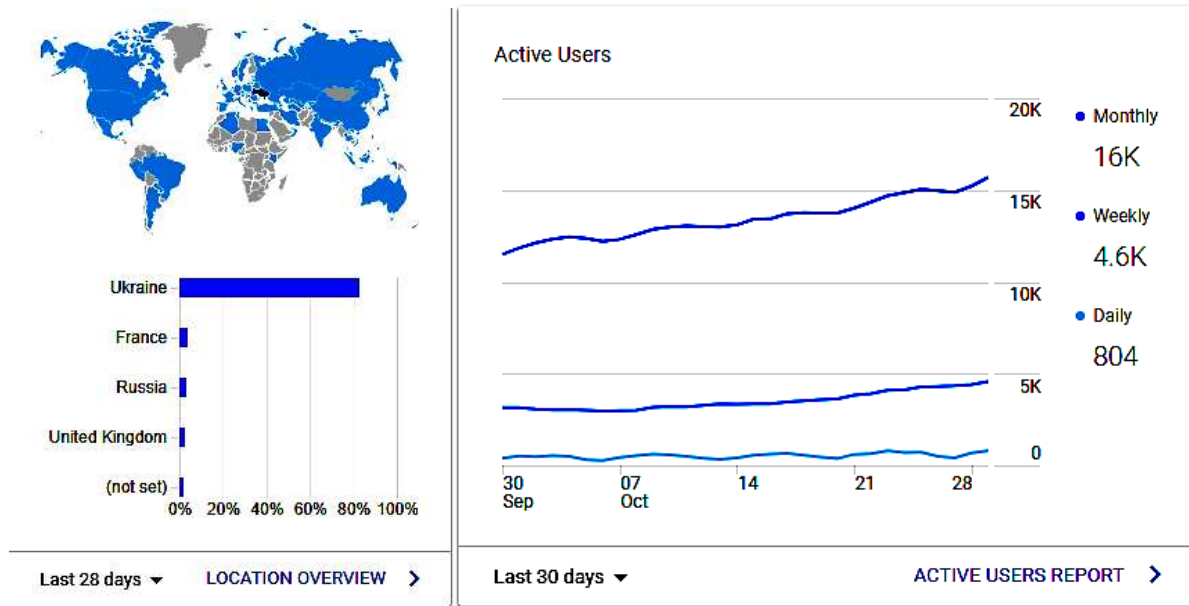


Fig. 2. An example of a Google Analytics report on the university site (traffic channel)

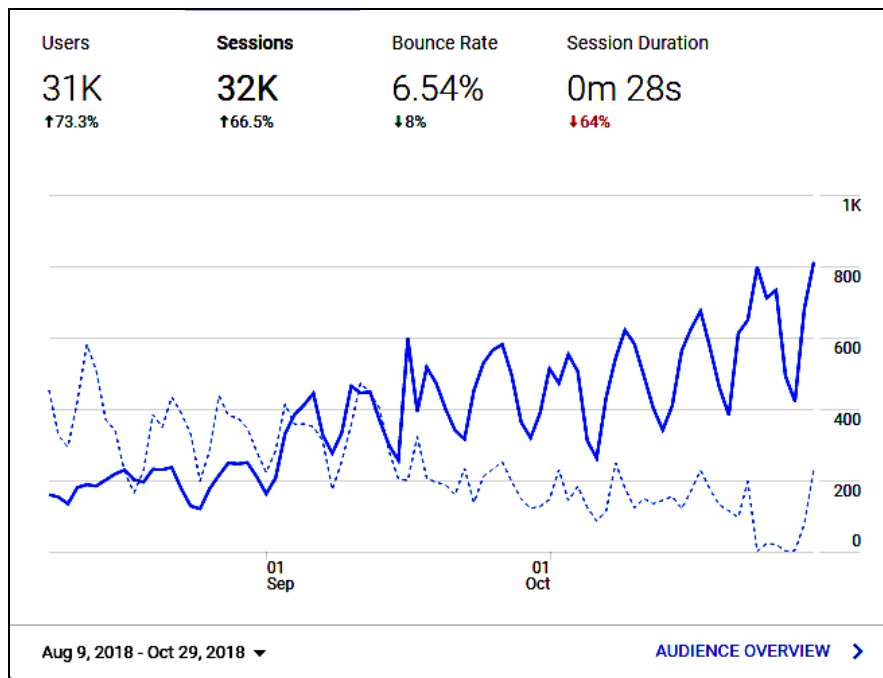


Fig. 3. An example of a Google Analytics report (session)

VISIBILITY, the most “significant” criterion (50% of the rating), is, in fact, the visibility of the website in the web space which means the number of unique Backlinks (external links) for a resource and Referring domains (number of domains) that link to the site.

The MajesticSEO analysis methodology does not specify which search engines are involved in ranking. If the number of domains (Referring domains) is difficult to check it is possible to determine the number of external links (Backlinks) by using queries from Google. Figure 4 illustrates the request form shown on VSPU site [16] (the number of external links is about 652 000).

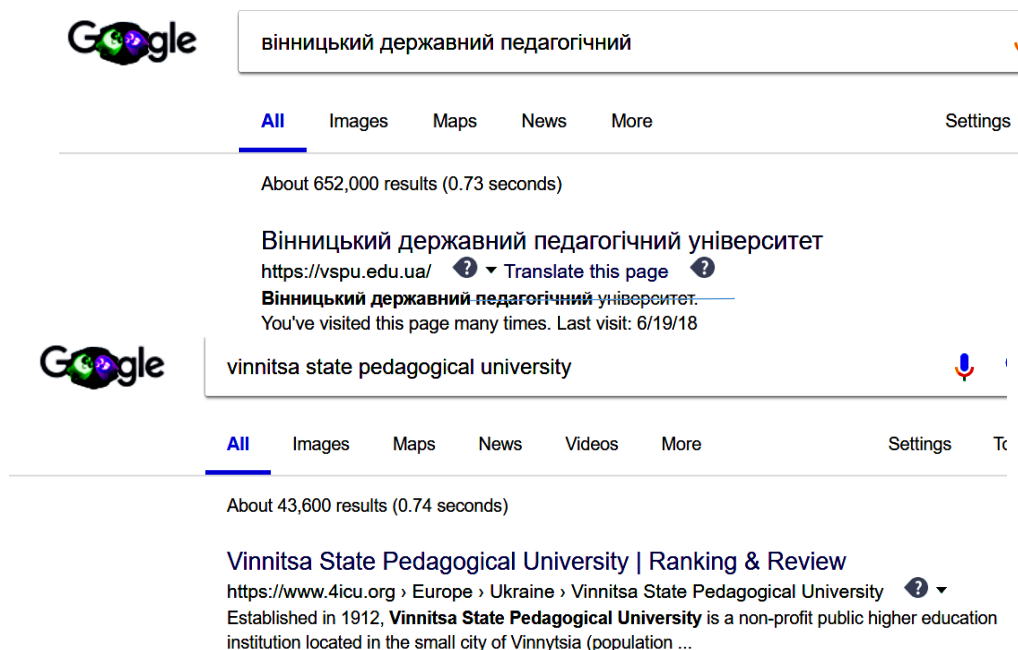


Fig. 4. The number of Backlinks through Google

In our opinion, it is not only reference to the resource and domains that must be taken into consideration but also the quality of these domains in terms of their significance in scientific and educational space. This means that the links from domains of high-ranking research sites to university materials matter much more than links from the news portal.

TRANSPARENCY (or OPENNESS) suggests the number of Google Indexed Attached Files of .pdf, .ps, .doc, .docx, .ppt, .pptx. formats. Verification is conducted by using queries from Google. The form of such a request is in VSPU URL: `www.vspu.edu.ua – filetype: pdf OR filetype: doc OR filetype: ppt`. The analysis of respective criteria proves that, first of all, public access to the university research activities is important for the Webometrics rating.

Today the library staff and the staff of the information and computing centre of our university are actively collaborating in terms of filling and promoting a repository of scientific works. The statistics on the dynamics of changes in the number of bibliographic references, the h-index and the i10-index of the VSPU for 2018-2019 are presented in Table 2.

Table 2

Google Scholar Statistics

Date	Bibliographic references	h-index	i10-index
January 30, 2018	9704	35	245
February 07, 2018	9833	35	249
March 03, 2018	10686	36	252
April 31, 2018	11338	37	268
May 12, 2018	12572	41	283
June 30, 2018	13962	44	340
August 22, 2018	14659	45	348
October 30, 2018	15172	45	362
April 30, 2019	18192	53	419
October 30, 2019	21619	60	501

The analysis of the data presented in Table 2 makes it possible to conclude that the systematic work on repository filling and the right choice of indexing systems for materials in search engines (Bing, Google, Yandex, Yahoo, etc.) provide a significant increase in both bibliographic references and scientific indexes. We would like to note that the “blind” filling of a repository without a clear indexing policy by search engines will not produce desired results.

For example, the site of the VSPU as of October 2018 had such indexation indicators (Fig. 5).

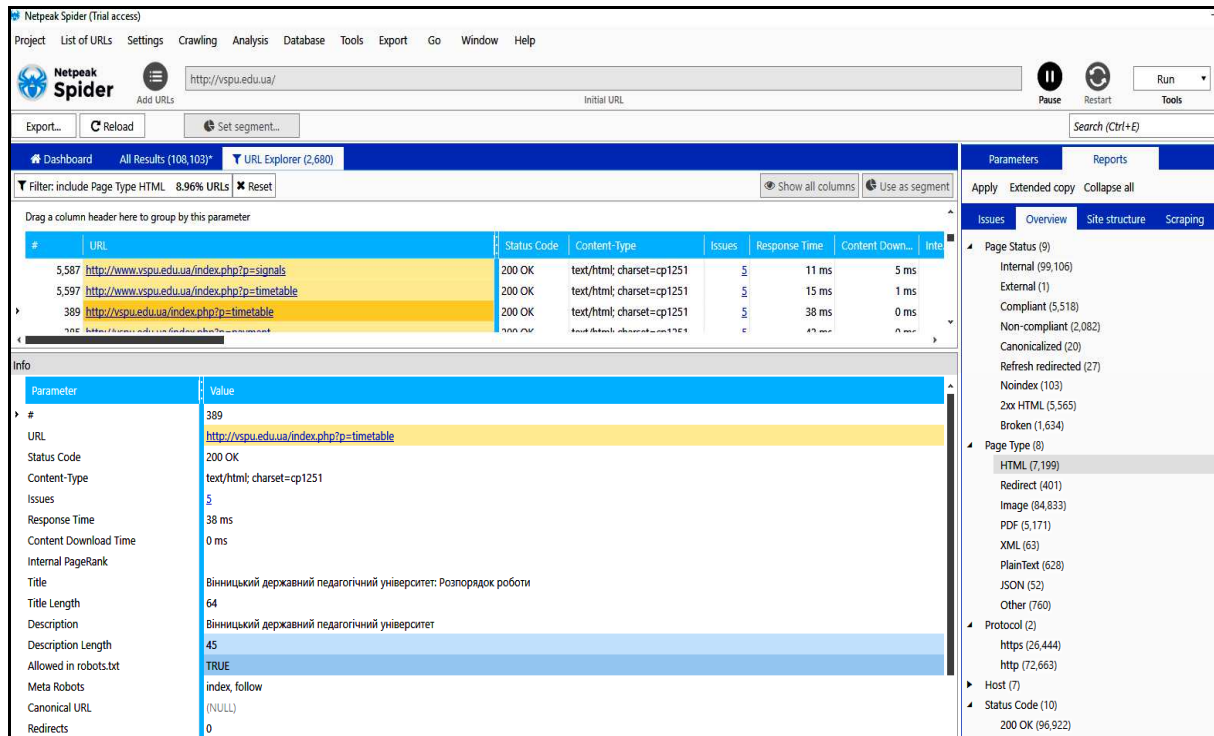


Fig. 5. Statistics on visiting the VSPU site

Between February 2019 and April 2019 the indexes of the site of our university were greatly enhanced due to the joint work of university teachers, librarians, specialists of the information and computing centre, editorial boards of academic journals on filling the university electronic repository with full-text materials using open source software Dspace, the Moodle distance education service, the open system of scientific publications OJS (Open Journal System) created on the basis of the “Public Knowledge Project” under the GNU General Public License that allows hosting the full-text versions of professional scientific publications.

The TRANSPARENCY criterion is quite high, despite the fact that the academic staff started to actively create their accounts in Google Scholar only in 2015. The VSPU profile in Google Scholar is illustrated in Fig. 6 as of October 2018 and as of October 2019 in Fig. 7.

The rating of each university according to the TRANSPARENCY criterion can greatly increase if all full-text versions of the materials linked to Google Scholar are posted not only in the library repository but also on the official site.

Figures 6 and 7 illustrate that VSPU indexes began to increase quite rapidly: from 15221 (in October 2018) to 21619 in October 2019) by bibliographic references, the Hirsch Index (h) increased from 45 to 60, and the 10-index – from 364 to 501 respectively.

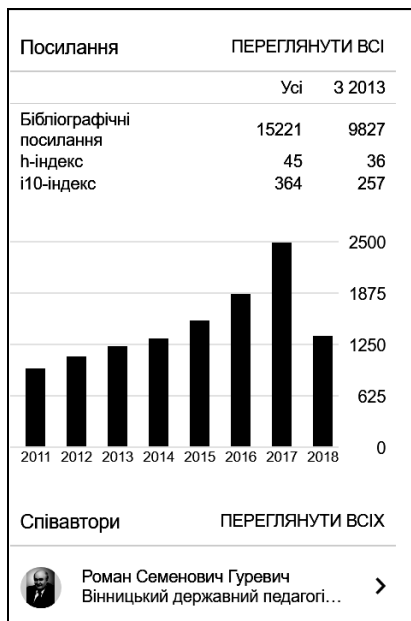


Fig. 6. Google Scholar Profile of the VSPU in October 2018

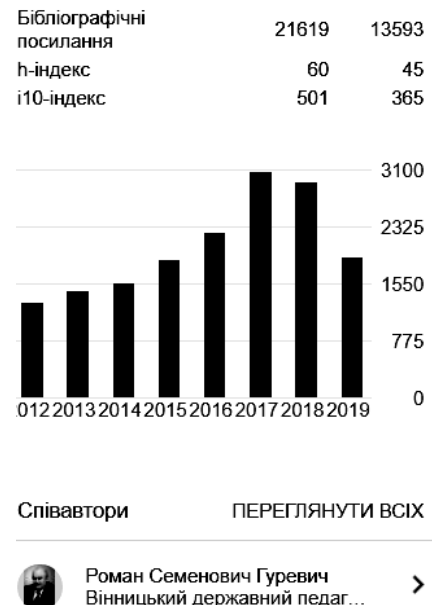


Fig. 7. Google Scholar Profile of the VSPU in October 2019

The EXCELLENCE (or SCHOLAR) criterion. This indicator for our university, as well as for most of Ukrainian higher educational institutions, is virtually unavailable, since materials must be included not only in SCOPUS, but also in the 10% of the most cited papers in respective scientific fields (according to the Scimago Group). Therefore, this indicator with most Ukrainian universities is lower than the level of the ranking.

4. CONCLUSIONS

The analysis conducted within the scope of the given paper proves that raising university ranks in the global educational space is a matter of gaining a bigger share of the highly competitive market for educational services.

Some universities worldwide take global rankings with a dose of scepticism, believing that it is extremely hard to adequately compare all the diverse data involved in the ranking procedures. At the same time, the universities, which take global ranking seriously, try hard to improve their competitive advantage by means of optimising the functioning of their websites.

By presenting all valid information on the contents and scope of their activities on their official websites, higher educational establishments appeal to their target audiences. Unfortunately, some universities misuse the opportunity of communicating important information via the Internet, resorting to unfair practices of boosting their rankings.

In order to provide for presenting unbiased information about the competitive status of higher educational establishments, a set of relevant evaluation criteria and indicators has been developed. The latter include: availability, visibility, transparency (or openness), and excellence (or scientific character).

To substantiate the significance of webometrics ranking of universities as a marketing tool, we analysed the functioning of the official website of VSPU.

The results we have received clearly indicate the insufficient level of VSPU presence in the network. To increase the ratings of the university it is necessary to implement a number of measures that will improve the indicators of all criteria, namely:

– it is necessary to provide constant support of the website of the university, its promotion on the Internet (including registration in search engines). Site administrators should keep in touch with their university colleagues and establish relationships with friendly sites in Ukraine and the world over;

– to comprehensively expand the content of the site: to fill it not only with educational, methodological and scientific information but also to post and index news and administrative materials in search engines. With this regard it is advisable to post retrospective materials including historical information, video and photo reports, as well as to convert important non-electronic resources;

– to encourage the development and deployment of electronic media on the university website; to regularly post rankings of the academic staff (based on the outcomes their educational, scientific research and public activities); to present the information on scientific research work of university subdivisions, etc.

– to integrate professional publications in peer-reviewed journals into the university website with the help of the Open Journal System;

– to localise the language versions of the official site (English, German, Polish, etc.). Without full foreign-language versions VSPU is unlikely to advance higher than the 1000th place in global rankings.

The above measures are meant to increase webometric ranking of VSPU. At the same time they can provide guidelines for devising efficient marketing campaigns of any educational establishment striving to expand their market share.

REFERENCES (TRANSLATED AND TRANSLITERATED)

- [1] O. O. Saienko, “Analysis of the use of the complex of marketing communications in promoting educational services of higher educational institutions of the III-IV accreditation level”, *Bulletin of the Eastern European University of Economics and Management*, vol. 1 (11), pp. 169–178, 2012. (in Ukrainian)
- [2] D. A. Shevchenko, “Digital marketing in the field of education”, *Practical Marketing*, № 1 (251), pp. 3–11, 2018. (in Russian)
- [3] O. V. Zhegus, *System of marketing of higher education institutions: theory, methodology, practice*, Kharkiv, Ukraine: Ivanchenko I.S., 2018. (in Ukrainian)
- [4] C. I. Gritsenko, “The digital marketing is a new development paradigm of educational clusters in the conditions of globalization”, *Bulletin of Economic Science of Ukraine*, № 1 (30), pp. 29–31, 2016. (in Ukrainian)
- [5] O. O. Kalinichenko, “Marketing in education: today and prospects”, *Economy. Management. Innovations*, vol. №1(22), 2018. [Online]. Available: http://nbuv.gov.ua/UJRN/eui_2018_1_8. Accessed on: Feb. 10, 2020. (in English)
- [6] M. Oklander, and R. Shemchuk, “Promotion of non-formal education projects digital marketing methods”, *Problems of system approach in economy*, vol. № 6(74), pp. 140–148, 2019. doi: <https://doi.org/10.32782/2520-2200/2019-6-68> (in Ukrainian)
- [7] A. Popovic, “Marketing communications of higher education institutions in the Republic of Serbia”, *Marketing*, № 46, pp. 166-178, 2015. doi: 10.5937/markt1503166P. (in Ukrainian)
- [8] S. O. Karplyuk, “Features of digitalization of the educational process in higher education. Information and digital educational space of Ukraine: transformation processes and prospects of development”, *Materials of the methodological seminar of the National Academy of Pedagogical Sciences of Ukraine*, pp. 188–197, 2019 (in Ukrainian).
- [9] V. V. Osadchyi, and I. M. Serdiuk “Personal site as a means for forming digital image of scientific and pedagogical workers”, *Information Technologies and Learning Tools*, vol. 69, № 1, pp. 78-91, 2019. [Online]. Available: <https://journal.iitta.gov.ua/index.php/itlt/article/view/2593>. Accessed on: Feb. 10, 2020. (in Ukrainian)
- [10] A. V. Tiutiunyyk, and B. I. Grinchenko “Main criteria and indicators of webometrics ranking of world’s universities”, *Information Technologies and Learning Tools*, vol. 38, № 6, pp. 234-244, 2013. [Online].

- Available: <https://journal.iitta.gov.ua/index.php/itlt/article/view/902>. Accessed on: Feb. 10, 2020. (in Ukrainian)
- [11] Academic Ranking of World Universities. [Online]. Available: <http://www.shanghairanking.com/ARWU2019.html>. Accessed on: Feb. 02, 2020. (in English)
- [12] The Times Higher Education World University Rankings. [Online]. Available: <https://www.timeshighereducation.com/world-university-rankings>. Accessed on: Feb. 10, 2020. (in English)
- [13] QS World University Rankings. [Online]. Available: <http://www.topuniversities.com/university-rankings/world-university-rankings>. Accessed on: Feb. 10, 2020. (in English)
- [14] Ranking Web of Universities. [Online]. Available: <http://www.webometrics.info/>. Accessed on: Feb. 10, 2020. (in English)
- [15] F. Aguillo, B. Granadino, J. L. Ortega, and J. A. Prieto, "Scientific research activity and communication measured with cybermetric indicators", *Journal of the American Society for the Information Science and Technology*, № 57(10), pp. 1296–1302, 2006. (in English)
- [16] Vinnytsia Mykhailo Kotsiubynskyi State Pedagogical University. [Online]. Available: www.vspu.edu.ua. Accessed on: Feb. 11, 2020. (in Ukrainian)

Text of the article was accepted by Editorial Team 24.06.2019

ВЕБОМЕТРИЧНИЙ РЕЙТИНГ УНІВЕРСИТЕТІВ ЯК ФАКТОР ЗДОБУТТЯ КОНКУРЕНТНОЇ ПЕРЕВАГИ НА РИНКУ ОСВІТНІХ ПОСЛУГ

Уманець Володимир Олександрович

кандидат педагогічних наук, доцент кафедри інноваційних та інформаційних технологій в освіті
Вінницький державний педагогічний університет імені Михайла Коцюбинського, м. Вінниця
ORCID ID 0000-0002-7237-4955
umkavin@gmail.com

Шевченко Людмила Станіславівна

доктор педагогічних наук, професорка кафедри інноваційних та інформаційних технологій в освіті
Вінницький державний педагогічний університет імені Михайла Коцюбинського, м. Вінниця, Україна
ORCID ID 0000-0003-4991-4949
lysi4801@gmail.com

Безуглий Андрій Іванович

кандидат педагогічних наук, доцент
Вище художнє професійно-технічне училище № 5, м. Вінниця, Україна
ORCID ID 0000-0002-6571-9230
andr.vdpu@gmail.com

Анотація. Офіційний сайт освітнього закладу, будучи своєрідним «вікном у світ», належить до найважливіших засобів просування його діяльності та покращення конкурентного становища на ринку освітніх послуг. Функціонування офіційного сайту закладу вищої освіти створює основу для успішного маркетингу, репрезентує формат зв'язків із громадськістю, успішність яких зумовлюється низкою факторів. Представлення неупередженої оцінки престижності університету на підставі аналізу результатів офіційно затверджених формальних процедур має вирішальне значення для здобуття відповідної частини ринку. Вебометричний рейтинг університетів світу представляє валідизовані дані, якими не можуть знехтувати ні адміністратори офіційних вебсайтів, ні ті, хто зацікавлений у визначенні престижності закладу вищої освіти. Хоча вебометричні ранги деякими університетами сприймаються досить скептично, їх важко переоцінити, коли йдеться про покращення іміджу навчального закладу та успішного звернення до його цільової аудиторії.

У дослідженні порушується питання щодо представлення міжнародних рейтингів закладів освіти на їхніх офіційних вебсайтах в якості елементу маркетингової стратегії, спрямованої на підвищення конкурентної переваги в глобальному освітньому просторі. Підкреслюється, що ранги університетів формуються на підставі застосування низки критеріїв і показників, а також визначення відповідних величин. Критикуються нечесні практики надання недостовірної інформації з метою підвищення рейтингу окремих закладів освіти. Відповідні

показники (присутність, видимість, прозорість (або відкритість), досконалість (або науковість)) аналізуються на основі кіберметричних даних результатів досліджень, отриманих бібліометричними методами.

Автори розробили ряд рекомендацій щодо покращення ефективності функціонування офіційних вебсайтів закладів вищої освіти. Ключовим є здійснення всебічного відбору, верифікації, представлення і поповнення змісту вебсайту. Наголошується на тому, що інформація на офіційному сайті закладу вищої освіти повинна відображати повний спектр навчальної, науково-дослідної, адміністративної діяльності, яку здійснює професорсько-викладацький склад і студенти. У своєму поєднанні вони створюють ділову репутацію університету, складовими якої є імідж, престиж, репутація, соціальна відповідальність, партнерські та ділові зв'язки закладу та ін.

Автори діляться власним досвідом із реалізації вище згаданих заходів у Вінницькому державному педагогічному університеті імені Михайла Коцюбинського.

Ключові слова: заклад освіти; ділова репутація ЗВО; вебометричний рейтинг; вебсайт; конкурентна перевага; маркетингова кампанія; цільова аудиторія.

ВЕБОМЕТРИЧЕСКИЙ РЕЙТИНГ УНИВЕРСИТЕТОВ КАК ФАКТОР ОБРЕТЕНИЯ КОНКУРЕНТНОГО ПРЕИМУЩЕСТВА НА РЫНКЕ ОБРАЗОВАТЕЛЬНЫХ УСЛУГ

Уманец Владимир Александрович

кандидат педагогических наук,

доцент кафедры инновационных и информационных технологий в образовании

Винницкий государственный педагогический университет имени Михаила Коцюбинского, г. Винница

ORCID ID 0000-0002-7237-4955

umkavin@gmail.com

Шевченко Людмила Станиславовна

доктор педагогических наук,

профессор кафедры инновационных и информационных технологий в образовании

Винницкий государственный педагогический университет имени Михаила Коцюбинского,

г. Винница, Украина

ORCID ID 0000-0003-4991-4949

lysi4801@gmail.com

Безуглый Андрей Иванович

кандидат педагогических наук, доцент

Высшее художественное профессионально-техническое училище № 5, г. Винница, Украина

ORCID ID 0000-0002-6571-9230

andr.vdpu@gmail.com

Аннотация. Официальный сайт образовательного учреждения является своеобразным «окном в мир» и относится к наиболее существенным средствам продвижения деятельности этого учреждения и улучшения его конкурентного положения на рынке образовательных услуг. Предлагая основу для успешного маркетинга, функционирование официального сайта высшего учебного заведения представляет собой формат связей с общественностью, эффективность которого обусловлена рядом факторов. Представление непредвзятой оценки престижа университета на основе анализа результатов официально утверждённых формальных процедур имеет решающее значение для завоевания соответствующей доли рынка. Мировой вебометрический рейтинг университетов содержит подтверждённые данные, которые не могут быть проигнорированы ни администраторами сайтов, ни теми, кто заинтересован в определении престижа высшего учебного заведения. Хотя вебометрические ранги отдельными университетами воспринимаются довольно скептически, их трудно переоценить, когда речь идёт об улучшении имиджа учебного заведения и успешного апеллирования к его целевой аудитории.

В исследовании поднимается вопрос о предоставлении данных международных рейтингов учебных заведений на их официальных веб-сайтах как элементе маркетинговой стратегии, направленной на улучшение конкурентного преимущества в мировом образовательном

пространстве. Подчёркивается, что ранги университетов формируются путём использования целого ряда критериев и показателей, а также определения соответствующих величин. В статье критикуются прецеденты предоставления отдельными учебными заведениями недостоверной информации с целью повышения собственных рейтингов. Соответствующие показатели (наличие, видимость, транспарентность (либо открытость), научность) анализируются на основе киберметрических данных результатов исследований, полученных путём применения биометрических методов.

Авторы разработали перечень рекомендаций для улучшения функционирования официальных веб-сайтов высших учебных заведений. Решающее значение имеет всесторонний отбор, верификация, представление и обновление содержания веб-сайта. Подчёркивается, что информация на официальном сайте высшего учебного заведения должна отображать полный спектр учебной, научно-исследовательской, административной деятельности профессорско-преподавательского состава и студентов. В совокупности они представляют собой деловую репутацию университета, составляющими которого являются репутация, престиж, партнёрские отношения, деловые связи учреждения и т.д.

Авторы делятся опытом реализации перечисленных мероприятий в Винницком государственном педагогическом университете имени Михаила Коцюбинского.

Ключевые слова: учебное заведение; деловая репутация вуза; вебометрический рейтинг; веб-сайт; конкурентное преимущество; маркетинговая кампания; целевая аудитория.

