

University Rankings as a Tool to Enhance Competitiveness, Clustering and Transnational Governance of Higher Education in the Context of Globalization

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Abstract: Today the place of any state in the world is largely determined not only by the traditional criteria, such as, the size of the GDP, the superiority of military power or financial resources, but also such a category as the quality of human capital. In turn, one of the most important criteria is the quality of human capital formation, which is predetermined by the leading positions of the leading national universities at the international level. High places in the most popular world rankings are the original card of any university, since these ratings is oriented more entrants and investors both within the country and abroad. Thus, the state's position in the world largely depends on the positions held by its leading universities in the world.

Key words: University rankings • Competitiveness • World educational market • Strategy of development • Clusterization • Globalization of higher education

INTRODUCTION

An objective assessment of this position is extremely important because it gives an idea not only about the state of education in the country, but also in the wider context, the state of the national security of the country. Therefore, the problem of ranking criteria goes far beyond the boundaries of the problems of assessing the quality of higher education institutions and even national education.

Features contemporary historical situation in the context of deep transformations of the social reality in our country are characterized by the transition to a new civilization relations, fundamentally altering the content and direction of information and communication processes. In these circumstances, the problem of modernization in the whole system of education in accordance with the today needs takes on particular relevance. The need to intensify the processes of governance in the field of production and the economy requires appropriate training, intellectual potential and management ability of responding to the needs of the civilization in modern society.

Joining the international rankings and occupation in them positions of equal or comparable to the world's leading universities, is an indication of the high

competitiveness of the university. The yield of the leading positions in these complicated rapid developments of the academic sphere in South-East Asia and Latin America, increasing competition in the global market of educational services for the financial and human resources.

University should consider the rankings and the evaluation criteria as tools for mapping, plan measures to improve its performance and reputation of the promotion, forming partnerships with the best universities, investing in strategic goals and encouraging staff to achieve them. An important consideration is the balance between the position in the ranking as a significant component of the image of the university and politics, principles and culture of the university and more broadly, public policy and these academic standards and the solution of social problems and participation in community life, etc.

University rankings have become widespread in the context of a culture audit, under conditions that included: reduction in state funding of universities; transformation of education in the service to the consumer, tend to make schools accountable to external actors for the quality of services they provide, increasing competition between universities, mass higher education, internationalization higher education; standardization and unification of higher education. At present, the world's largest university rankings are:

- Academic Ranking of World Universities (ARWU), which is also called as “Shanghai ranking”;
- QS World University Rankings;
- Times Higher Education World University Rankings.

There are a number of global rankings exists, with less impact and prominence. At present, the country's leadership defines the main directions of development of education of the Russian Federation until 2020 Objectives Russian universities today are formulated in the Decree of the President of Russia “On measures for implementation of the state policy in the sphere of education and science” (May 7, 2012 # 559), state program “Development of Education” for 2013-2020 (approved by the Decree of the Government of the Russian Federation of November 22, 2012 # 2148-r.) and in other documents.

In today's world of global university rankings are powerful tools for positioning the university in the world educational space. Universities included in the list of the top 500 receive financial support from the government and businesses to attract the best teachers and professors from around the world. Realizing this May 7, 2012 Russian President Vladimir Putin has set the task of the academic community until 2020 to bring a minimum of 5 Russian universities in the top-100.

Competitive advantages provide themselves those schools which have a high intellectual potential to create unique competencies and build assets. [1]

Rankings allow universities to understand that they need to be taken in the field of quality management education to improve their performance. However, increasing the values of the indicators does not mean a real improvement of quality of universities. To assess the quality of higher education institutions is necessary to take into account not only scientific and academic performance, but it is possible and the quality of the education. [2]

Universities are seen as key players in modernization processes, which should result in the birth of a new, non-oil economy and the return the competitive position of the country, its education and innovation system and perhaps even improve the quality of life of the population. [3].

Main Part: As an illustrative example, we analyze the ranking position as one of the sought-after universities Nizhni Novgorod region-University of Nizhni Novgorod in leading international and Russian ranking of universities. Over the last decade UNN became one of the leading classical universities, scientific, innovative,

entrepreneurial, cultural center of the Russian educational space.

In recent years the university had taken a number of basic documents such as: “The Mission of UNN”, “UNN Strategy for knowledge transfer”, “Program Development of the State Educational Institution of Higher Professional Education “Lobachevsky State University of Nizhni Novgorod” for 2009-2018”-a program of the university as a national research university and many others.

On February 20, 2013, the Academic Council of Lobachevsky State University of Nizhni Novgorod (UNN) adopted “The Development Strategy of Lobachevsky State University of Nizhni Novgorod-National Research University until 2020”-hereinafter referred to as “The Strategy” [4].

The Strategy states that “by 2020, the University of Nizhni Novgorod must reach a new level of international recognition as a leading research and innovation classical university, competitive among the world's leading research and education centers”.

According to the Strategy, UNN's position in internationally recognized university rankings is considered to be an integral estimate of the University's achieved level of development. It was assumed that if UNN only relies on traditional resources for its development, not including targeted public funds, by 2020 the University must rank among the top 300 universities in the world. In case the state support is provided to enhance the University's competitiveness among the world's scientific and educational centers, UNN sees its goal in securing its position among top-100 or top-200 best universities in the world.

UNN presented in one of the 3 top world rankings of universities, namely QS. In the 2011 and 2012 QS rankings, UNN occupied the position of “601+” of 2,500 universities. [5]

As for Times Higher Education World University Rankings UNN is not included in the top 400 of the world's leading universities. At the same time, the university in the past two years sends data on request of the agency “Thomson Reuters”, issuing the ranking. In 2012, the agency based on the results of data processing, was the profile of the university.

UNN results in 2012, according to different criteria:

- Education (teaching)-17 points (out of 100)
- Research (research)-8
- Quote (Citations)-2
- Interaction with industry (Industry)-31
- International activities (International mix)-18

In Academic Ranking of World Universities (ARWU) UNN is not represented. Organizers of this ranking do not request information from the universities and rate them based on their own research, using data from open sources.

In February 2013, UNN concluded a cooperation agreement with QS and took part in the agency's project QS-Stars. Based on the results of this project, QS has conducted a review of educational and research activities of the University assigning a 3-star rating to UNN in accordance with the QS-Stars methodology (on the results of processing 97% of the data). UNN scored 535 points, which was just 15 points short of four stars. UNN also ranks 13th among Russian universities in the Webometrics ranking and 9th among Russian universities in the Scimago Institutions Rankings.

It is pointed out in UNN Strategy that UNN-2020 will function on the basis of the "knowledge triangle" concept that is a united development function of education, science and innovation. Innovative development involves a third way, as opposed to administrative or all of the market, that is, a management model of the university-a cluster, where it is obligatory participation of key cluster components-the government, businesses, university, research institutes and business organizations with the ability to lead each of them to certain stage of development and thus the general to form a common cluster space consent. Nowadays, the index of the cluster development in Russia is almost two times lower than in the countries of the leaders of the world economy [6].

Determining the competitive advantage of the UNN 2020 among participants in the development of innovative knowledge society will be the preparation of highly skilled creators, possessing the qualities of innovators, entrepreneurs and the formation of a new managerial, engineering and technical generation, able to provide innovative development of Russia, the so-called innovative person. The main direction of the training is to reveal each person's potential. [7]

UNN adopted its Mission Statement in December 2003, almost ten years ago. The Mission Statement was developed in the framework of the Tempus program "Becoming an Entrepreneurial University".

The document states that "the University of Nizhni Novgorod sees its mission as maintaining and strengthening the role of UNN as one of the leading institutes of Russian higher education which is engaged in: research-based training of highly skilled graduates

capable of making an effective contribution to Russia's development; the development of fundamental and applied research as essentials for the provision of high quality education and as sources of new knowledge and technologies that provide solutions to pressing social and economic problems, the development of a knowledge and technology transfer culture common to all UNN staff; making a significant contribution to the development of Russian education and participation in the efforts of Russia's universities to form an integrated system of higher education in Europe; a profound impact on socio-economic and spiritual development of the Nizhni Novgorod region and the Volga Federal District". [8]

Clustering at leading universities, as a rule, leads to enormous advances in the rankings of universities. For example, the entry of UNN to 2020 in TOP-100 or TOP-200 QS rankings is planned in particular and at the expense of the project was created on the basis of scientific and innovation UNN biomedical cluster. Thanks to the creation of high-tech devices in the cluster in the future it will be possible to carry out a more informative ultrasound study to measure the temperature inside the body, detect tumor tissues, deliver drugs to specific body, etc. This project provides an opportunity to unite scientists from different areas and departments of UNN, other universities, foreign partners, physicians and industry representatives. [9] All the major and successful scientific innovation clusters developed countries and developing countries are based on a large and strong institutions (Silicon Valley, Stanford, USA; Ideon, Lund University, Sweden, scientific and technological area of Zhongguancun, Beijing University, etc.). As a rule, there are no examples where a big jump rankings done without creating scientific innovation clusters based on institutions themselves or in clusters of different sizes (the top-200 QS world ranking includes 6 universities of China, 4 University of South Korea and 2 universities in Turkey).

On the basis of UNN launched a project to establish a National Center for High-chemical technologies. The main center of the project is selected UNN since high school is a recognized center for the development of chemical science and technology in the Russian Federation and the level of the fundamental and theoretical studies to the highest modern standards. The work of this center of high technology based chemical micro reactors allow our country to reach a new level of technology and achieve high competitiveness in strategically important areas of the industry.

CONCLUSION

Given the characteristics of the existing rankings, saying the rating as a tool for management education, one must first put a poll on what their limitations and how to apply them in order to minimize the negative effects and maximize the positive ones.

Also, we should note a significant impact on the ranking systems of universities conducted by the university policy at various levels, both at the level of individual schools and at the level of national education systems and even on a global level. It is necessary to recognize the importance and ranking systems for the life of the modern university community.

In modern conditions, the ability of the country to benefit from the global economy based on knowledge, not only depends on its ability to absorb process and generate new knowledge, but also on the ability to transfer this knowledge to others, which confirms the feasibility of establishing a scientific and innovative cluster based on strong institutions. [10]

It is clear that under these conditions the active development of the global education market and increased international competition in this sector; to achieve significant results in the world of scientific and educational space is nearly impossible without meaningful participation and active role of the state, the clustering of universities and promotion in the world's global rankings.

The analysis of the main indicators of popular international rankings of universities, outline the major breakthrough mechanisms to promote Russian universities in the rankings and the world educational space:

- Increase the involvement of Russian scientists and teachers, in particular, Nizhni Novgorod universities in international cooperation, namely, to strengthen contacts with foreign professors, representatives of foreign companies and organizations specializing in technology transfer.
- Increase international citation: all the international ratings high enough weight to objective scientometric indicators, for example, in the Scopus, which take into account the number of references to the scientific work of employees in the last five years in relation to the number of employees or in relation to the total number of publications of the university. It plays against the Russian universities, whose staff en masse in English is not published. In addition, our scientists in general should make more use of Scopus database and any similar sources.

- Create journals in English, indexed in leading systems such as WoS, Scopus. These logs should be core to attract the attention of the target audience. This will increase the impact factor of log data. Thus, these magazines have to go out, not only in print but also in electronic form. All of this will affect the level of publication activity increase faculty in indexed journals.
- Increase the number of foreign teachers (and other world-renowned scientists) working in Russian universities.
- Increase the number of foreign students in Russian universities (and thus increase the number and educational programs offered in foreign languages, develop university infrastructure: to increase university campuses, accommodation in hostels, etc.). To attract talented undergraduate and graduate students invited to the development and implementation of the "University education cluster", which aims to create a "school of the future" development-oriented initiatives of students, the ability to think creatively, to find creative solutions.
- Improve the ratio "number of teachers / number of students", even though, contrary to popular belief about unsatisfactory ratio "number of teachers / number of students" in general for universities Russia the figure is at a very acceptable level.
- Expand the range of higher education programs at all levels in foreign languages, bringing the total to 30 in 2020.
- Develop a system of continuous multi-level business education student-graduate-scientific and pedagogical worker-an employee of innovative enterprise. Mass innovative entrepreneurship education, the formation of university corporate entrepreneurial culture seen as an important element of the image of the university.
- Create innovative research clusters, which structure will consist of representatives of universities, government, businesses, industry, research institutes, design, growth areas, etc.

Findings: As a result of the analysis, it is possible to draw the following findings:

- The current system of higher education, presented the best Russian universities is very competitive in comparison with the world's best universities. Moreover, from the point of view of the efficiency criterion, it gets results similar to the world's best universities, spending hundreds of times less money.

Therefore, we must not lead to the replacement of artificially created samples of education and the improvement of the Russian system of higher education.

- The main directions of modernization of education are obvious. That and the maintenance of normal funding of research and their translation into foreign languages and the development of information capabilities and much more. These directions in recent years, virtually no funded. Moreover, they were not even in the system of national education priorities.
- The transformation of educational institutions in research, entrepreneurship, innovation will require major institutional and legislative changes that should lead to a reassessment of priorities within the education community and to give universities more autonomy.
- Development and implementation at the national level, its own system of criteria for evaluating the effectiveness of universities in general and in particular, of rating should be a priority at this stage of development, not to measure the extent of their own road miles and the weight of pounds.
- Understand that globalization, including education, can not be avoided. So we just have to take into account the criteria and characteristics in the development of the world's best universities that already exist and consideration of these features should lead to an adjustment in the whole educational policy of the country. We can not ignore any criteria such as international exchanges, Internet-classrooms or an invitation to foreign teachers.
- That innovation clusters are able to develop the competitiveness of universities by creating powerful centers in different directions, which more or less will help to improve people's lives.
- The general trend in the promotion of higher education institutions in the rankings is to seek a new, multi-dimensional, objective evaluation system of universities to economic growth as individual countries and the world at large. New approaches to the ratings would better appreciate the role of universities in the knowledge economy.

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