

EFFECTIVENESS AND QUALITY OF INTERNATIONALISATION IN HIGHER EDUCATION - A COMPARATIVE STUDY OF POLAND, THE UK AND UKRAINE

The purpose of the dissertation is a comparative analysis of the effectiveness and quality of internationalization of higher education at universities representing three countries: Poland, Ukraine and Great Britain.

The first part of the work presents the key assumptions for the functioning of higher education. The author characterized the conditions of its development, and then pointed to the factors determining its development. In the next part, attention was devoted to the presentation of global trends in the functioning of higher education, and then the challenges faced by universities on the way to development. Finally, the author relates the specificity of the development of a university to its environment, the labor market, which largely determine the development of universities.

The analysis presented in this section leads to the following conclusions:

- Universities are becoming more and more participants in the market game and are moving towards the entrepreneurial university model.
- Global trends in higher education show that stakeholders expect high efficiency and effectiveness from universities.
- Universities, being aware of the role of the knowledge-based economy and shaping the appropriate competences of students, are looking for tools to build them.
- Universities must constantly adapt to the requirements of the environment and the labor market, and the method of adaptation is important from the point of view of building their competitive position on the market.
- The important role of the environment determining the development of a university can be the basis for considering the diversity of universities and thus conducting comparative research.

In the next part of the work, the author presented the evolution of higher education in relation to the specificity of the economy from a historical perspective, and then presented the factors determining the changes. Particular attention is paid to the processes of globalization. The assumptions of the Bologna Process and the specificity of creating the European Higher Education Area, including the resulting framework and stimulants for the development of the education market and its modernization, were discussed.

Based on the considerations, the author notes that the nature of education systems in the world is largely a derivative of globalization processes. The need to bring education closer to the

needs of the market and economy in several periods of economic development was emphasized. The need to build an appropriate social capital for the current character of the economy in a given period was indicated.

In the concept of education developed in Europe, we find tools aimed at harmonizing and coherent solutions. At the same time, we can see the individualization of the approaches used, which can be the basis for considering the diversity of universities and conducting comparative research.

The author then considers the effectiveness and quality in the functioning of the higher education sector. As a result of various types of determinants, including globalization is the need to modernize the university and its constant pursuit of excellence. Measures of effectiveness and quality of universities play an important role. The justification for their use in the evaluation of the functioning of a university is presented. The author reviewed selected methods used in the assessment of effectiveness and quality in Polish and English literature, which is the basis for presenting his own position in the field of higher education research.

The considerations in the work show that internationalization can be treated as one of the important areas of the university's functioning. The detailed characteristics of internationalization and its importance for the university are presented. The systematization and comparison of the definition of internationalization used in Polish and foreign literature was carried out. The author conducted a discussion regarding the definitions, goals, functions, conditions and stages of internationalization maturity, and then developed a position on their interpretation and application to conduct research. Possible directions of differentiation of internationalization were discussed, giving the basis for searching for methods of its comparison, including the use of efficiency and quality measures.

On the basis of the indicated examples differentiating internationalization, the direction of comparative research was emphasized. It was indicated that both effectiveness and qualitative measures can be used for the measurement and the relationship between them was justified.

The dissertation reviews the research methods used in relation to the internationalization of higher education, while pointing out some of their limitations and imperfections.

The systematization of knowledge about the current methods of measuring internationalization is an introduction to considerations on possible, slightly more extensive ways of conducting research. The approach to effectiveness and quality has been characterized in relation to the construction of the author's approach in measuring the outcomes of internationalization.

The author proposed a new approach to the study of internationalization, combining it closely with its goals, which in turn most often refer to:

- preparing students for the global labor market,
- contributing to local or regional economic development,
- generating revenue for the university.

The developed research methodology makes it possible to assess the outcomes of internationalization. For this purpose, an internationalization analysis was carried out simultaneously according to the criterion of effectiveness and the criterion of quality, and then the correlation coefficient between these variables was calculated.

An important element and the basis for conducting comparative research was the appropriate selection of countries. The author's intention was to include countries with different levels of economic development. It was decided to relate the research results to the average level of gross domestic product per capita, according to purchasing power parity, expressed in international dollars. GDP data is based on information from the International Monetary Fund (World Economic Database). In the surveyed countries, where the average GDP indicator for the last 3 years is higher, the share of universities in the top ten is also higher, both in terms of effectiveness and quality.

Research methodology requires the use of appropriate analytical techniques and calculation method in order to interpret the collected research material. The key tool was one of the techniques of multidimensional comparative analysis - the Development Pattern Method (in Polish: Metoda Wzorca Rozwoju). In addition, the Anova method and selected statistical tests: Shapiro-Wilk, Wilcoxon, Levene, Kruskal-Wallis, as well as post hoc tests were used in the work. Correlation coefficients were also used. The analytical tools used allowed for the appropriate interpretation of the collected material and the formulation of final conclusions.

The results of the study provide empirical confirmation for 5 out of 7 hypotheses, one hypothesis is partially confirmed, one rejected. The conducted comparative studies prove the occurrence of many differences in the level of internationalization of the three analyzed countries.

Keywords: education market, labor market, internationalization, globalization, effectiveness, quality, economic development