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INTERNATIONAL STUDENTS RECRUITMENT: FACTORS OF INFLUENCE

Introduction. There is a growing interest in attracting foreign students in many universities around the world. This is due to both financial benefits and the intention to enhance international standing. Developing strategies for internationalization, universities rarely are acquainted with research conducted on this topic. Insufficiently thorough preliminary study of the issue often leads to ineffective decisions.

Internationalization of modern higher education actualizes the problem of adaptation of international students to the new conditions of higher education in a foreign country. Investigation of the data on international students in each particular university, their problems and needs could help in the developing more effective strategies for attracting foreigners [1, p. 22].

The purpose and task statement. The purpose of the publication is to determine the preconditions for developing a strategy for attracting international students: factors that play an important role in foreigner's choice of a country for study and the mechanisms of information policy on attracting foreigners.

The main part. In our opinion, the developing of the strategy for attracting international students should be based on the implementation of administrative, legal, financial and non-financial instruments and considers a set of factors that play an important role in the choice of foreigners of the country of study, in particular:

- Factors influencing the decision to study in a foreign university: the international ranking of the institution of higher education, the university's website, information about the university in the media, the university's

advertising products, presentations at educational exhibitions and fairs, direct acquaintance with the university, reviews of students and graduates, etc.

- Program of the course and requirements to the educational process: the decisive factor in choosing an educational institution is the course program, as well as the usage of modern learning technologies, the flexibility of the learning process, the requirements for language proficiency, the language support of foreign students, practical training, the ability to participate in academic mobility programs, to do research, sports, creativity, etc.

- Choice of country and city for studying: the conditions of residence in the country (security level, cost and living conditions, transport, visa, country culture, financial support, the possibility of part-time job, social security, access to infrastructure, etc.) [2, p. 164-165].

For many international students, currency fluctuations remain an important factor influencing whether study abroad is financially attractive or prohibitively expensive. In part to mitigate this issue, universities establish branches, joint ventures, and double degree programs in other countries. Crossborder virtual learning is the alternative strategy of higher education institutions [3, p. 247].

Promotion of educational services in the international market should be aimed at accurate information, stimulation and anticipation of the implementation of such non-financial instruments:

- A quality site with a page for foreign students in foreign languages, which provides all the necessary information on enrollment, study, tuition and residence, living conditions, country information. It is believed that a competitive institution of higher education answers the request, usually within 24 hours, and the answer to the possibility of enrollment in a higher education institution after receiving a package of documents within 3-5 business days. In addition, higher education institutions should use social networking opportunities as an indirect marketing tool.

- To create a positive image of the country. Regular participation in educational fairs and exhibitions at home and abroad is aimed at intensifying the export of educational services. Participation in educational fairs and exhibitions will be more effective if it accompanies by seminars and master classes of leading specialists of universities, as well as graduates of these universities.

- Organization of summer schools, exchange programs, joint educational programs that allow to get acquainted with the country and the education system in it.

- In order to attract foreign students, it is necessary to diversify the package of educational services for this target audience. Institutions of higher education need to widely offer foreign language courses, specialized courses, internships, and expanded e-learning opportunities. It is necessary to develop and implement in the educational process educational programs of the first and second levels of education, as well as postgraduate programs in English. In this case, institutions of higher education need to resort to an instrument that signals the international recognition of the curriculum, namely the receipt of international accreditation programs.

Conclusion. The universities face a difficult optimization challenge: how to increase the contingent of international students, avoiding unnecessary costs and not losing education and diversity. To meet this challenge, it is necessary to evaluate institutional goals, priorities and opportunities, to study students and their needs and to develop a coherent institutional strategy for attracting international students.

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