

sectors), while Ukraine is still in the process of clearly differentiating these sectors to better align with labor market needs (Сисоєва, Кристопчук, 2012). Recent data also highlights a “theory-practice” gap. While EU teacher training averages a 50/50 split between theory and practicum, Ukrainian models still lean heavily toward theoretical instruction, often lacking the robust mentorship systems found in countries like Finland or Germany (2).

Conclusion. While Ukraine and EU countries share a common goal of creating a competitive and inclusive European Education Area, Ukraine’s path is characterized by a unique blend of rapid pro-European reforms and the need to maintain educational continuity under crisis conditions. The successful integration of these traditions depends on Ukraine’s ability to balance European standards with its own historical strengths in fundamental science and humanities.

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INNOVATIVE UNIVERSITY STRATEGIES: INTEGRATING LANGUAGE TRAINING AND RESEARCH AS A PATH TO COMPETITIVENESS

Universities in the 21st century operate within a globalised educational landscape, where research activity has become a decisive factor in competitiveness. In the context of educational internationalisation, English occupies a central role as both a medium of

communication and a gateway to integration into the global scientific community. According to the UNESCO Science Report (2021), over 80% of scientific publications worldwide are published in English, whilst recent research (LaSalle, 2026) specifies that this proportion reaches around 85%. This underscores the urgent need to cultivate relevant competencies among students and faculty, since without English-language proficiency, university research cannot be fully integrated within the global academic discourse.

Modern universities are increasingly implementing innovative strategies to strengthen their research activities. One of the key areas is the digitisation of research, which involves the use of electronic databases, digital platforms for project management, and open-access systems to research findings. These tools not only ensure transparency, accessibility and the rapid dissemination of knowledge, but also foster the creation of global research networks.

The digital transformation of university research – particularly through the use of artificial intelligence, big data, and advanced analytical platforms – optimises research processes and provides rapid access to results. Within this context, English serves as a universal tool for integration into international databases and for communication with leading research centres worldwide.

An important driver of scientific development is international cooperation, which is realised through participation in grant programmes, such as Erasmus+ and Horizon Europe. Such cooperation stimulates academic mobility, the creation of joint research groups and the exchange of expertise among scholars from different countries. Crucially, these processes are closely tied to the use of English as a universal medium of communication (Greenacre, 2026).

English language instruction in modern universities is increasingly oriented toward the demands of scientific communication. Innovative educational technologies play a significant role in integrating language training with academic work. Multimedia

platforms such as *Moodle*, *Coursera*, and *Microsoft Teams* enhance the interactivity of the learning process and expand access to academic resources, enabling students to master academic English through both distance and blended learning formats. Moreover, gamification helps learners acquire specialised terminology and develop communication skills within academic discourse. According to researchers, gamification, multimedia resources and interactive teaching methods are particularly effective in English language learning, as combine study with practice and significantly boost student motivation (Chan & Lo, 2024).

An interdisciplinary approach integrates English into the teaching of specialist subjects – from STEM disciplines to social studies – fostering the skills required for participation in international research projects. A central component of this approach is academic writing, implemented through student research journals in English, the preparation of scholarly articles, and participation in international competitions. Another strategic focus is project-based learning, which engages students in real-world research activities. This approach develops skills in critical thinking, teamwork and accountability for outcomes, while the use of English in these projects ensures their integration into the international academic environment (Naseer et al., 2025; Ingale et al., 2026).

Teaching English in a scientific context is closely linked to the development of competencies in academic integrity. This includes proper citation practices, the avoidance of plagiarism, and proficiency in international referencing styles such as APA, MLA, and Chicago. Mastering these standards in English ensures that university research aligns with global requirements which enhances its overall quality.

The organisation of academic societies, conferences and joint research projects represents a practical extension of these strategies. Research groups create an environment for intercultural interaction among students, fostering teamwork and openness to other cultural traditions. Conferences serve as platforms for the exchange of ideas among students, faculty, and researchers from universities worldwide, while

participation in international events enables students to present their research in English and establish valuable academic contacts. Collaborative research within international teams puts intercultural dialogue into practice, as the combination of different academic traditions and perspectives enriches outcomes and enhances the quality of research.

Universities thus become hubs of intercultural dialogue, where diverse cultural traditions and academic approaches converge. This convergence not only enhances the quality of education but also fosters the development of an open academic community capable of competing globally. Innovative university strategies that combine language training with academic activity create new opportunities for advancing university research, developing students' intercultural competencies, and strengthening the competitiveness of national science on the international stage.

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