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**The ways to enhance the competitiveness of education services  
of Kazakhstan in the context of internationalization**

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Doctor of Philosophy (PhD)

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## INTRODUCTION

**Relevance of the work.** The world education market caused the objective requirement of scientific understanding of the evolution of the education system, which defined the changing role of education in addressing the global challenges of economic development of countries. Internationalization has been very prominent at regional and international level. The Bologna Process in Europe are the clearest examples of international engagement at this level, with the first drawing more than 40 countries into a voluntary process of enabling a European Higher Education Area.

Governments have been using higher education to advance their own international strategies for decades. Most of these strategies involve the exporting of higher education to other nations.

Kazakhstan participates in the educational integration process and promotes bilateral cooperation in the field of education with the developed countries, newly industrialized countries and partners in integration associations. However, Kazakhstan's share in the world market of educational services is remaining low. Further development of the infrastructure required to attract the best students, teachers and researchers, the internationalization of the learning environment. Thus, thesis is devoted to the ways of enhance the competitiveness of educational services of Kazakhstan in the context of internationalization.

**Object of research.** The competitiveness of the educational services of Kazakhstan in the context of internationalization.

**Subject of research.** Combination of factors, conditions and ways of determining the competitiveness of educational services in the context of the internationalization

**Theoretical and methodological basis of research.** Scientific and applied proceedings on various aspects of internationalization management and competitiveness of higher education institutions' educational services, sources of different approaches, statistical database, online resources, legislative and regulations for internationalization of international organizations and the Ministry of Education and Science of RK.

**Research methods.** The thesis is developed on the basis of scientific methods of the system, comparative and retrospective analysis. Also methods of statistical, logical, normative and positive analysis have been used, the specific methods of management review. Within the research process the general scientific methods have been applied - analysis and synthesis methods of grouping, comparisons, expert evaluations, etc.

**Scientific novelty of research.** Systematic, integrated theoretical and practical analysis of issues related to the management challenges of internationalization of the educational market and increase of its competitiveness. Implementation of evidence-based suggestions for improving the management mechanism of Kazakhstani higher education sector through the development of export of educational services and recommendations for its improvement.

The study produced the following results, which determine the scientific novelty of the dissertation:

- on the basis of the classical scientific approach of the theoretical sources the concepts of “educational service”, “education market” have been developed, and defined the specificity of competitiveness in the education market have been defined;

- main impact trends internationalization processes have been researched and concretized in terms of increasing the competitiveness of educational services, structure of international governance of higher education internationalization processes at the global, national, regional and institutional levels have been systematized, and recommendations for a transfer of advanced models of this experience in the education of the Republic of Kazakhstan have been developed;

- author’s evaluation of the current state of higher education have been implemented, the positive and negative characteristics of functioning of the current system of internationalization have been formed and identified barriers to its further development;

- methodical and practical recommendations on ways to improve the mechanism and management strategies of internationalization of education services in Kazakhstan have been developed.

#### **Purpose and objectives of research.**

The aim of the dissertation research is a comprehensive analysis of the theory and practice of domestic and international experience in management of competitiveness of educational services and development of guidelines for the implementation of the competitive advantages of the university in the context of internationalization.

**Theoretical value of research.** Findings develop and complement the many aspects of the evaluation and management of competitiveness of higher education institutions. The obtained research results provide a basis for further scientific work in the field of competitiveness of educational services of the higher education institutions in internationalization context

**Practical value of research.** Theoretical positions and proposed practical recommendations can be applied in the process of improving the international activities of higher education institutions and enhance their competitive position. Also they can be applied by the government bodies in the decision making on education internationalization.

**Publications.** 10 works are published, including: 4 in journals recommended by the Committee for Control of Education and Science of MES RK, 1 in the journal indexed by the ISI Web of Knowledge, Thomson Reuters, 5 in the proceedings of international conferences:

1. Задачи стратегического развития высшего образования Казахстана Вестник КазНУ. Серия экономическая. – 2012. - № 3 (91). - С. 111-115.

2. Main Approaches of strategic management in higher education institutions // Экономический журнал «АльПари». – 2012. - № 1-2 (69-70). - С. 35-38.

3. Оценка конкурентоспособности вуза // Вестник Университета Международного Бизнеса. 2011. -№ 4 (22) 2011. С. 65-66.

4. Интернационализация высшего образования Казахстана // Известия НАН РК. 2012. – 6 (286) 2012. С. 9-13.

5. Мотивация профессорско-преподавательского состава высших учебных заведений как фактор повышения качества образования // Actual Problems of Economics. 2012. -№ 7 (133), National Academy of Management, Kiev, Ukraine, ISSN 1993-6788, p. 351-360. Impact factor 0,03 (ISE Web of Knowledge, Thompson Reuters)

6. Некоторые вопросы глобализации высшего образования // Сборник трудов IV Международной научно-практической конференции «Проблемы инновационного развития нефтегазовой индустрии». – Алматы, 2012 - С. 418-422.

7. Management Tools in Higher Education // Материалы IV Международной научно-практической конференции «Экономика и управление в XXI веке: тенденции развития». – Новосибирск, 2012. - С. 52-57.

8. Strategic Decisions, Implementation and Controlling Tools in Higher Education Institutions // Материалы XXI Международной научно-практической конференции «Модернизация научных исследований», Горловка. - 2012 г. - С. 5-10.

9. Образовательные услуги: понятие, характеристики и специфические особенности // Сборник трудов V Международной научно-практической конференции «Проблемы инновационного развития нефтегазовой индустрии». – Алматы. - 2013 г. - С. 465-470.

10. Модель инфраструктуры экспорта образовательных услуг с использованием европейского опыта // Сборник материалов Международного Симпозиума по высшему образованию «Современные тренды развития высшей школы: качество образования и глобальный контекст». – Алматы. - 2013 г. - С. 242-248.

**The structure and scope of the dissertation research.** Thesis consists of an introduction, three chapters, conclusion, list of references and appendix. In the introduction, the relevance and rationale of the work, the main aim and tasks are stated. The first chapter is devoted to the analysis of the characteristics of different theoretical approaches to the definitions of internationalization, educational service, competitiveness and market structure. The second chapter analyzes the current condition of higher education in Kazakhstan and the world market of educational services. The third chapter is practical. The author creates a model improving the competitiveness of educational services, identifies the main factors that summarizes international experience on internationalization process' management. In the conclusion the main findings of research are carried out.