

# «COMPETITIVENESS OF UNIVERSITIES OF THE PEOPLE'S REPUBLIC OF CHINA: SIGNIFICANCE, PROSPECTS FOR DEVELOPMENT»

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The overall goal of the strategic plan "Modernization of China's Education 2035" is to modernize the education industry in order to recognize the country's education on the world market as one of the best, on this basis, to create a country with a great potential of professionals, great human resources, creatively developed personalities, as well as building a prosperous, strong, democratic, civilized, harmonious socialism.

Analysis of the latest research and publications showed that the issue of competitiveness of higher education institutions was investigated in their scientific works by such domestic scientists as I. Annenkova, G. Yelnikova, O. Karpyuk, G. Kravchenko, L. Prus, Z. Ryabova, A. Kharkivska and foreign: Y. Weiping, L. Wenyang, C. Minghua, V. Pirus, Yu. Sun, S. Fang, C. Zhi, H. Yunmei, et al.

The competitiveness of universities was studied by L. Prus, S. Fang, and Y. Sun. M. Zhui, Ch. Minzhu analyzed the changes and improvement strategies of Chinese universities.



Analysis and determination of the advantages of internationally competitive universities is the driving force of improvement in higher education in the  
People's Republic of China.

The 20 years of the 21st century are characterized by the strengthening of the globalization of higher education, its quality and competitiveness.

The rapid rate of development of education in the People's Republic of China took place at the end of the 14th five-year plan.

During this period, the People's Republic of China achieved the goal of creating a comprehensive prosperous society; higher education has become closer to world standards (more than 50% of the total enrollment studied in higher education institutions).

Analyzing the development of higher education in the People's Republic of China, we note that over the past 40 years of reforms and openness Chinese education has made a significant contribution to the transformation from a country with a large population to a country with large human resources and has become a strong country (table 1.).

Table 1

Number of population covered by institutions of higher education  
in the People's Republic of China (%)

Year	Number of higher education graduates (%)
1978	1.5
1988	3.7
1998	9.7
2010	15
2019	51.6


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- *The competitiveness of the university is the comprehensive ability of education under the conditions of sustainable development.*

- *The competitiveness of the university is the comprehensive ability of education for sustainable development regardless of conditions.*

*The macro conditions of competitiveness of higher education include the introduction of innovations, the level of personnel training, and focus on dedication to work.*

*Micro conditions include cultural, traditions, internal characteristics, relationships with other universities, level of management, quality of education, quality of personnel, social trust .*

Universities are ranked according to the following indicators:

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- academic reputation,
- ✓ the rate of article citations per teacher,
  - ✓ the rate of article citations per article,
    - ✓ ratio of teachers and students,
      - ✓ teaching staff,
  - ✓ number of teachers with doctoral degrees, structure,
    - ✓ reputation of the employer,
    - ✓ international teaching staff,
  - ✓ foreign students, organization of training of applicants, sending exchange students with other countries.

According to the specified criteria, the People's Republic of China creates own rankings of universities, and determine the competitiveness of first-class universities of the People's Republic of China.

The quality of research at first-class universities of the PRC includes the following indicators:

peer review, article rating, citations, and compliance with academic integrity;

the number of scientific works of teachers, the number of defended dissertations is also taken into account;

the quality of teaching is determined by the quantitative characteristic of the ratio of students to one teacher, taking into account the number of teachers with doctoral degrees.



**Thank you  
for attention!**