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The use of perception maps in the analysis of positioning strategies of leading universities in Western Europe in the international information space

At the present stage of the rapid development of education, one of the main factors is a stable position in the market of educational services among higher education institutions. But in order to stay at the highest level, you need to understand and be able to identify the strengths and weaknesses and capabilities of other HEI. Therefore, perception maps are used to determine these data.

A perceptual map is a frequently used part of the analysis that helps to understand the position of an enterprise or AEC in relation to its main competitors. Perception cards are used by retailers to identify gaps in the region where a new store can be opened, or by consumer goods manufacturers to determine the effectiveness of a new product launch.

A typical perceptual map may reflect an assortment of products, taking into account two factors, so a chocolate manufacturer can compare price with quality.

There are many variables for universities. Key questions should be: How is my school different from competitors? How can I use this difference to become more successful? Will current students and applicants who refuse to study at your institution be different?

Let us analyze the scientific and pedagogical literature on the effective use of strategic maps and perception maps when analyzing positioning strategies of leading universities in Western Europe in the international information space.

In his dissertation “Formation of the strategic knowledge of an industrial enterprise”, Y. Stokaz, believes that strategic maps are a way of coordinating the goals of activity and monitoring their achievement. The main idea of strategic cards is that the indicators used in managerial control are very diverse, and it is

necessary to coordinate them not only with financial goals, but also with each other both in content and in terms of implementation [2, P. 44].

In their monograph, N. Chukhrai, R. Pator, A. Lyalyuk, “Marketing and Logistics in a Higher Educational Institution,” highlight the opinion on perception maps. Scientists believe that these cards perform two tasks: firstly, they confirm that the educational institution is perceived as surrounded by competitors in the context of the selected criteria; secondly, they allow to identify market gaps [5, S.188].

After analyzing the above work, it can be argued that when developing strategies for positioning higher education institutions, it is appropriate to use these cards. Their use will be necessary to determine the progressiveness of indicators that are important for the functioning and further development of the university, and the coordinate axes indicate the intensity of these indicators. It is the analysis of the obtained data with the help of perception maps that will help to create or improve an action plan on the effectiveness of educational positioning strategies.

To analyze the positioning strategies of the leading universities in Belgium, in the international information space, we take into account the academic reputation index and the number of students. That is, we consider the effectiveness of strategies for positioning air defense in two ways.

With the help of the data may be compared, as consumers of educational services have positioned the university and its competitors.

A perception map has been compiled for the Catholic University of Leuven, which ranks first among the five leading universities in Belgium. In second place is the University of Ghent. The third place is occupied by the Louvain Catholic University. In fourth and fifth places are Brussels Free University (ULB) and Brussels Free University (VUB), respectively.

In a further analysis of the positioning strategies of the leading universities of Belgium in the IIS, we consider it necessary to use the data in accordance with the scope of the strategy, namely: applicants and students, scientists, teachers, parents, representatives of the supervisory board and university administration, trade unions, media representatives, employers, positioning strategies for educational and social services, communication and pricing strategies.

For example, Leuven Catholic University is at the 80th place in the QS 2020 world ranking. And it was precisely using the data of the world ranking, the information that is on the university's website and creating a map of perceptions, according to its analysis of positioning strategies in the international information space, we saw that this university is focused on all consumer groups and is disclosed through a set of positioning measures, aimed at the development of areas defined in the mission of the university (freedom, diversity, creativity, rigor, openness).

The results of the analysis allow us to conclude that in order to obtain more reliable information about the positioning of the university, it is necessary to compare higher education institutions not only by one indicator, but by several, such as: analysis of world ratings, analysis of sites of leading universities, analysis of the subject area, development of card perception. And each of these indicators is important, because it is complex and diverse and makes it possible to better know all the functions of leading universities in Europe.