

следствии, способны вызвать отрицательный эффект, в том числе и у суда, и тем более у заседателей. Закон предоставляет право обвинителю в случае существенных расхождений показаниях на суде и предварительном следствии, а также при отказе от показаний субъекта, ходатайствовать об оглашении ранее данных им показаний, такой прием способен дать больший тактический выигрыш, чем «нажим» на допрашиваемого. После оглашения показаний доверие к допрашиваемому может быть существенно подорвано в том числе и у суда.

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COMPETITIVENESS OF HIGHER EDUCATION INSTITUTION OF KAZAKHSTAN IN THE CONTEXT OF GLOBALIZATION

Abstract. The article considers the issues of increasing the competitiveness of the higher education system. With the development of the processes of globalization of the economy and business, higher goals have arisen before the higher education - the educating of professional staff able to work effectively in the changed conditions of the global market. This is due to the fact that the level of education of society and scientific potential is an important condition for economic growth. In the conditions of modern globalization processes, the international system of higher education is formed, which is a set of national interconnected systems. Effective development of a

competitive national economy in the context of globalization is impossible without the training of highly qualified personnel with both basic academic knowledge and practical experience relevant in modern conditions. Education is one of the most important subsystems of the social sphere of the state, which ensures the process of knowledge acquisition. The relevance of the topic lies in the fact that increasing the competitiveness of educational services is one of the main conditions for the successful reform of the national education system. The modern educational institution should recognize itself as the subject of the market, and consequently, that all the laws of market relations operate on the market of services and various methods of competition are used.

Key words: competitiveness, higher education system, international rating, international accreditation, efficiency, modernization, marketing criterion.

Аннотация. В статье рассмотрены вопросы повышения конкурентоспособности системы высшего образования. С развитием процессов глобализации экономики и бизнеса перед высшим образованием встали новые цели – подготовка профессиональных кадров, способных эффективно работать в изменившихся условиях глобального рынка. Это связано с тем, что уровень образования общества и научного потенциала представляет собой важное условие экономического роста.

В условиях современных глобализационных процессов формируется международная система высшего образования, которая представляет собой совокупность национальных взаимосвязанных систем. Эффективное развитие конкурентоспособной национальной экономики в условиях глобализации невозможно без подготовки высококвалифицированных кадров, имеющих как базовые академические знания, так и обладающих практическим опытом, релевантным в современных условиях. Образование является одной из важнейших подсистем социальной сферы государства, обеспечивающей процесс получения знаний.

Высокая конкуренция на современном рынке труда предъявляет все более жесткие требования к выпускнику вуза, наряду с теоретическими и практическими знаниями и навыками он должен обладать определенными личностными качествами, необходимыми для достижения карьерного успеха. Актуальность темы заключается в том, что повышение конкурентоспособности образовательных услуг является одним из главных условий успешного реформирования национальной системы образования.

Ключевые слова: конкурентоспособность, система высшего образования, международный рейтинг, международная аккредитация, эффективность, модернизация.

Аннотация. Мақалада жоғары білім беру жүйесінің бәсекеге қабілеттілігін арттыру мәселелері қарастырылады. Экономика мен бизнестің жаһандану үдерістерін дамыта отырып, жоғары білімге дейін жоғары деңгейдегі мақсаттар пайда болды - ғаламдық нарықтың өзгерген жағдайында тиімді жұмыс істей алатын кәсіби кадрларды даярлау. Бұл қоғамның және ғылыми әлеуеттің білім деңгейі экономикалық өсудің маңызды шарты болып табылады.

Қазіргі заманғы жаһандану үрдістері жағдайында ұлттық өзара байланысты жүйелердің жиынтығы болып табылатын халықаралық жоғары білім жүйесі құрылады. Жаһандану жағдайында бәсекеге қабілетті ұлттық экономиканың тиімді дамуы қазіргі заманғы шарттарда қолданылатын негізгі академиялық білім мен тәжірибемен жоғары білікті мамандарды даярлаусыз мүмкін емес. Білім - білім алу үдерісін қамтамасыз ететін мемлекеттің әлеуметтік саласының маңызды кіші жүйелерінің бірі.

Заманауи еңбек нарығындағы жоғары бәсекелестік университет түлектеріне теориялық және практикалық білімдер мен дағдылармен қатар, мансаптық жетістікке жету үшін қажетті жеке қасиеттерге ие болуы керек. Тақырыптың өзектілігі білім беру қызметтерінің бәсекеге қабілеттілігін арттыру ұлттық білім беру жүйесін табысты реформалаудың негізгі шарттарының бірі болып табылады.

Түйінді сөздер: бәсекеге қабілеттілік, жоғары білім беру жүйесі, халықаралық рейтинг, халықаралық аккредитация, тиімділік, жаңғырту.

In the Message of the President of the Republic of Kazakhstan N.Nazarbayev to the people of Kazakhstan "The Third Modernization of Kazakhstan: Global Competitiveness" in 2017, important priorities in the field of development, including education, were identified. The first priority is the accelerated technological modernization of the economy. We must cultivate new industries that are created using digital technologies. This is an important complex task. It is necessary to develop such promising industries as 3D-printing, online trading, mobile banking, digital services, including healthcare and education, and others.

These industries have already changed the structure of the economics of developed countries and have given new quality to traditional industries. Therefore, the Government should keep the issue of development of the IT sphere under special control [1]. The head of state, for further development of the republic, relies on the development of scientific and innovative potential on the basis of universities. They should become the flagship of the country's economic development today. Today, in a market economy, the stable development of a university depends not on state funding, but on market laws.

The Ministry of Education and Science of the Republic of Kazakhstan pursues a policy of reforming the educational sphere by providing autonomy to the higher education institutions, that is, independence in their activities, independence also presupposes the activation of activities for self-financing of its activities and global competition.

What awaits the university further? Thus, in the neighboring country, the Government of the Russian Federation reduced financing of the leading universities of the country by 2017-2019 for 30.9 billion rubles, earlier this money was allocated to higher educational institutions for «increasing their competitiveness among the world's leading scientific and educational centers» [2]. I think a similar situation also awaits domestic universities, so you need to seriously approach the development of a marketing strategy for their development or survival. The basis that universities should use for this should be digital technologies in such forms as a site and social networks.

The website of the university in the modern world is similar to the airport of the country, on which the first impressions about the country are created. Even if a person flies by transit through certain countries, he has an opinion on local residents and the image of the country as a whole. The website can give us an idea of the higher educational institution, tell about the purpose and strategy of the university, what educational programs it has, the results of scientific and educational activities and show its role in the international educational Internet space. In modern marketing of educational services of higher educational institutions, the website is one of the main marketing tools for promotion.

Marketing of university is characterized as a social and managerial process, during which the strategies and tactics of client-oriented relationships between the subjects of the market of educational services, educational institutions, consumer organizations, and the personalities of students who produce, sell, buy and consume an educational product are studied and formed [3]. Successful recruitment of university entrant for educational programs largely depends on the website orientation to the client, this circumstance is also confirmed by the results of sociological research.

As a result of questioning of the first courses students of the capital's universities, 789 participants took part in the questioning, the social sample made up 30% of the 2676 students enrolled in the universities of Astana in the 2017-2018 school year. The questionnaire was conducted with the aim of revealing what was the source of information for choosing a university. So, according to the results of the survey: 60% of respondents noted the official website as a source for information; 24% noted presentations of educational programs conducted by university staff in secondary general education institutions; 12% of applicants received information about educational programs, attending educational exhibitions; 4% used the recommendation of friends and relatives when choosing a university (Figure 1).

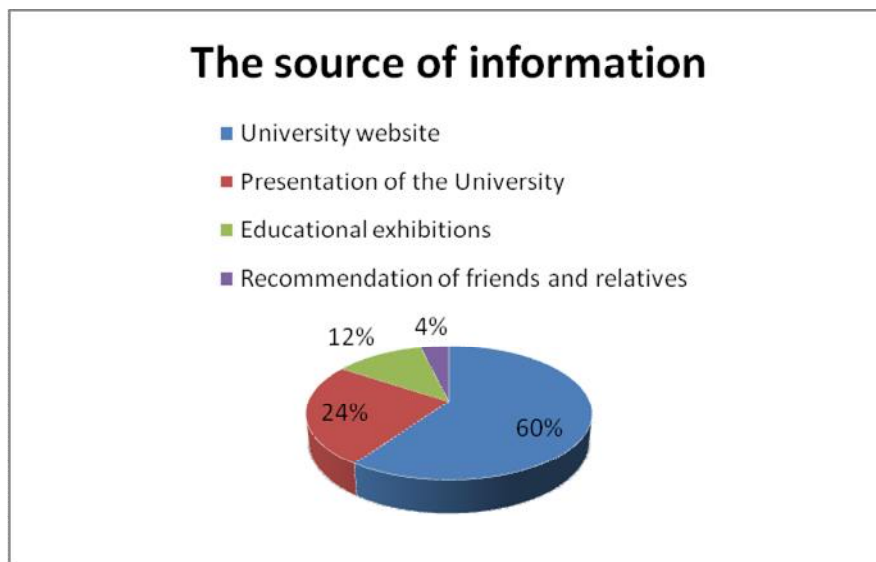


Fig.1. Results of the first year students survey

But, unfortunately, not all universities understand the importance of the role of the official website in the formation of academic image. In the questionnaire, we interviewed only first-year students, but we are sure that almost all the target groups to which the marketing strategy is directed use the website to form an initial opinion. These include: potential foreign partners for concluding an agreement on two degree programs, or on the academic mobility program, international and national accreditation agencies for rating, patrons and investors to finance educational programs, mass media, state bodies that oversee the activities of educational institutions and a lot others. The website of the university promotes the establishment of contacts between professors of various universities for the development of joint research programs.

The authoritative international rating of Webometrics, which is compiled by the Center for Information and Documentation under the Higher Council for Scientific Research of Spain, confirms the insufficient effectiveness of the websites of higher educational institutions of the Republic of Kazakhstan since 2004. Ranking criteria - fillability, the degree of support and popularity of websites of universities [4].

So, according to the international rating of Webometrics, the best result from Kazakhstan universities was shown by the Eurasian National University named after L. Gumilev, which occupies the 1820th place in the international ranking of universities from 12000 universities of the world. It is important to note that of the 130 higher educational institutions of Kazakhstan, about 20 universities were not able to get into this rating at all [5].

Table 1

Top-10 Kazakhstan universities represented in the international rating
Webometrics

Position among Kazakhstan universities	Position in the world ranking	Name of university	Website
1	1820	Eurasian National University named after L.Gumilev	www.enu.kz
2	2275	Kazakh National University named after al-Farabi	www.kaznu.kz
3	3461	Kazakh National Technical University K. Satpayev	www.kazntu.kz
4	4368	Kazakh National Medical University named after S. Asfandiyarov	www.kaznmu.kz
5	4895	Kazakh National Agrarian University	www.kaznau.kz
6	5161	Nazarbayev University	www.nu.edu.kz
7	5217	Pavlodar State University named after S. Toraigyrov	www.psu.kz
8	6575	KIMEP University	www.kimep.kz
9	6606	Kazakh-Russian International University	www.krmu.kz
10	6844	Karaganda State University named after A. Buketov	www.ksu.kz

The international rating of Webometrics determines the content and popularity of websites as the main criteria for ranking sites, we believe that this rating is somewhat unbiased, since such important factors as the number of specialties, the student contingent and teachers, location and much more are not taken into account.

In this regard, we consider it necessary to use common marketing criterion, which are developed taking into account the needs of the entrants as the main target audience of educational services. For a more detailed study, which elements of the site were given priority attention to the applicants and their parents, it was decided to hold a focus group with first-year students (in the number of 30 people).

In the course of the focus group it was revealed that the main sections of the sites most attracted by the applicants are:

- Information about the rules of admission of entrants.
- Information about the cost of training.
- Virtual tour (if available).
- Reference to social networks.
- Mobile version of the website.

In addition to the above sections of the site, the following criteria play an important role: how timely the news line is updated in English, Russian and Kazakh, and the availability of online consultation programs for site visitors.

According to the results of monitoring of official websites of higher educational institutions, it was revealed that in the section «information on admission», most higher education institutions posted on the site the Model Rules for Admission to Education for Educational Organizations that Implement Educational Programs after Secondary Education approved by Government Decree No. 288 of May 12.

But concerning important dates of work and contact information - this information was not placed by all universities, since this is due to the fact that the information on the websites is updated closer to the start date of the admissions committee, which, in our opinion, delivers inconvenience to those applicants and their parents who begin to search for a higher education institution in advance. Today, most entrants choose paid education (Figure 2).

This is due primarily to the limited number of budget places in universities. According to the statistics, at the beginning of the 2016/2017 academic year in the Republic of Kazakhstan, the total number of students was 477,074. Of these: the number of students receiving education through state educational grants is 126 564 people (26.5%); at the expense of state educational orders - 13 697 people (2.9%); students on a paid basis - 336 813 people (70.6%).

For most entrants, the cost of education is one of the key factors in making decisions on the market of educational services, but in spite of the fact that only 27% of higher educational establishments posted the cost and the order of payment on the website. Some websites, in particular the KIMEP University website, contain information about the cost of training for 2014 and it may be outdated.

Another important factor is that universities as educational institutions should be a model of observance and promotion of the state language policy. Since the first days of the state has taken a course on the triune of Kazakh, Russian and English languages. The President of the Republic of Kazakhstan in his annual Message to the people of Kazakhstan repeatedly drew attention to this circumstance.

But monitoring results showed the following: on websites of 41% of websites of universities in Kazakhstan there is no translated news line in the state language, although there is information in Russian, and 19% of universities do not update news in Kazakh in a timely manner. Unfortunately, this fact indicates, on the one hand, that there is insufficient attention to adherence to the principle of triune languages, but on the other hand, this underlines the shortcomings of the marketing strategy - in terms of customer orientation.

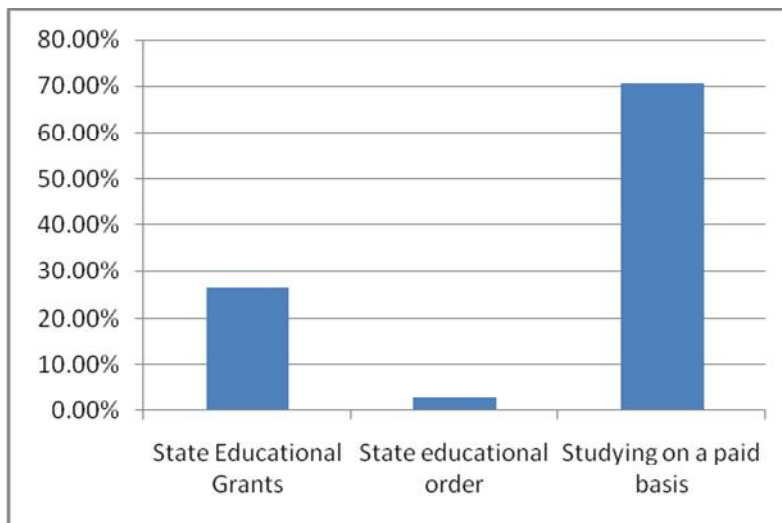


Fig.2. The proportion of students studying on a paid basis

In this way, every year we see the increasing of the number of applicants who finishes schools in the state language and plan to receive higher education in the Kazakh language (Figure 3).

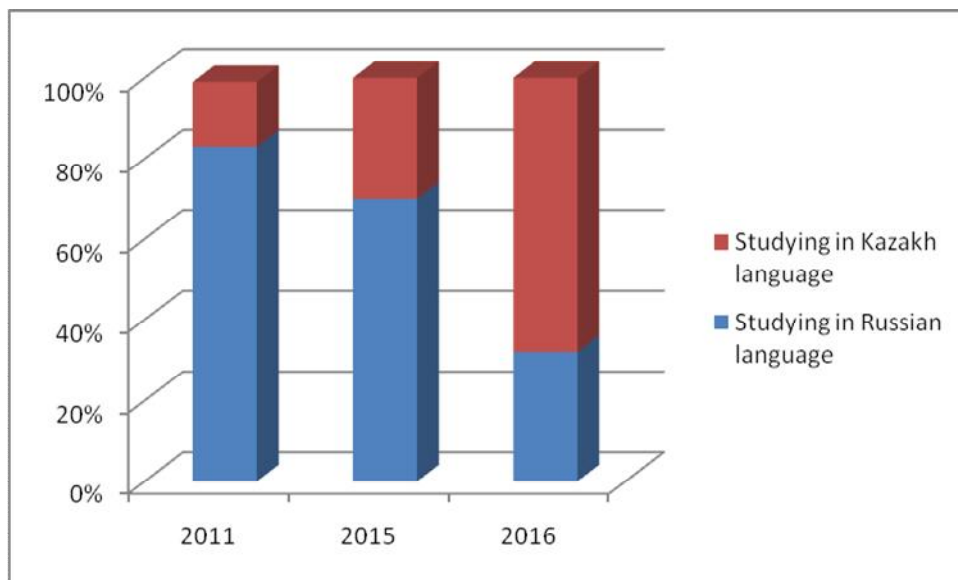


Fig.3. Percentage ratio of students studying in Kazakh and Russian languages

Despite the fact that the national system of higher education has embarked on the path of integration into the global international educational community of universities, a credit training system has been introduced,

international agreements have been signed, there still certain gaps here. 42% of Kazakh universities do not have news tapes in English, and 36% do not update the information in English on time. I think the information in English would be interesting for foreign partners in the framework of the work of academic mobility and two degree programs, as well as for recruiting foreign professors and entrants.

Especially for the passage of international accreditation, the importance of having information in English on the official website is unconditional, since the website of the university will be remotely examined by an expert group. To promote the ranking of QS World University Rankings, domestic universities need to increase the share of foreign teachers and students, as this is an indicator of the success of a higher educational institution in attracting scientists and students from other countries. All this will be problematic with this approach to the work of the website.

The next element of the website for the study was the presence of a virtual 3D tour of the university. On foreign websites almost all universities have a virtual tour, where anyone can get acquainted with the educational building, equipping the audience, library, dining room, hostel, material and technical base and get other useful information. For example, the American university Winthrop, placed a virtual tour of the campus in high quality.

We note the convenient use of the program and good information for all who want to visit the virtual tour of the university. We can also note the 3D-tour of the University of California, it contains full information about the campus. Winthrop University went even further in the marketing plan, the administration of the university installed webcams that in real time illuminate the inner life of the university on the website. During the virtual tours on the university campus, applicants have a desire to enter their universities.

The same approach, I think, should be taken on by the system-forming Kazakhstan universities, as recently there has been an increase in competition with foreign universities for the attention of applicants. In the marketing plan we are much inferior to them. Unlike foreign colleagues virtual tours on university websites are available only in 16% of Kazakhstan universities. Universities that have 3D tours are of poor quality from 3D tours of foreign universities. Although domestic universities have what to show-modern, well-equipped auditoriums, scientific and practical complexes, material and technical base and other strengths remain properly not covered on official websites of universities.

Also, respondents noted the convenience of having an online consultant on the website who can promptly consult on educational programs, cost, requirements and deadlines for documents. The study showed that only 8% of Kazakhstan universities provide online counseling, accompanying applicants and their parents on their own websites. If the situation with state universities is clear, they are in the «comfort zone» at the expense of state funding, it remains

incomprehensible that the market is weak and 63% of private Kazakhstan universities are at the consumer level.

Unsurprising in this case, low competitiveness of Kazakhstan universities, as they do not use modern marketing tools. Microsoft founder, Bill Gates, rightly noted: «If your company is not on the Internet, then it is not at all». About 30% of Kazakhstan universities do not have social accounts in social networks, although there is no need to conduct sociological studies to find out that among the main consumers of educational programs the most popular channel for obtaining information is social media.

According to statistics in Kazakhstan there are more than 9 million 960 thousand Internet users, more than 1 million 500 thousand Kazakhstan people are users of the social network Facebook. In general, this is an age audience from 30 to 50 years, this target group includes the parents of applicants. Among the same entrants, social networks Instagram and V Kontakte are very popular. Currently, only 10% of Kazakhstan universities use social networks as a marketing tool. The rest of the universities registered official accounts in social networks, occasionally publishing news of the organization. However, in the United States of America in 2015 about 91% of applicants attracted through social media [6].

Another disadvantage in the marketing communication of universities with the target audience is the lack of a mobile version of websites and mobile applications. 53% of Kazakhstan universities do not have their own mobile version of the site and the application, although with the latest tariffs of cellular companies in Kazakhstan, most users choose mobile phones to enter the Internet.

Based on the above criteria, a monitoring map was drawn up for monitoring, on the basis of which the rating of Kazakhstan universities was compiled. Also, for the basis of our research, which was aimed at identifying ratings and studying the websites of Kazakh universities, the works of Russian authors, in particular the work of F.E. Sheregi and A.L. Arefyev: *Measuring Universities' Ratings: International and Russian Experience* [7].

The order of making the rating was formulated as follows, for each criterion: information on admission, information on cost, availability of the 3D tour, online counseling service, social networks, mobile version is set at 10 points. Also we took the criterion of updating news in Kazakh and English languages. If the news is updated in all language versions of the website, then 10 points are displayed for each version, in case updates are conducted, but not published in time, the factor is estimated as 5 points respectively.

Thus, by results of the study, we can conclude that Kazakhstan universities do not sufficiently use modern marketing tools such as a website and social networks today, there is no clear positioning in the market of educational services, there are no uniqueness of educational programs, they are not sufficiently oriented to the consumer, thereby monitoring websites showed

that Kazakhstan universities are not ready to compete with foreign universities for attracting entrants.

Table 2

Observation map. Universities with more than 60 points.

Note - based on the data of the university website [6].

Universities	Website	Information about admission	Information about the cost	News Update		3D tour	Online consultant	Social networks	Mobile version	Score
				In english	In kazakh					
Nazarbayev University	nu.edu.kz	10	10	10	10	10	-	10	10	70
KIMEP	www.kimep.kz	10	-	10	10	10	10	10	10	70
KAZGUU University	kazguu.kz	10	10	10	10	10	-	10	10	70
KazNMU named after S. Asfendiyarov	kaznmu.kz	10	10	5	-	10	-	10	10	65
KazNTU named after K. Satpayev	kazntu.kz	10	10	10	10	10	-	10	-	60
KBTU	www.kbtu.kz	10	10	10	10	-	-	10	10	60
Semipalatinsk State University named after Shakarima	semgu.kz	10	10	5	5	-	10	10	10	60
Suleyman Demirel University	sdu.edu.kz	10	10	10	10	-	-	10	10	60
Narxoz University	http://narxoz.kz	10	10	5	5	-	10	10	10	60
The Kazakhstan engineering - University of Technology	http://kazetu.kz	10	10	10	10	-	-	10	10	60
International University named after Ahmet Yassaui	http://ayu.edu.kz	10	10	10	10	-	-	10	10	60
Miras University	http://miras.edu.kz	10	-	10	10	-	10	10	10	60

The way out of the current situation is to see the importance of such work by the heads of higher education institutions. The presence in the staffing of the Internet marketer, designer, content manager, operator is more important today than the successful work of entire units of the usual nature. We believe that the websites of Kazakhstan universities form a positive opinion of the international community throughout the higher education system of the Republic of Kazakhstan. In this regard, we consider that the Ministry of Education and Science of the Republic of Kazakhstan should take into account and conduct a permanent monitoring of universities' websites as an element of assessing educational competitiveness at the national and international levels.

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PROJECT MANAGEMENT IN KAZAKHSTAN

Abstract. The topic of the project management is essential for the increase of effectiveness of economy in the country. The purpose of this study