

TOWARDS THE INTERNATIONALISATION IN HIGHER EDUCATION: INTERNATIONAL DIMENSIONS AND BENCHMARKING ANALYSIS OF CHINESE, EUROPEAN AND KAZAKHSTANI HEIS

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This study discusses a benchmarking exercise covering the internationalisation strategies and practices of 11 universities involved in Erasmus+ “Towards incoming international university communities -WELCOME” Project: four from Kazakhstan, one from China and six from Europe. The project major goal consists in supporting the Chinese and Kazakhstan universities to develop internationalization and marketing strategies to attract more students, professors and researchers. In such a vast consortium and with poor knowledge of realities an analysis of the internationalization state-of-the-art was conducted. The study confirms the increasing importance but also the diversity and complexity of internationalisation strategies within the three regions and in comparison with each other. Internationalisation as a strategically important area of higher education management in three mentioned regions is considered based on brief overview of the research developments undertaken on the international dimension of higher education. The conducted benchmarking analysis cover some of the themes viewed as landscape of systematic studies in this field: academic mobility of students and faculty, internationalization abroad and at home, institutional strategies of internationalization, networks and strategic alliances, marketization of higher education.

Key words – internationalization, academic mobility, benchmarking , higher education, bologna process.

State the category of your abstract: literature review and benchmarking analysis