

University Positioning in Modern World

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Abstract – The article examines the positioning of the university in modern scientific and educational space. The example of the Ural Federal University named after the first President of Russia B. N. Yeltsin shows ways to solve problems, firstly, increasing of the prestige of Russian higher education, secondly, modernization of university activities in the field of developing research potential, and thirdly, ensuring of the quality of educational programs and intellectual products, fourthly, increasing of the attractiveness and prestige of Russian universities.

Keywords – rating of universities, university positioning, academic reputation, scientific reputation, publication activity, citedness, network form of interaction among universities

I. INTRODUCTION

The modern period of development of higher education in Russia is characterized by significant changes aimed at achieving a number of indicators in the field of higher education. As one of the objectives is the entry of at least five Russian universities in the first hundred of the world's leading universities by 2020.

The purpose of the article is to analyze the positions of Russian universities in the world ranking of universities on the example of the Ural Federal University named after the first President of Russia B. N. Yeltsin (hereinafter - the Ural Federal University). A large number of modern works devoted to the consideration of the positioning of the Ural Federal University in the Russian and international educational space [1–5]. Attention to the development of the Ural Federal University is associated with a special role that it occupies in the educational space of the Ural region in the context of social, cultural and economic transformations [6–10].

A large number of modern works devoted to the consideration of the history and existing traditions of the Ural

Federal University as one of the leading engineering and scientific schools [11–14].

The Ural Federal University is a participant of the “5–100” project, and also compares the positions of Ural Federal University in comparison with the leading universities of Russia, the participants of the “5–100” project in the humanities and social sciences [15–17].

II. BASIC PRINCIPLES OF GLOBAL RESEARCH RANKING OF THE WORLD'S LEADING UNIVERSITIES

In 2012, the state program “5–100” Project was launched [18]. This program is aimed at increasing the prestige of Russian higher education, as well as the entry of leading Russian universities in the first hundred of the world's best universities in accordance with the criteria of such world ratings as Quacquarelli Symonds, Times Higher Education, Academic Ranking of World Universities. The objective of the “5–100” Project is to maximize the competitive position of a group of leading Russian universities in the global market for educational services and research programs.

Achieving these results requires universities to modernize their activities in a number of key areas:

- development and enhancement of research potential (research projects, quoting, etc.);
- ensuring the quality of educational programs and intellectual products, bringing them into line with world ones;
- integration of innovation in vocational training;
- international student and teaching mobility: attracting foreign teachers to the implementation of educational programs at all levels of higher education, increasing the

attractiveness of Russian universities among foreign students;

- international scholarship programs;
- popularization of science in the children's and youth environment;
- improving the quality of educational services.

The World University Rankings is the result of a global study conducted using the Times Higher Education publication (THE, United Kingdom). Together with the information group Thomson Reuters, THE World University Rankings is considered one of the most respected global university rankings. It should be noted that the ranking of the best universities in the world QS World University Rankings is also authoritative in this area.

The methodology for assessing the achievements of universities in The World Reputation Rankings [19] suggests:

- accounting of quantitative results,
- accounting of the results of the global expert survey of employers,
- taking into account the opinions of experts from among the representatives of the international academic community,
- accounting of manner scientists with a high level of scientific productivity and citation,
- the quality of training for various fields of activity.

The task of the experts is quite complicated. They should select the most productive and attractive for higher education from several thousand universities. The research purpose is the basis for the ranking of the academic reputation of universities in the world - The World Reputation Rankings.

The main principles of the global study of the ranking of the world's leading universities are the following characteristics:

- scientific,
- objectivity,
- openness,
- availability.

Moreover, the calculation of the rating is subject to mandatory verification by PricewaterhouseCoopers, an international auditing company.

The expert opinion on the activities of universities is based on data on a number of indicators:

Group I is the data of the global expert survey of representatives of the international academic community.

Group II is the analysis of 12 thousand scientific journals (the period is the last 5 years): the total citation of scientific publications, the ratio of scientific articles (for 5 years) to the number of scientific and pedagogical workers.

Group III - the amount of funding for university research activities:

- internal resources in relation to the number of scientific and pedagogical workers;
- third-party customers of scientific products in relation to the number of scientific and pedagogical workers;
- the state, the ratio of the volume of state financing of research activities to the budget of the university allocated for research.

Group IV - the ratio of teachers and students:

- the ratio of research and teaching staff to the total number of students;
- the ratio of the number of scientific and pedagogical workers from universities of other countries to the total number of scientific and pedagogical workers of a particular university;
- the ratio of the number of foreign students to the total number of students at a particular university.
- Group V - dissertations with the award of a scientific degree, the ratio of defended dissertations (Ph.D.):
- to scientific and pedagogical workers;
- to the number of university graduates (undergraduate level) who entered to continue their studies at the magistracy.

Group VI is the income level of scientific and pedagogical workers, the average amount of remuneration of scientific and pedagogical workers in relation to the purchasing power determined annually and by a specific country.

III. ACHIEVEMENTS OF URAL FEDERAL UNIVERSITY ON SELECTED INDICATORS

The authors of the article analyze the achievements of Ural Federal University on selected indicators from the above groups in comparison with the achievements on the same positions of the National Research University "Higher School of Economics", St. Petersburg State University, Novosibirsk State University, National Research Tomsk State University, Siberian Federal University, and Southern Federal University. The article provides statistics in general for Ural Federal University, as well as for one of its structural divisions, namely, the Ural Humanities Institute.

Ural Federal University implements educational programs in integrated groups of directions:

37.00.00 - Psychological Sciences,

38.00.00 - Economics and Management,

39.00.00 - Sociology and Social Work,

41.00.00 - Political Sciences and Regional Studies,

42.00.00 - Mass Media information and information and library business,

- 43.00.00 - Service and Tourism,
- 44.00.00 - Education and Pedagogical Sciences,
- 45.00.00 - Linguistics and Literary Studies,
- 46.00.00 - History and Archeology,
- 47.00.00 - Philosophy, Ethics and Religious Studies,
- 50.00.00 - Art History,
- 51.00.00 - Cultural Studies and Sociology projects,
- 54.00.00 - Fine and applied art forms.

Educational programs according to integrated groups of directions are also being implemented at the National Research University Higher School of Economics, St. Petersburg, Petersburg State University, and National Research Tomsk State University. If the master's level is considered, then Ural Federal University implements the entire spectrum of the above-mentioned educational programs for integrated groups of areas, and there are educational programs that are implemented when compared with the National University, Petersburg State University, Novosibirsk State University, National Research Tomsk State University, only at Ural Federal University. It is 04.04.04 - Intellectual systems in the humanitarian sphere and 04.04.01 - Pedagogical education.

An important difference between the new educational systems: the areas of training have become integrated. If earlier there were separate profiles, now one direction, for example, "Philosophy", has three educational trajectories in one educational program, which allows building individual educational trajectories of students. The philosophical education system, like all social and humanitarian educational systems in the Ural Federal University, is developing in connection with the emerging challenges that confront the entire system of Russian education [20–22].

One of the key performance indicators of universities is the number of foreign students enrolled at Ural Federal University in educational programs in integrated groups of areas. The Ural Humanitarian Institute at the Ural Federal University has been receiving foreign students for the last three years. So in 2018, the number of enrolled foreign students is 41% higher than the target number for admission. This situation creates the need to improve the quality of teaching foreign language to Russian-speaking students [23–25].

International student mobility, increasing the attractiveness of Ural Federal University among foreign students is also provided through the master's programs of the Ural Humanitarian Institute, implemented in English:

- the direction of "Philosophy" (Master's program "Political Philosophy");
- the direction "Regional Studies of Russia" (Master's program "Russian Studies in Real Russia");
- the direction of "Psychology" (Master's program "Cognitive neuroscience").

The Ural Humanitarian Institute has educational programs that are implemented in a network form, thanks to which the

international relations of Ural Federal University are strengthened, the image of the university and its recognition are shaped. The Law of the Russian Federation "On Education in the Russian Federation" (2012) provides a network form for the implementation of educational programs, which enables students to master an educational program using resources of not one but several educational organizations, including foreign universities. The network form involves participation in the implementation of educational programs of the University of scientific, medical, physical education and sports organizations, cultural organizations with the resources necessary to implement training, conduct training and work experience and implement other types of educational activities provided for by the relevant educational program [26].

In the Ural Humanitarian Institute, there are educational programs implemented in the form of a network:

- "Energy Diplomacy" in conjunction with the Kazakh National University named after Al-Farabi (Republic of Kazakhstan, Almaty city);
- "Foreign complex regional studies" in conjunction with the Dalian University of Foreign Languages (People's Republic of China, Dalian city);
- "International professional communication in the Eurasian context" in conjunction with the North-Arctic Federal University named after M.V. Lomonosov (Russia, Arkhangelsk city).

The ratio of the number of foreign students to the total number of students of the Ural Humanitarian Institute at the Ural Federal University, as of the beginning of 2019, is 10%.

The position of the Ural Federal University in comparison with the National Research University Higher School of Economics, St. Petersburg.

Petersburg State University, Novosibirsk State University, National Research Tomsk State University in terms of the number of contract students: in humanitarian areas - 2nd place, in social areas - 3rd place.

Another indicator is the ratio of the scientific articles Scopus and Web of Science to the number of scientific and pedagogical workers. Scopus is a bibliographic and abstract database, a tool for establishing the total quoting of scientific publications in scientific journals (scientific journals, conference materials, serial scientific publications) in the technical, medical and human sciences.

The Scopus database is positioned as the world's largest universal reference database, the most comprehensive resource for finding scientific information. Web of Science is a polythematic abstract bibliographic, scientometric database in which more than 19 thousand foreign journals are indexed, including Russian - about 200 journals.

The total number of publications on the Ural Federal University in scientific journals in 2018 included in the Scopus and Web of Science databases is more than 3000. Representatives of such a division of the Ural Federal University as the Ural Humanitarian Institute published 287 articles for 2018. As we see, the publication activity of the

authors of scientific materials and scientific publications testifies to the effectiveness of the research activities of the university.

A significant indicator of the world ranking for universities participating in the “5-100” Project is the total citation of scientific publications, the desire to increase the citation index. As shown by global studies of the ranking of leading world universities, quoting depends on many factors: the quality of the translation, a small number of articles in collaboration with foreign researchers and others.

One of the key indicators is receiving grants for research from the funds of the Russian Foundation for Basic Research, the Russian Humanitarian Science Foundation, the Russian Science Foundation, and the President of the Russian Federation. A grant as a targeted financial grant is provided to Ural Federal University scientists by various funds on a competitive basis for research.

Positive is the dynamics of admission to all levels of higher education at the Ural Humanitarian Institute at the Ural Federal University. For the period from 2012 to 2018, the growth statistics of the contingent of the Ural Humanitarian Institute at the Ural Federal University is as follows:

- Bachelor (budget and contract) - more than 20%;
- Master (budget and contract) - more than 45%;
- Specialty (budget and contract) - more than 16%.

Another aspect of the educational policy of universities is important, namely the representation of the humanitarian component in the educational programs of engineering and technical areas of training [27–29].

Humanitarization of the education content involves the selection of disciplines of the social and humanitarian cycle in higher education as an object of special attention. Let us analyze the component - “humanities for engineers”, for example, at the Ural Humanities Institute at the Ural Federal University

- 15.00.00 “Mechanical Engineering”, the direction of training
- 15.03.06 “Mechanics and Robotics”, implemented in federal universities - Siberian, Southern and Ural.

This position is most thoroughly developed in the Southern Federal University, where the disciplines of the humanitarian cycle are represented both in the basic part in accordance with the Federal State Standard of Higher Education in the Higher Education Institution and in the variable part in accordance with the Federal State Standard of Higher Education in the Higher Education Institution.

In Ural Federal University, the humanitarian component of the training of engineering engineers is contained in the variable part in accordance with the Federal State Educational Standards of Higher Education and the variable part, chosen by students. The variable part which indicates the priority in training engineers for educational programs in integrated groups of directions 15.00.00 “Mechanic engineering”, Direction of training 15.03.06 “Mechanics and Robotics” of technical disciplines. In 2019 in the Ural Humanitarian Institute at the

Ural Federal University, the educational program “Digital Humanities” was opened in the master's program 04.04.04 “Intellectual systems in the humanitarian environment”.

Of undoubted interest is the position of Ural Federal University in comparison with the leading universities of the world, for example, Massachusetts Institute of Technology. The Ural Federal University implements in full compliance with the Massachusetts Institute of Technology humanitarian and social areas.

Massachusetts Institute of Technology in the subject ranking takes places - from 1 to 51 in the humanities and social sciences, and the position of Ural Federal University in the subject rating was first reflected in February 2018, where Ural Federal University took the position 401–450 in the QS World University Rankings (British consulting company Quacquarelli Symonds, QS). This is the highest position of Ural Federal University in the ranking of the enlarged subject areas (broad subject area). And in October 2018, the Ural Federal University for the first time entered the 601+ group of the world social sciences rating - Times Higher Education Social Sciences Subject Ranking.

The study on the leading indicators showed that the positions of Ural Federal University are comparable to those of well-known world branded universities, but are not included in the first hundred of leading universities in the world. One of the reasons for this is the virtually unknown, therefore, unrecognizable brand “Ural Federal University”.

IV. CONCLUSION

One of the goals of Ural Federal University's involvement in the “5–100” Project with state support is to increase the prestige of getting higher education at Ural Federal University among students from different countries, to unfold the achievements and opportunities of the Ural Federal University in accordance with the criteria of world rankings.

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