

**Iryna TARASENKO,**

Doctor of Economic Science, Professor  
*Kyiv National University of Technologies and Design*

## **SUSTAINABLE DEVELOPMENT AND COMPETITIVENESS OF THE SYSTEM OF HIGHER EDUCATION INSTITUTIONS IN UKRAINE IN THE CONTEXT OF GLOBALISATION**

Current trends in human development indicate that the most important values are care for the environment and responsibility towards future generations. These should be the priority tasks of the modern higher education system. In recent years, the conditions for the functioning of higher education institutions (HEIs) in Ukraine have changed dramatically as a result of deepening global and national problems and military aggression by the Russian Federation. This necessitated a change in the direction of higher education system development, taking into account sustainable development goals and the role of education in their implementation. It is advisable to base the reform of the higher education system on new priorities in the content and technologies of the educational process, while preserving the role of higher education in the process of realising the macroeconomic interests of the state – preserving and improving the level of human capital of the nation, competitiveness and sustainable development of the country.

This necessitates the search for a mechanism to ensure the sustainable development and competitiveness of individual HEIs and HEIs as a whole. Solving these tasks requires increasing the economic potential of HEIs and expanding opportunities for higher education using digital technologies. This will allow for an increase in the number of students, in particular through the export of educational services. Preserving and increasing the potential of higher education institutions is the basis for building the country's human capital and national security. This determines the relevance of the study and necessitates the development of a sustainable development strategy for higher education institutions, taking into account Ukraine's national security priorities in the context of growing global challenges and the implementation of the concept of higher

education development for sustainable development. These changes will result in increased competitiveness and economic security for the SWU and HEIs as its components.

The object of the study is the system of higher education institutions in Ukraine. The subject of the study is the sustainable development and competitiveness of the system of higher education institutions in Ukraine in the context of globalisation through the prism of national security.

Scientific literature reflects issues related to the development and prospects of the education system and the state of national security in the United States in the context of threats and challenges at the beginning of the 21st century [1]. In [2] provides a definition of strategic priorities for the development of education, taking into account the experience of European Union countries. Ukrainian and foreign scientists have substantiated the main directions for increasing the economic potential of higher education institutions, including: the use of energy-saving technologies and the creation of an energy efficiency system; innovative development and implementation of marketing technologies in the university management system [3], and the application of European Union educational standards, taking into account European integration and globalisation processes in general [4]. In [5], the components of the economic potential of higher education institutions in the context of ensuring economic security are identified, and the introduction of a risk management subsystem as a system for managing risks and threats to the development of higher education institutions is proposed. The main limitations to the effectiveness of the educational process in a digital environment during a pandemic are: problems with reliable internet connection and access to digital resources, difficulties in adapting to the specifics of communication in a digital environment, and the lack of a convenient online platform for distance learning [6]. The world's best universities that have implemented sustainable development principles in their activities occupy the top positions in the well-known university ranking compiled by the Jiao Tong Institute of Higher Education (Shanghai Ranking) [7]. This ranking analyses the achievements of more than a thousand universities worldwide to determine the best ones based on the following indicators: teaching quality, faculty quality, research contribution, and academic achievements. Universities that have embarked on the path of sustainable development and

implement its principles in their daily activities have signed the following declarations: wanse Declaration, Lüneburg Declaration on Higher Education for Sustainable Development, Kyoto Declaration on Sustainable Development, Talloires Declaration. Under martial law, the greatest challenges for the development of higher education institutions were: destruction and damage to infrastructure; forced relocation of higher education institutions; dangerous conditions for learning and living for those involved in the educational process; reduced funding for higher education; problems with access to educational services and disruption to the educational process; loss of administrative control over education in occupied territories and those in the combat zone; and other issues [8, 9].

Under such conditions, the development opportunities of HEIs depend on the country's economic potential, which determines the ability of all sectors of the economy and society to exist, develop and function sustainably. The potential of individual universities is of great importance in this regard. The potential of HEIs is understood to mean their current and future opportunities, which, if used effectively, will contribute to the sustainable development and increased competitiveness of the Ukrainian HEI system.

A necessary prerequisite for the establishment of the concept of sustainable development in Ukraine is the reorientation of the education system towards achieving sustainable development goals based on the equal importance of economic, environmental and social components. This will contribute to the formation of environmental and social awareness among the economically active part of the youth and the achievement of the country's sustainable development goals. The expected outcome of implementing the state strategy for education development based on sustainable development principles to achieve SDGs will be an improvement in the quality of education and competitiveness of higher education institutions in global rankings, as well as the preservation of the country's educational potential as a factor in human capital formation and national security.

The global higher education system has proven to be one of the few critical areas of human activity capable of continuing to function effectively under extraordinary circumstances. The COVID-19 pandemic and military aggression by the russian federation have created an urgent need for higher education

institutions to transition to distance learning. At the same time, the analysis showed that both individual higher education institutions and teachers and students are not fully prepared for the introduction of distance learning. A professional systematic analysis of the new situation is needed from both the expert and scientific communities in order to develop an adequate strategy. This strategy will help reduce potential risks and find the best ways to develop higher education institutions, ensuring their sustainability in the face of global challenges and upheavals.

An important task is to find opportunities to increase the potential of higher education institutions, as a decline in their potential will result in a drop in their global rankings. In addition, it is also advisable to take into account the economic, social and political losses at the macroeconomic level due to a decline in the country's human capital. An effective system for managing the development of higher education institutions should be created with a view to building their capacity and improving their structure, taking into account new requirements for balancing economic, environmental and social goals. Developing methods, tools and mechanisms for managing higher education institutions based on sustainable development will help to increase their capacity and maintain the position of Ukrainian higher education institutions in the education services market. Research into the factors affecting competitiveness, the conditions and directions for its improvement will make it possible to identify the most critical processes and plan priority measures to optimise the results achieved by ensuring synergy at all levels of management.

Thus, the sustainable development, competitiveness and economic security of Ukrainian higher education institutions depend on the following key conditions and factors:

- sufficiency of financial resources;
- quality and balance of human resources;
- effectiveness of higher education management at various levels;
- digital and information technologies and resources;
- scientific, technical and innovation level.

In the context of full-scale military aggression by the Russian Federation, it is becoming increasingly important for Ukrainian higher education to be able to provide the educational process using digital technologies, effectively

implementing distance learning while maintaining the appropriate quality of education.

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