

STRATEGIES OF EFFECTIVE INTERNATIONALIZATION OF HIGHER EDUCATIONAL INSTITUTIONS: APPROACHES AND PERSPECTIVES

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The topic is highly relevant in the context of contemporary trends in higher education. Key approaches to the development and implementation of internationalization strategies, which are crucial for enhancing the competitiveness of educational institutions in the global educational environment are revealed. Within this topic, the current challenges faced by higher educational institutions in the process of internationalization are discussed, alongside highlighting the development prospects that are opening up for universities in a rapidly changing world. Issues related to the development of international partnerships, the utilization of innovative technologies, and the assessment of the effectiveness of implemented strategies are all addressed. The results of research and practical experiences in the field of higher education internationalization will contribute to strengthening the positions of educational institutions in the global educational landscape.