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Typology of the university business models for integration into the international strategic alliances

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Аннотация:

International educational alliances are a qualitatively new form of integration interaction of educational organizations, taking place against the background of global trends of globalization of world socio-economic processes. The strategy of integration into the world educational space is an integral part of the development strategy of most modern universities. This is facilitated by the development of Internet technologies, various forms of distance learning, network communications, etc., which, in turn, contributes to the intensification of cross-cultural communications and the erasure of national barriers. UNESCO, the United Nations, the World Bank, the Council of Europe and others are actively involved in this process. Within the framework of international inter-university cooperation, exchange programs are organized not only for students but also for teachers, joint research projects are being developed, separate special programs for foreign students, etc. are being created. However, for a full-fledged presence in the international educational space, a university must set itself the strategic goal of it as a priority and restructure its own strategic model for this. This article proposes a typology of university business models, corresponding to various forms of interaction of Russian universities with foreign partners.

Ключевые слова:

Business-model, Educational organizations, International educational alliance, Strategic integration, Distance education, Economics, Information management, Business modeling, Cross-cultural communication, Development strategies, Educational organizations, International educational alliance, International strategic alliance, Network communications, Strategic integration, Students