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## COOPERATION BETWEEN HIGHER EDUCATION INSTITUTIONS AND INTERNATIONAL COMPANIES IN THE PROVISION OF EDUCATIONAL SERVICES

### СПІВПРАЦЯ ЗАКЛАДІВ ВИЩОЇ ОСВІТИ ТА МІЖНАРОДНИХ КОМПАНІЙ У НАДАННІ ОСВІТНІХ ПОСЛУГ

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**Abstract.** One of the key components of state education policy is the international mobility of young people, which is an influential factor in integration processes and the development of the socio-cultural center within the European space. Intercultural and educational ties deserve special attention, as they significantly strengthen partnerships between higher education institutions and international cultural centers, societies, and companies, particularly in post-Soviet countries. This is based on decades of experience in multi-vector cooperation and cultural and creative exchange between these countries.

The export of educational services by Ukrainian higher education institutions contributes to the enrichment of intellectual capital for various sectors of the national economy. The Ukrainian education system offers broad opportunities for professional development, personal growth, self-realization, and career advancement, attracting young people from foreign countries who are in the process of determining their professional path. The 2024 Ukrainian International Education Forum will focus on the internationalization of higher education in Ukraine, defining the characteristics of Ukrainian schools and their educational opportunities for foreign students, particularly those from Azerbaijan. Azerbaijan ranks second after China in the rating of leading countries in terms of the number of "invited" and "studying" students (according to the Ukrainian State Center for International Education, 2024). [8]

The article analyzes the activities of international societies and their cooperation with higher education institutions in Ukraine in providing educational services, as well as the results of an empirical study of data from a survey of Azerbaijani students to identify the basic factors influencing their decision-making regarding the choice of country, educational institution, and professional orientation of their studies. The study also examined the adaptation processes (educational, social, psychological) of young people while living outside their home country.

**Keywords:** educational mobility, social adaptation, psychological adaptation, educational services

The purpose of the article is to conduct a comprehensive socio-psychological analysis of the activities of international companies (associations) working with young people in choosing a profession and to justify the areas of cooperation between higher education institutions and these associations in providing educational services to Azerbaijani youth.



**Research methods.** Theoretical analysis, systematization, and generalization of scientific psychological literature on the research problem.

Analysis of data from the Ukrainian State Center for International Education of the Ministry of Education and Science of Ukraine, the CEDOS Analytical Center (URL: <https://www.cedos.org.ua/uk/>), and the State Statistics Committee of Azerbaijan (Azərbaycan Respublikası Dövlət Statistika Komitəsi, Goskomstat, Azerstat).

Using content analysis, the authors also analyzed electronic materials from the Internet resource under the headings: “Foreign students in Ukraine,” “Azerbaijanis in Ukraine,” and others.

The study used survey methods (questionnaires, structured interviews), in which 205 students, representatives of Azerbaijan studying at the National Academy of Statistics, Accounting and Auditing, took part.

**Introduction.** Today, the problems of international mobility and educational migration of young people are at the center of scientific interest of domestic and foreign scientists at the interdisciplinary level, as it reveals it in a philosophical, socio-psychological, and legal context, proving the relevance of an integrated consideration of social phenomena and processes.

Analyzing the movement of students between countries as an important direction of academic mobility, V. Adamyk and H. Dyachuk recognize it as one of the main trends in global migration processes in the 21st century [1]. According to N. M. Myronchuk, academic mobility is an influential factor in Ukraine's integration into the global educational space [6].

Of interest to our study are works that identify the main factors of intellectual migration, its consequences, reveal the characteristics and conditions of education in different countries, and identify the positive and negative aspects of migration processes [2, 3, 4, 6, 7, 9].

**Main text.** Without diminishing the role of other countries, our study focuses on Azerbaijan, as it ranks second after China in terms of the number of “invited” and “studying” students (data from the Ukrainian State Center for International Education, 2024). [8]



It should be noted that the interest of Azerbaijanis in obtaining an education in Ukraine is not accidental. Ukraine's intercultural and educational ties with Azerbaijan are based on the historical experience of their cooperation since the beginning of the XX century.

The current intergovernmental agreement between the Cabinet of Ministers of Ukraine and the Government of Azerbaijan demonstrates the possibility of mutual exchange of students between the two countries and the recognition and equivalence of graduates' diplomas.

Research into migration processes and the international mobility of foreign students is gaining momentum and is aimed at providing high-quality educational services. It should be noted that educational services are a set of actions performed by an educational entity. They are defined by the educational program and aimed at helping students achieve the expected learning outcomes. At the same time, education in a social context is not just a service, but above all a social good, a way of developing public intelligence.

Today, Ukraine and Azerbaijan have an extensive network of various companies, associations, and centers that cooperate with higher education institutions on the basis of cooperation agreements. The most well-known are EFLA Group, LLD "Missiya," Alijanov Company LLC, INJEK International Education Center LLC, Santa Monica LLC, and others. Without diminishing the relevance and effectiveness of many of them, in our research we focused on Alijanov Company LLC, which over many years has established contacts with leading Ukrainian higher education institutions in Kyiv, Kharkiv, Odesa, Lviv, Dnipro, Ivano-Frankivsk, and Chernivtsi. As of September 2024, a number of cooperation agreements have been signed. Alijanov Company LLC provides students with the opportunity to study at the most prestigious state higher education institutions in Ukraine. It should be noted that the choice of higher education institutions is determined by the professional needs of young people, therefore, the following educational institutions were chosen: Taras Shevchenko National University of Kyiv, National Academy of Statistics, Accounting and Auditing, National Aviation University, Kyiv National University of Technologies and Design, Kyiv National



University of Law under the National Academy of Sciences of Ukraine, Kharkiv Polytechnic Institute National Technical University, Bogomolets National Medical University, Semen Kuznets Kharkiv National University of Economics, Zhukovsky National Aerospace University "Kharkiv Aviation Institute," Karazin Kharkiv National University, National University "Odessa Maritime Academy," National Technical University "Dnipro Polytechnic," Ivano-Frankivsk National University of Oil and Gas, Chernivtsi National University named after Fedkovych, and others.

Alijanov Company LLC and the International Educators and Scholars Foundation (IESF) signed a Memorandum of Cooperation and International Collaboration, in which the parties agreed on joint international cooperation in recruiting applicants from the Republic of Azerbaijan to study at universities in Ukraine and EU countries under the Double Degree and Erasmus+ programs, which significantly expands educational opportunities and strengthens the company's competitiveness in the international services market.

Alijanov Company LLC is one of the market leaders in providing services to its clients (prospective applicants from Azerbaijan) regarding admission to higher education institutions, in accordance with the rules of admission in Ukraine and abroad. It is enough to familiarize yourself with the list of cooperation agreements concluded between Alijanov Company LLC and higher education institutions in Ukraine to understand the scale of services provided and the effectiveness of the company's activities.

The activities of Alijanov Company LLC are based on the organization's development strategy and main areas of activity based on partnerships with representatives of the education systems of various countries. Based on the agreements concluded, the company ensures cooperation at the international level.

In turn, the National Academy of Statistics, Accounting and Auditing (NASAA), with almost 10 years of experience working with Azerbaijani students, is one of the 20 leading higher education institutions in Ukraine that provide professional training to foreign students.

The partnership between the Academy and Alidzhanov Company LLC for the



recruitment of future higher education applicants is based on a relevant agreement. The purpose and subject of the cooperation agreement is to ensure the recruitment of students for relevant educational programs at educational institutions in Ukraine.

The achievement of the set goals is based on the basic principles of cooperation: combining collective efforts on the basis of complete trust, integrity, responsibility, and at the same time recognizing the freedom of partners.

An important factor in cooperation is their willingness to be creative, take initiative in finding non-standard solutions, and be open and transparent in their work with partners. Honesty is the key to trust and a friendly atmosphere, and it promotes long-term partnerships. Equally important is the motivation of partners to seek new innovative methods of cooperation, new achievements, and ensure competitiveness in the educational services market.

The company, which is a resident of the applicants' country of origin, provides favorable conditions and the necessary support for young people from the moment their documents are reviewed, with further support at all stages and levels of study. The company operates in accordance with the law, guided by the Memorandum of Association and the Articles of Association, and is entered in the official state register of the country of residence.

The company's mission and values, which are essential components of strategic management, are **“Collective work for the common good and continuous self-improvement.”**

The main types of services provided by the company include:

- a range of information and consulting support services;
- legalization of educational documents in the country of issue (legalization at the Ministry of Foreign Affairs of the country that issued the educational document);
- legalization at the consular section of a Ukrainian diplomatic mission abroad (consular legalization or apostille);
- mediation between the applicant and the higher education institution regarding requests for invitations to study, provided that a complete set of necessary documents is available.



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- legalization of educational documents in the country of issue (legalization at the Ministry of Foreign Affairs of the country that issued the educational document);
- legalization at the consular section of a Ukrainian diplomatic mission abroad (consular legalization or apostille);
- acting as an intermediary between the applicant and the higher education institution regarding requests for invitations to study, provided that all the necessary documents are available;
- analysis of applicants' financial ability to pay for tuition and, if necessary, assistance to applicants in concluding agreements with state banks in their home countries in order to obtain loans for tuition.
- advising listeners and students on legal norms and the need to comply with the requirements of legislation, obligations, and conditions of individually concluded contracts for the provision of educational services;

Supporting international students at all stages of the admission process and their studies at the higher education institution.

It should be noted that joint activities are related to both career guidance in Azerbaijan at career fairs and in Ukraine; the provision of advertising services in the media; the demonstration of videos and presentations in educational institutions with the aim of encouraging and selecting applicants for admission to educational institutions in Ukraine.

Upon admission to educational institutions, students go through several stages of sociocultural interaction within the educational environment. Already in the process of training, foreign students, with the assistance of the relevant departments of the academy, undergo:

- familiarization with the cultural values and traditions of Ukraine;
- socialization in a new cultural environment;
- enrichment with Ukrainian culture and traditions while preserving one's own



national identity (socio-cultural adaptation);

- direct socio-psychological adaptation in the student community and society;
- familiarization with the peculiarities of the educational process in higher education institutions (educational adaptation).

Representatives of agencies that facilitated admission to the educational institution and provided advice at all stages of the admission campaign provide ongoing support to students, take an interest in their academic progress and current problems.

During their studies at Ukrainian higher education institutions, students have the opportunity to contact departments and offices that work with foreign students, where they receive advisory assistance. Language training is provided through a system of courses.

Analysis of reporting materials and the results of a survey of company employees, as well as analysis of the activities of all structural divisions of the organization, allowed us to draw the following conclusions: Company employees are an important resource who interact at all stages of working with applicants, from promoting and advertising educational services, career guidance, entrance exams, and advisory support during the period of study at various levels of education.

The company's manager ensures:

- operational management of the association's current activities;
- makes decisions on long-term plans, international projects, and programs;
- ensures legal regulation of the company's activities in terms of resolving issues at the level of the Ministry of Foreign Affairs of the country, the consular department of the diplomatic mission of Ukraine abroad (consular legalization or apostille) and other state and migration services;
- monitors the implementation of decisions in all organizational units;
- directs the activities of the team towards unlocking the potential of the company's personnel and their personal and professional growth.

In accordance with the requirements of the partnership agreement, the Academy must ensure the creation of a favorable socio-psychological environment that plays an important role in the easy social adaptation of young people and attracts them to enroll



in Ukrainian higher education institutions.

The study used survey methods (questionnaires, structured interviews) involving 205 students from Azerbaijan studying at the National Academy of Statistics, Accounting, and Auditing. The purpose of the survey was to identify sources of information about educational services abroad.

When asked, “Where did you learn about educational institutions in Ukraine?”, most respondents indicated “through agencies in Azerbaijan” (74%). This is due to direct career guidance work with applicants, repeated conversations, and meetings in their city of residence in Azerbaijan, which made it possible to obtain maximum information about educational institutions, professional programs, and admission requirements.

A certain percentage obtained information through such communication channels as the Ukrainian Center for International Education (13%). Experience shows that the website of the Ukrainian State Center for International Education of the Ministry of Education and Science of Ukraine provides prospective foreign students with general information about studying in Ukraine, admission rules, and other practical advice. Prospective students can also use the website to apply for admission to any higher education institution in Ukraine.

One of the existing channels for obtaining information about studying abroad that applicants trust is acquaintances, relatives, and friends who are already studying in Ukraine. According to this position, 11% applied through the advice of “acquaintances studying in Ukraine.”

The answers to the questions “Do you feel helpless when you are outside your home country?”, “How quickly did you adapt to your new living and learning conditions?”, and “Who do you turn to for support when you encounter difficulties?” were pleasantly surprising. As it turned out, a significant number of students were aware of the developed national diaspora, various cultural centers, and associations of Azerbaijani youth before arriving in Ukraine, meaning that they were already interested in the socio-cultural values of Ukraine and the potential national environment. This gave them confidence in their decision and expectations of opportunities to



communicate with people of similar spiritual and cultural backgrounds in centers of their national identity.

It has been determined that when entering Ukrainian universities, they use the services of the Ukrainian State Center for International Education, agent companies that provide intermediary services for the recruitment of foreigners to Ukrainian educational institutions.

### **Conclusions.**

1) Based on the analysis of contemporary socio-psychological studies, the key role of educational migration of Azerbaijani youth has been identified, which contributes to obtaining quality higher education, integration into the European educational space, establishing business relations and interpersonal contacts, and assimilating the cultural values of another country.

2) The survey results show that it is international societies and companies, in cooperation with higher education institutions, that play a key role in motivating young people to study abroad, particularly in Ukraine.

3) An analysis of the experience of Alidzhanov Company LLC made it possible to determine the strategy and main directions of activity in ensuring cooperation at the international level and establishing partnerships with representatives of the Ukrainian education system.

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**Анотація.** Однією з ключових компонентів державної освітньої політики виступає міжнародна мобільність молоді, яка є впливовим фактором інтеграційних процесів й розвитку соціально-культурного осередку в межах європейського простору. Особливої уваги заслуговують міжкультурні та освітні зв'язки, що суттєво змінюють партнерські відносини між закладами вищої освіти та міжнародними культурними центрами, товариствами, компаніями, зокрема з країнами пострадянського простору. Підґрунтям для цього є віковий досвід багатовекторної співпраці та культурно-творчого обміну цих країн.

Експорт освітніх послуг закладами вищої освіти України сприяє збагаченню інтелектуального капіталу для різних галузей народного господарства. Широкі можливості української системи освіти для професійного зростання, особистісного росту, самореалізації та кар'єрного зростання приваблюють молоді зарубіжних країн у період їх професійного самовизначення.

На Українському форумі міжнародної освіти 2024 року особлива увага приділена питанням інтернаціоналізації вищої освіти в Україні, визначеню особливостей української



школи та її освітнім можливостям для іноземних студентів, зокрема Азербайджану. Саме Азербайджан в рейтингу країн-лідерів за показниками «запрошених» і тих що «навчаються» посідає друге місце після Китаю (данні Українського державного центру міжнародної освіти, 2024 р.) [8]

В статті зроблений аналіз діяльності міжнародних товариств та їх співпраці з закладами вищої освіти України з надання освітніх послуг, а також аналіз результатів емпіричного дослідження даних опитування азербайджанських студентів з метою виявленню базових чинників впливу на прийняття рішення щодо вибору країни, закладу освіти та професійної спрямованості навчання. Предметом дослідження також були адаптаційні процеси (освітньої, соціальної, психологічної) молодих людей в процесі перебування за межами рідної країни.

**Ключові слова:** освітня мобільність, соціальна адаптація, психологічна адаптація, освітні послуги