

## **BUILDING A MODEL OF INTERNATIONALIZATION AS A FACTOR OF DEVELOPMENT OF INTEGRATION PROCESSES OF HIGHER ECONOMIC EDUCATION IN THE REPUBLIC OF MOLDOVA**

**Larisa TRIFONOVA, university lecturer, PhD student**

Free International University of Moldova (ULIM)

E-mail: [larisatrifonova@inbox.ru](mailto:larisatrifonova@inbox.ru)

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### **Abstract**

*This article examines one of the key modern trends in the development of higher education - internationalization as a way to enhance its influence abroad by using an appropriate model. The model of higher education internationalization is understood as a vector of development of higher education system at national and institutional levels in accordance with the challenges of the global higher education and labor market. The reasons that determined the development of a model based on the example of higher economic education in the Republic of Moldova were the lack of relevant theoretical developments in this area, the chaotic nature of practical decisions in the field of higher education internationalization and the need to integrate the education system into the international educational market.*

*The article reveals the structural content of the elements of higher education internationalization model, as well as the content of the strategic component of the model, as the main component, which includes a number of strategic initiatives that contribute to the implementation of the model's goal. The development of this model is based on a theoretical study of data on the research issues, as well as an empirical study, which consisted in conducting a SWOT analysis of the current state of internationalization. The implementation of the model of higher education internationalization is supposed to be phased by using a roadmap of the model aimed at accurate planning of the necessary resources and forming strategic solutions to the existing problems of the participants in the higher education system. This study and model can be considered necessary for the purpose of increasing the degree of integration into the international market of higher education services, and also aims to ensure the competitiveness and recognition of the higher education system of the Republic of Moldova in the international market.*

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**Keywords:** *internationalization of higher education, higher education internationalization model, higher education, integration process in higher education, educational services, economic education*

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### **1. Introduction**

The market for higher education services plays the most important role in the modern economy. The level of higher education is one of the decisive factors in the quality of human resources in the labor market. This entails an increase in the quality and quantity of products (goods and services) produced by workers, which leads to an increase in the income of enterprises, organizations, and, consequently, the quality of the worker's life, and in the longer term - to an acceleration of the economic growth of the country's welfare.

Increasing the competitiveness of higher economic education in the Republic of Moldova, its integration into the international educational space and taking a worthy position in it, becomes

possible thanks to the measures stimulating the process of internationalization of the entire higher education system. Higher education of interest to foreign students is an incentive for the development of export of country's higher education, which, in turn, contributes to the realization of its interests in the geopolitical, economic and social spheres, and also increases the degree of participation of higher education system in the global processes regarding science, culture and education development.

The purpose of the study is to form and scientifically substantiate a conceptual model of higher education internationalization in the Republic of Moldova, contributing to the process of integration into the world market of educational services in the context of global competition. For greater efficiency and adequate coordination of actions in achieving the goal of the study, it is necessary to perform the following tasks: to study scientific approaches and models of higher education in the service market; reflect the features of higher education internationalization in the context of modern conditions for the development of educational space; to describe the methodological foundations of research: research algorithm, methods and tools; to model and establish the content of an integrated system for the entrance of higher education to the international level.

The relevance of this article is expressed in the development of a model for higher education internationalization, which includes components, the most important of which is a strategic component that unites a sequence of strategic initiatives with appropriate measures adapted for implementation at national and institutional levels, increasing the efficiency of the process of integration of higher education system of the Republic of Moldova into the world market of educational services.

## **2. Level of study of the problem at the present time, the purpose of study**

Researchers in the field of higher education internationalization, such as Kryaklina T.F., Altbach P.G., Knight J., Dudareva N.A., Robson S., Scalera F., studied this process rather deeply [13, 1, 12, 9, 7, etc.], especially in the last decade, when the relevance of national education to foreign markets has become of key importance for the development of country's economy and foreign policy. However, at the moment, the scientific interest of most not only researchers, but also international organizations, such as the World Trade Organization, the Organization for Economic Cooperation and Development, the Association of International Educators, is focused on certain areas of internationalization [11, 10, 5, 3] that are suitable to the definition of the phenomenon of internationalization from various points of view: the process of integrating the international dimension into the educational environment; the process of improving higher educational institutions (HEIs); the process of implementing practical measures to build an educational reputation.

Large-scale comparative studies of the process of internationalization in different countries have not been carried out or have been carried out in fragments, however, within the framework of individual geopolitical associations (EU, CIS); for example, such studies conducted by J. Knight reflect the general picture with blurred borders between countries [4].

Currently, the Moldovan higher education system is in a protracted process of reform, which started back in 1992, when the Republic of Moldova moved to a market economy. At the

same time, the pace, nature and results of the education system modernization in the Republic of Moldova, provided for by the education development strategy for 2014-2020 [14], significantly lag behind the real needs of the country's economic development in the context of global processes. This primarily refers to the creation of cross-border forms of relations between the subjects of the educational industry at national and institutional levels, as well as the introduction of modern innovative technologies in the higher education system. Among the most important reasons for such a lag, it should be noted: complexity and inconsistency of the reform process, problems of the social policy and poor study of theoretical and methodological tools for analyzing ongoing economic processes [15].

In such conditions, it is especially important to introduce an international component into the educational process. The international component should be understood as approaches that include activities covering each element and stage of the educational process (teaching, organization of the educational process), to form the necessary competencies of future graduates needed for productive professional activity in the international labor market. At this stage of development, the need for a systematic analysis of the modern development of internationalization in the context of global integration processes is becoming more and more urgent. The purpose of this article is to develop a model for higher education internationalization, designed to bring the system of higher education to a new modern qualitative level and open up new opportunities for the country's entry into the international market of educational services.

### **3. Methods and materials applied**

This article uses a desk study of theoretical sources containing the results of research by domestic and foreign authors and practitioners on modern problems of higher education internationalization (including the global market for higher education services). The logic of the research was built on the basis of three successive stages and on using the appropriate scientific methods:

1. Search stage - studying the theory of integration and internationalization of higher education; scientific approaches and models of higher education in the service market. Key definitions of higher education internationalization have been formulated by organizations and leading researchers in the field due to these concepts.
2. Information-analytical stage - a comparative analysis of the current state of internationalization of the higher education market at global level and in the Republic of Moldova. In this case, we used the methods of correlation analysis, analogy, induction and deduction, expertise of practical experience using the method of interviews and surveys carried out by experts in the market for higher education services. For this purpose, questionnaires were developed with standard measurement and scaling parameters (nominal, ordinal, interval, relative levels). The experts were representatives of the teaching and administrative staff of a number of higher education institutions of the Republic of Moldova. The method of SWOT analysis was also used to assess the degree of higher education internationalization in the Republic of Moldova.

3. Development stage - development of a model of higher education internationalization for the Republic of Moldova as a tool designed to help in the integration process, taking into account the trends and challenges of the international market. The methods used at this stage include: modeling, design, visualization, graphic methods of presenting author's ideas and developments.

#### **4. Obtained results and discussions**

The process of integrating higher education of the Republic of Moldova into the world educational space by applying the model of higher education internationalization will bring the expected results if the following actions formulated by the author are carried out [8]:

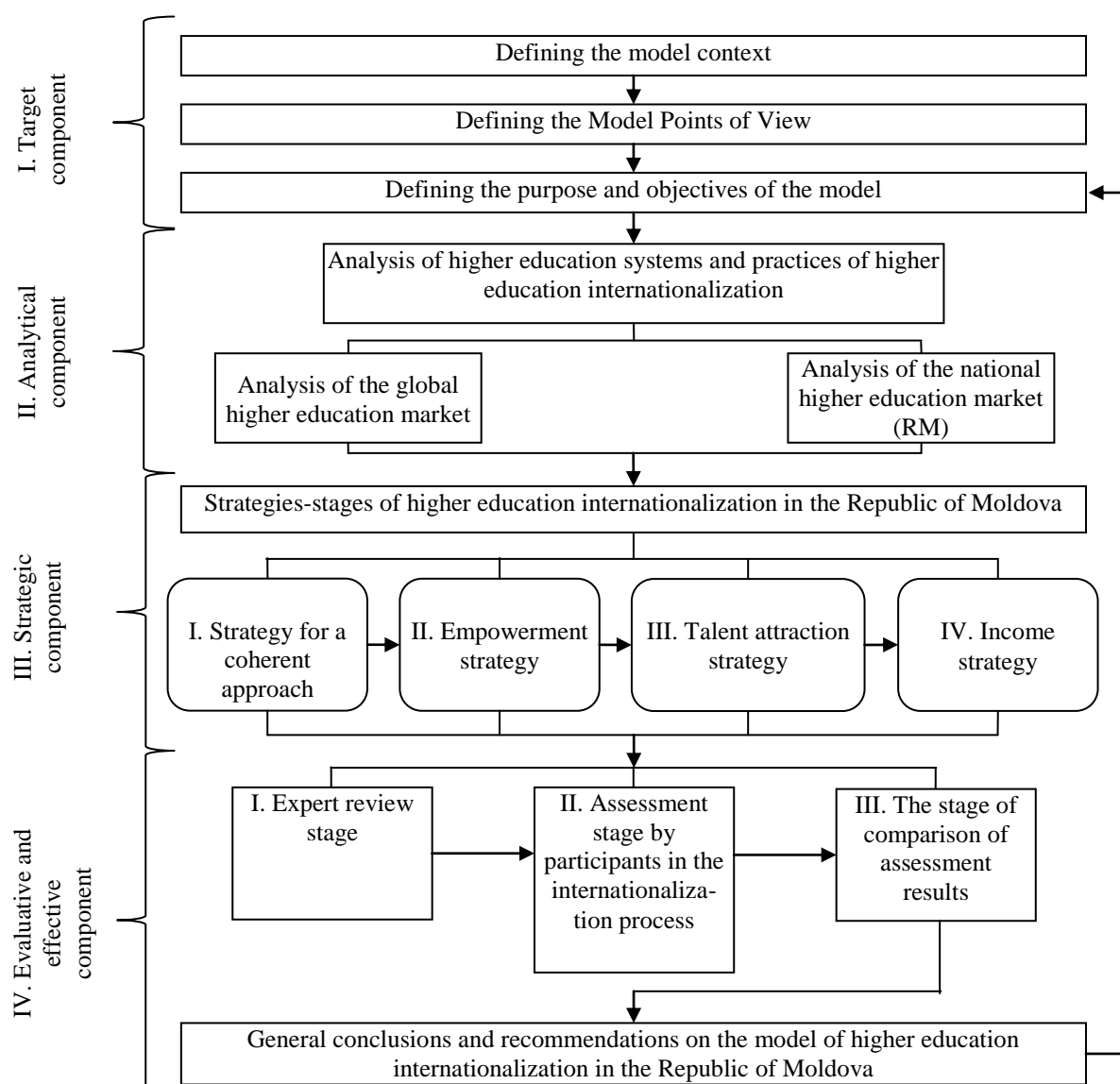
- taking into account the main trends and factors affecting the formation of the educational services market on a national and global scale;
- taking into account the existing experience of higher education internationalization in the Republic of Moldova at national and institutional levels, as well as taking into account the possible negative consequences of higher education internationalization and their timely prevention;
- identification, adaptation and application of the most successful practices for the development and implementation of effective strategies for higher education internationalization in the countries closest to the Republic of Moldova (CIS countries), as well as countries that have won trust and fame in the world, to the level the country strives for (leading EU countries);
- improvement and harmonization of higher education in the Republic of Moldova in accordance with the world standards in stages. At the same time, at the initial stage, the quality level and competitiveness of higher education is achieved in the external market. Further, opportunities should be expanded by taking into account not only national target groups (resident students of the country), but also foreign students. Then it is necessary to develop academic mobility, to attract qualified teaching staff and talented applicants to the educational system and to achieve a high quality of higher education at the international level. Passing through these stages, undoubtedly, should contribute to the most effective deepening of the processes of higher education internationalization in the Republic of Moldova.
- assessment of the degree of effectiveness and timely identification of weak points of the model, operational revision, editing and making the necessary changes in the course of the practical implementation of measures aimed at improving the process of higher education internationalization in the Republic of Moldova.

Figure 1 shows a structural diagram of the internationalization model of higher education and its constituent elements, developed by the author. This sequence of structural elements, according to the author, allows the most effective application of the model to achieve the set goals.

The developed model consists of four components: target, analytical, strategic and evaluative and effective.

I. The target component is to define the context, points of view and purpose of the model. These three components are integral to modeling, as they provide a general direction.

The context refers to the globalization and integration processes in the field of education. Development of the higher education system in this direction is associated with the economic, social and political growth of the country and its occupation of a competitive position.



**Figure 1. Structure of higher education internationalization model**

Source: developed by the author

The model is built from a certain point of observation, which in modeling is called a point of view. This means determining the main direction of model development, the level of its detailing and compliance with the ultimate goal of this modeling. From the point of view of the author responsible for the modeled system, the developed model is considered and reflects his view on the most important aspects of building this model. At the same time, the author strictly adheres to the chosen point of view without unnecessary possible details that only complicate the understanding of the model.

However, two points of view were chosen to develop the model of higher education internationalization:

1. National point of view (state - Republic of Moldova). The description from this point of view will abstractly present the higher education system as a whole, as an established environment and from the perspective of its future vision.
2. Institutional point of view (higher education institutions of the Republic of Moldova). From this point of view, the practical approaches of universities to internationalization within the framework of the model, as the main subjects of the higher education process, will be presented.

The author chose exactly two points of view, since certain problems may arise when choosing one of them: general nature of the description in the first point of view and excessive detail in the second. Presentation of the model essence from these two positions will be harmonious, not superficial, and sufficiently detailed.

This goal determines the degree of model accuracy. The set goal of the model reflects the reason for its creation and determines its purpose. The model provides answers with a given accuracy. A clearly defined goal becomes a criterion for the completion of modeling process. All stages, interactions and semantic connections in the model are considered precisely from the point of view of achieving the set goal. The author has compiled a list of questions that allows concretizing and detailing the purpose of the model, thanks to which in the future it is possible to revise the target component of the model and, accordingly, its entire content. The answers to each of them were also formulated, which allows us to demonstrate on what basis the purpose of the model was formulated:

- Why should this process be modeled? It is more expedient to present the clarity and conceptuality of an idea in the form of a model. The model makes it possible to present the content of the concept of higher education internationalization in an accessible way.
- What should the model demonstrate? From the point of view of national and institutional levels the model should reflect the path of higher education system to integration into the global educational space.
- What information can the user of the model get? The user of the model must understand how the goal of the model will be achieved. Namely, to determine the main stages of the formation of an integral system of higher education internationalization and its effective implementation in the existing educational context of the country.

The purpose of the model is to develop a set of actions and measures for the development of the concept of higher education internationalization in the Republic of Moldova, its structural organization and integration of higher education into the world educational space. The concept of internationalization assumes that this goal can be achieved if educational, research and administrative activities and infrastructure of higher education system are organized on the basis of universal values and global standards, as well as ensure a high international reputation of the country's universities in the academic environment and the business community.

The research objectives correspond to a number of design tasks:

- provide conditions for the growth of bilateral academic mobility;
- create an effective infrastructure for the international activities of universities;
- develop an international research environment;

- create a multilingual, multicultural environment conducive to the stay of foreigners;
- develop a system of training foreigners and export of educational services [6];
- improve the international reputation and image of the country's universities through the use of various marketing innovation strategies [2].

II. The analytical component is the second element of the model, which includes the study of global and national markets for higher education in the context of the internationalization process. The need for analysis is due to the importance of understanding global challenges, trends and correlating them with the opportunities, strengths and weaknesses of the country's higher education, currently. Thus, the results are kind of starting points that will serve as a basis for the formation of strategic activities model. It is important to note that it is not correct to limit the conduct of such studies once and haphazardly; it is necessary to analyze the external and internal environments regularly, taking into account the pace of development of higher education in the world, to keep up with modern realities.

The author carried out an analysis of the higher education system, reflecting indicative results, on which the main conclusions and recommendations for the formation of a model of higher education internationalization are based.

**Table 1. SWOT analysis of higher education system internationalization in the Republic of Moldova**

	<b>STRENGTHS</b>	<b>WEAKNESSES</b>
	Internationalization of the curriculum; average prices are available for all segments of consumers in the domestic and foreign markets; there are budgetary places in state universities; the possibility of paying for the contract in installments; scholarships at state universities; convenient distribution channel for consumers (most of the universities of the Republic of Moldova are located in large cities of the country); developed internet promotion (sites, pages on social networks) - web strategies.	Lack of uniqueness of educational offerings for international students; lack of branding, design and packaging of higher education services for international students; lack of demanded additional educational services in addition to the main one (courses, libraries, information services, etc., sports, consultations, etc.); lack of practical training; the price for foreign students is twice as high as for residents of the country; there are no material incentives for foreign students (scholarships, grants, etc.); concentration on one distribution channel by universities (direct sales); universities are engaged in promotion on their own; non-individualized approach to consumers; lack of university long-term strategies to attract foreign students; undeveloped campus infrastructure.

<p><b>CAPABILITIES</b> Attractiveness of higher education services for international students; the possibility of higher prices by the university; diversification of promotion channels (attracting foreign students); development of the infrastructure of university campuses.</p>	<p><b>CONDITION 4:</b> Extraction of maximum profit when offering educational services in demand.</p>	<p><b>CONDITION 2:</b> Expanding the capabilities of the country's higher education system in processing and adapting the research results of target audiences in order to deepen the internationalization processes.</p>
<p><b>THREATS</b> The price cannot be increased due to low or average incomes of the population; advertising of a single university is lost in the information flow of advertisements of other universities; insufficient infrastructural development of universities for admitting foreign students; the emergence of new players on the market.</p>	<p><b>CONDITION 3:</b> Attraction of foreign qualified personnel and talents to work and study in the country while ensuring favorable conditions for their stay.</p>	<p><b>CONDITION 1:</b> Capacity building and comprehensive development of the country's higher education system to form the foundations of internationalization.</p>

Source: developed by the author

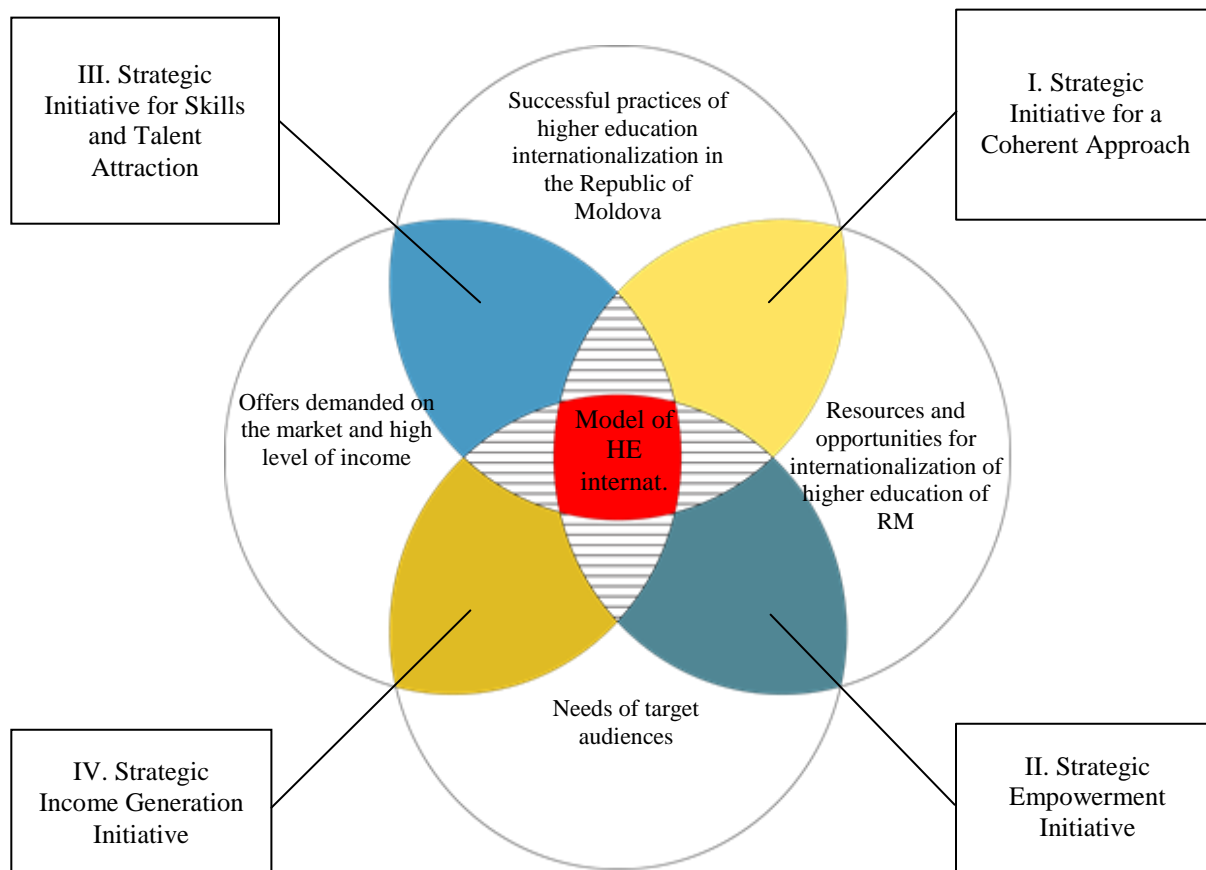
As a result of the study, conditions have been identified that cannot be influenced (uncontrolled conditions), but only take them into account and try to consider them as opportunities and incentives for development, as well as conditions that can and even need to be influenced (controlled conditions). The combination of these conditions makes it possible to judge the scale and content of the strategic component.

III. Strategic component. Assessment of potential solutions to model problems based on the analysis of trends, prerequisites for the internationalization of higher education, namely, integration processes in science, education and production, social and pedagogical challenges and requirements for human education in the 21st century, the role of modern universities, domestic and foreign experience of internationalization in the field of higher education, allows us to note the complex nature of solutions. A prerequisite for successful integration into the world educational space of the higher education system is the introduction at national and institutional levels of internationalization strategies aimed at ensuring the sustainable competitiveness of both the entire system as a whole and of public and private universities in the country. The application of such a strategy will soon become one of the leading trends in the educational services market in the Republic of Moldova.

The diagram presented in Figure 2 demonstrates the strategic initiatives that are the constituent elements of the model for higher education internationalization (HEI), developed by the author.

Strategic initiatives for the model of higher education internationalization are conditioned by the influence of factors of external and internal environments and are a way to respond to the identified conditions presented in Table 1.





**Figure 2. Outline of Strategic Initiatives for Higher Education Internationalization Model**

Source: developed by the author

The strategic initiatives presented in the scheme are numbered, as they are a kind of sequential stages for the integration of higher education system of the Republic of Moldova into the world educational space. This sequence is objective, since it is due to the analysis carried out, as a result of which four successive conditions for the development of the higher education system were identified:

Condition 1: Capacity building and comprehensive development of the national higher education system in order to build the basis for internationalization.

Condition 2: Expansion of capabilities of the country's higher education system in terms of processing and adapting the research results of target audiences in order to extend the internationalization processes.

Condition 3: Attraction of foreign qualified personnel, students and researchers to work and study in our country, providing them favorable conditions for stay.

Condition 4: Extraction of maximum profit while offering educational services in demand.

Based on combinations of listed conditions, strategic initiatives were formulated to be implemented consistently, as a kind of stages of the integration process.

Since the model itself is considered from two points of view (national and institutional levels), the implementation of strategic initiatives is implied at two levels. Accordingly, the understanding of activities that contribute to the internationalization of higher education

should be the same both for higher education institutions of the country and for the system of state bodies regulating the national higher education system. Therefore, finding a match between strategic initiatives within the framework of higher education internationalization at national and institutional levels should be identified through:

- the overall goal of the strategic initiative;
- consistency of directions of activities within the framework of the strategic initiative;
- finding a balance between the autonomy of universities and state intervention in international educational policy, as well as identifying areas where the state directly regulates activities, and universities bear great responsibility;
- synchronization of actions in carrying out activities in the field of internationalization.

Within the framework of this structural element of the model, it is also necessary to develop the optimal structure of the universal roadmap for the higher education system of the Republic of Moldova from the point of view of national and institutional levels.

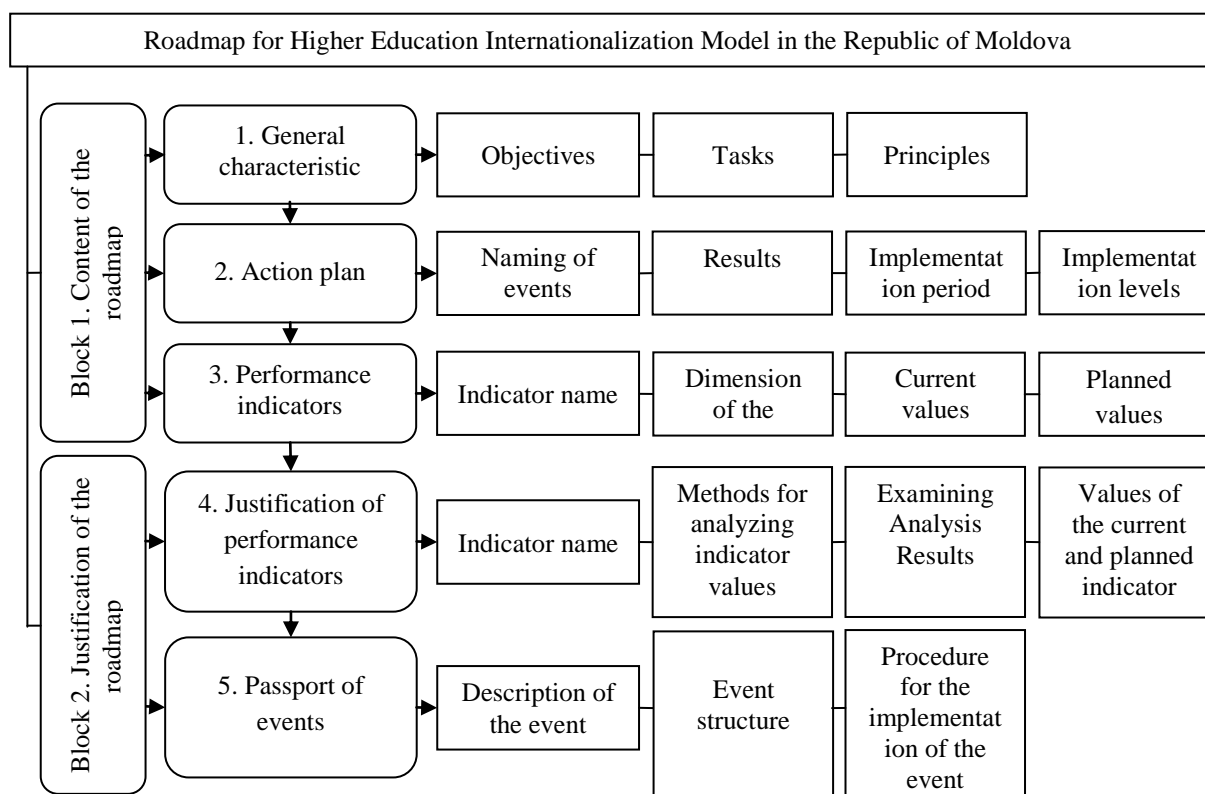
The classic understanding of a roadmap is a graphical display of an action plan to move towards a certain state, which is a strategic goal. This approach allows linking the end result of the strategy with planning the development of the system, as well as building a sequence of upcoming steps in time, that is, from the past through the present to the future. The roadmap is aimed at making practical decisions on the development of higher education system in Moldova. The success of implementation of the measures established in the roadmap largely depends on effective information support at all stages of the reform. The importance of the roadmap is explained by the fact that it is a kind of visual forecast for the future, which makes it possible to clearly trace and evaluate the evolution of the higher education integration process.

The peculiarity of the roadmap regarding the internationalization model is that activities envisaged at the first stage (at the stage of the first strategic initiative) continue their evolution at the second, third and fourth stages, the same happens with activities that were developed and implemented at subsequent stages (at stages of the second, third and fourth strategic initiatives). The activities are related to the achievement of a specific goal and include a number of innovative solutions in areas implemented at national or institutional levels. Each activity developed at national level corresponds to activities at university level.

The roadmap of the model is compiled for a period of several years, with the possibility of regular revision depending on changing conditions, risks, emerging unforeseen situations of the external and internal environment. The main elements of the model roadmap are presented by the author in a diagram in Figure 3.

According to the author, the presented structure of the roadmap aims at accurate resource planning and contributes to the formation of a common understanding of existing problems and ways to solve them among all participants in the upcoming events. In addition, the developed structure of the roadmap for the model is universal, which makes it possible to use it in any conditions, and allows making changes. The structure of the roadmap for higher education internationalization model consists of two main blocks:

- Basic (meaningful description);
- Justifying.



**Figure 3. Structure of the roadmap for higher education internationalization model**

Source: developed by the author

The roadmap action plan should be presented in the form of a table, which contains brief information about each action, level of their implementation and performance indicators and, accordingly, predicted values for the future period.

Roadmap performance indicators are needed to measure and track the outcome of activities. The strategic goals of the map can be formulated for several years. At the same time, each subsequent year, performance indicators are compared with the current one, and based on the information obtained, adjustments to the roadmap measures can be made. Performance indicators reflect the degree of achievement of the goals in the course of the practical implementation of the activities provided for by the roadmap. That is, these indicators allow monitoring the implementation of activities of the first block component - the action plan.

The described first structural block of the model presents a short-generalized basis for the subsequent justification of the roadmap (second block). Thus, their relationship is carried out.

The second block of the model roadmap contains a detailed description of key indicators and an action plan, their justification and interpretation. At the same time, for the sake of ease of use and accuracy of understanding, the author avoids unnecessary detail. As a justification for each event and its goals, the author proposes to develop passports of events, as a decoding of an event plan, which includes three main components arranged in a hierarchical order:

- 1) description of the event (summary of the event, its essence, purpose and quantitative and qualitative performance indicators);
- 2) content of the event structure (performers, constituent elements of the event);
- 3) information about the procedure for the implementation of the event (schedule for the implementation of the event, necessary resources, possible risks, threats).

Substantiation of main indicators, as an element of the second block of the roadmap structure, is a study and data analysis, during which the reflected performance indicators are determined. On the basis of the existing indicators, the expected performance indicators are developed.

The author recommends using this structure of the roadmap for the model of higher education internationalization with strict consideration of all elements, since in the absence of, at least, one of them, the presented diagram loses its meaning, and the roadmap itself will not have a positive practical effect.

IV. Evaluation and performance component. This component reflects the degree of implementation efficiency, both at national and institutional levels, of the activities foreseen under the strategic initiatives of the model. Expert methods are the basis for choosing the most significant indicators. The main vector of development of methodology for model assessment is aimed at a more active and purposeful use of the knowledge of experts, teachers and students participating in the assessment. In order to take into account all possible options and get a complete picture, it is advisable to involve a significant number of experts, teachers and students.

The set of performance indicators and level of higher education internationalization in the Republic of Moldova are selected based on an analysis of the adopted reporting indicators, on criteria of international rankings of universities, as well as on the characteristics of the world's leading higher education institutions. Indicators can be typologized as follows:

- quantitative (numerical characteristics of teachers and university students studying foreign languages in the process of additional education; number of publications in international publications for each employee; share of employees with international publications; number of students from other countries enrolled in the main educational programs; share of foreign students studying Russian / English);
- quantitative and qualitative (regularity of international events at the university; dynamics of contractual relations with international partner organizations; general characteristics of incoming and outgoing academic mobility at the level of teachers, students and administration; structuring elements of the internationalization management system; development of local regulatory documents; introduction of teaching materials providing teaching of foreign languages);
- qualitative (the degree of involvement in the activities of international non-governmental professional communities; promotion of the university's image and brand in foreign information resources).

At each of the four levels of internationalization, indicators acquire corresponding values that demonstrate not only quantitative, but also qualitative growth. Introduction of the model proposed by the author implies its practical application and synchronization creating a number of documents, conduct of events both at national and institutional levels. A structural diagram based on a sequence of stages, built in accordance with a hierarchical logical dependence, will help to implement the model and its practical implementation. Successful practical implementation of the developed model is possible only by using a roadmap, according to its flexible structure.

## 5. Conclusions

The current stage of higher education development in the world is characterized by the formation of a global educational space. The Republic of Moldova is facing the task of stimulating the process of integration into the international educational environment. This implies the development of international cooperation, and also the merge of national educational systems in the context of globalization. This can be achieved by strengthening the competitiveness of higher education system and higher educational institutions in the Republic of Moldova. The author proposes to apply the model of higher education internationalization for the formation of a positive image of higher education system and country's proactive behavior in the global market of educational services. In the process of developing such a model it is important to highlight the most promising markets and focus on their development, to determine the most competitive prospects in the field of higher education. To stimulate foreign researchers, teachers and students to choose the Republic of Moldova as a country to work and study, national educational institutions are encouraged to develop international curricula and programs, to apply innovative approaches and technologies in the educational process.

Along with the study of already existing approaches and features of internationalization in modern conditions regarding the development of educational space, the main task of this scientific research was to build a model for higher education internationalization. At this stage of research, for the first time in this paper the author presents a model of higher education internationalization and discloses the content of its structural elements. Scientific work on the development of models, strategic initiatives, set of measures in the context of the process of higher education internationalization will continue.

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### Rezumat

*În acest articol se examinează una dintre tendințele moderne cheie în dezvoltarea învățământului superior - internaționalizarea ca o modalitate de a-și spori influența în străinătate prin utilizarea unui model adecvat. Modelul de internaționalizare a învățământului superior este înțeles în sensul vectorului de dezvoltare a sistemului de învățământ superior la nivel național și la nivelul instituțiilor de învățământ superior individuale prin parteneriate strategice, extinderea cercului comunității academice, mobilizarea resurselor intelectuale interne, extinderea competențelor absolvenților în conformitate cu provocările pieței muncii globale și cerințele angajatorilor. Motivele care au determinat dezvoltarea acestui model pe exemplul Republicii Moldova au fost lipsa unor abordări teoretice relevante în acest domeniu, natura haotică a deciziilor practice în domeniul învățământului superior, acțiunile în domeniul internaționalizării și necesitatea integrării sistemului de învățământ pe piața internațională a învățământului superior.*

*Articolul dezvăluie aspectele teoretice și metodologice ale formării elementelor structurale și conținutul acestora în modelul de internaționalizare a învățământului superior. Dezvoltarea acestui model se bazează pe un studiu teoretic al datelor privind problematica cercetării, precum și pe un studiu empiric care a fost realizat în rândul studenților masteratului internaționalizat al Facultății de Economie și Administrarea Afacerilor. Acest studiu și model pot fi considerate necesare în scopul creșterii gradului de integrare pe piața internațională a serviciilor de învățământ superior și vizează, de asemenea, asigurarea competitivității și recunoașterii sistemului de învățământ superior al Republicii Moldova pe arena internațională.*

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**Cuvinte-cheie:** *internaționalizarea învățământului superior, model de internaționalizare a învățământului superior, învățământ superior, proces de integrare în învățământul superior, servicii educaționale, educație economică*

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### Аннотация

*В данной статье рассматривается одна из ключевых современных тенденций развития высшего образования - интернационализация как способ усиления его влияния за рубежом при помощи применения соответствующей модели. Модель интернационализации высшего образования понимается в смысле вектора развития системы высшего образования на национальном уровне и на уровне отдельных высших учебных заведений через стратегические партнерства, расширение круга академического сообщества, мобилизацию внутренних интеллектуальных ресурсов, расширение компетенций выпускников в соответствии с вызовами глобального рынка труда и требованиями работодателей. Причинами, побудившими разработать данную модель на примере Республики Молдова, явились отсутствие актуальных теоретических разработок в данной области, хаотичность предпринимаемых практических решений в сфере высшего образования действий в области интернационализации и необходимость интеграции системы образования в международный рынок высшего образования.*

*Статья раскрывает теоретико-методологические аспекты формирования структурных элементов и их содержание в модели интернационализации высшего образования. Разработка данной модели основана на теоретическом исследовании данных по проблематике исследования, а также эмпирическом исследовании, которое было проведено среди студентов интернационализованного*

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*магистра факультета экономики и делового администрирования. Это исследование и модель можно считать необходимыми для целей повышения степени интеграции в международный рынок услуг высшего образования, а также призвано обеспечивать конкурентоспособность и узнаваемость системы высшего образования Республики Молдова на международной арене.*

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**Ключевые слова:** *интернационализация высшего образования, модель интернационализации высшего образования, высшее образование, процесс интеграции в высшем образовании, образовательные услуги, экономическое образование*

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