RANKING SYSTEMS OF THE UNIVERSITIES AS A NEW PARAMETER OF THE QUALITY ASSURANCE SYSTEM. THE COMPARATIVE ANALYSIS FOR BOSNIA AND HERZEGOVINA MONTENEGRO AND ALBANIA

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Abstract

Various university rankings in the world more and more suppress the talk on the quality assurance systems to which the universities in Europe have been very committed for the last 15 years. Many available studies from Germany clearly show the influence of rankings on choosing a faculty/university by the high school students and their parents, who are more than ever involved in the process of selection of a HEI for their children. Researches on the influence of rankings in the region of South-East Europe (SEE) are only partial done, but it is sure that perception of parents and students goes after the "informal buzz" about the ranks of universities (faculties), which are preferred to be studied at or not to. While some rankings are done without knowledge or participation of the universities, other processes ask for their cooperation. Multitude of higher education institutions in the region of SEE, a great number of new private and public universities, adds to the confusion when it comes to the question: what choice to make. This paper, on the basis of the methodology of rankings of renowned ranking systems (Shanghai Rankings - ARWU, THES, Webometrics, etc.), brings recommendations for the universities of SEE on systematic approach, within QA, for development of procedures which will lead to better results on the rankings. The comparative analysis of a certain number of universities in B&H, Albania and Montenegro was done considering their current position on rankings - the main reasons for good/bad position were detected and some recommendations for enhancement were given.

Keywords: rankings, SEE, universities, quality assurance, recommendations.