

In Poland, in recent years, the most popular energy comes from the sun – photovoltaics, the share of which in the total energy produced and consumed is characterized by an extremely dynamic growth (more on this: <https://www.ure.gov.pl/pl/sekcja/456, Renewable-Sources-Energy.html>).

The benefits and opportunities resulting from the use of photovoltaics flow to many entities and parties. Both individual prosumers and housing cooperatives, private companies and local authorities are interested in it in two dimensions. In the first, investments in photovoltaic or wind installations become an opportunity to use a cheaper, and at the same time renewable energy source for individual recipients or enterprises, and in the second, it becomes an opportunity for good business.

References:

1. <https://www.ure.gov.pl/pl/sekcja/456, Renewable-Sources-Energy.html>

MARKETING OF HIGHER EDUCATION INSTITUTIONS IN THE FACE OF DIGITAL TRANSFORMATION ON THE EXAMPLE OF POLAND AND UKRAINE

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Today, education has become a global service provided by quasi-companies in an increasingly complex and competitive knowledge market [1]. Consumers of educational services are more sensitive to the impact of external factors and trends related to the socio-economic situation, market, technology, geopolitics and the environment [2]. And the competitiveness of higher education institutions is built primarily through internal aspects such as the level of corporate culture and the effectiveness of marketing strategies [3]. In this context, the reputation of higher education institutions is one of the key factors influencing the choice of future students [4].

At the same time, modern technologies (primarily the Internet) help to promote educational institutions and present them to future students. Buscaand Bertrandias mention that the evolution of the Internet was caused by entities engaged in two types of institutional work: allocation and

assimilation [5]. At the same time, Kiriakidis et al. while studying the impact of communication technologies on higher education development, in particular their role in organisational, marketing and educational processes, point to their high efficiency in promoting the institutional brands [6]. In addition, information and communication technologies help educational institutions to actively interact within the innovation networks [7].

While the digitalisation of external communication flows is indirectly influenced by a higher education institution, the internal digital communication strategies are regulated directly by its management. Therefore, despite the global trends of institutions on the market of educational services promoting themselves by means of Internet communications, at a micro level their strategies always vary. Their typical features demonstrate the specific character of national digital communications, but a comparison between countries can help to assess the extent of such specifics.

The large number of higher education institutions in Poland and Ukraine, which differ significantly within each country in terms of funding, specialisation and size but at the same time are similar at a country level, requires an independent study into the Internet marketing strategies of the higher education institutions in the two countries. The study author focused on studying the use by higher education institutions of a marketing strategy using Internet communications.

Higher education has responded to the demands of the times by intensively adapting its strategies to the conditions of digitalisation. According to the analysis of recent studies, this has affected the marketing strategies of higher education institutions. HEIs have had to focus on online communication strategies in order to become successful. Despite the global trends for the online promotion of institutions providing educational services, at the micro level these strategies vary. Their typical features demonstrate the specific character of national digital communications, and comparisons between countries help to assess the extent of such specifics. Comparing Internet communications used by higher education institutions in Ukraine and Poland in their marketing strategies helps to conclude the following.

1. The structures of the respondents' responses from Poland and Ukraine within this study do not differ significantly. They are similar in assessing the importance of the goals, the level of use of e-marketing tools, the forms of further promotion on the Internet, the main goals of the website, and the role of e-marketing in the institution.

2. Among the goals of advertising campaigns of higher education institutions on the Internet (branding; recruitment of students; site traffic; subscription of Internet users to the institution's mailing lists), the highest score was given to the goal of student recruitment. All goals were positively assessed. This proves that the experts recognised the importance of the stated goals of the advertising campaigns.

3. Marketing staff members of higher education institutions do not know well how to use the tools/methods to build and maintain relationships on the Internet. The highest levels of a lack of knowledge were found for the following tools: press releases; Press room section with materials for journalists; monitoring and participation in discussion groups. The lowest level of use was found for the instrument related to the services of online PR agencies. The answers «not used» and «used poorly» scored 67% in Poland and 44% in Ukraine, respectively. The Top 3 tools/methods that higher education institutions in both countries use to maintain relationships rarely, in addition to the use of the specialised services of online PR agencies, include: using mailing lists and a Press room section with materials for journalists. The following tools for the further promotion of higher education institutions on the Internet were poorly used: Competitions; lotteries; price reductions; multimedia presentations.

References:

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