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Evaluating the university's reputation as part of the interaction between the university and the city

Mira Bekebayeva*

Akhmet Yassawi International Kazakh-Turkish University
161200, 29 B. Sattarkhanov Str., Turkestan, Republic of Kazakhstan

Gulzhamal Koptayeva

Miras University
160000, 2 Sapak Datka Str., Shymkent, Republic of Kazakhstan

Gulshat Zhadigerova

Central Asian Innovation University
160000, 80 Baitursynov Str., Shymkent, Republic of Kazakhstan

Mustafa Nursoy

Mugla Sitki Kocman University
48000, Kotekli Mevkii, Mugla, Turkey

Assylkhan Tursyn

Peoples' Friendship University named after Academician A. Kuatbekov
160000, 32 Tole bi Str., Shymkent, Republic of Kazakhstan

Abstract

Relevance. The growing importance of universities in the process of urban development is associated with the need to improve the reputation of educational institutions, to attract more students, investors and infrastructure development predefines the research relevance.

Purpose. The research aims to determine the positive and negative factors of the interaction between the city and the university.

Methodology. The research methodology is represented by analysis, statistical method and method of expert evaluations.

Results. The research results are expressed in determining the degree of influence on the reputation of Akhmet Yassawi International Kazakh-Turkish University processes and directions of interaction between the higher educational institution and the city of Turkestan, as well as the city government. Positive and negative aspects of interaction are described. The educational programs, scientific centres and laboratories created based on the university, which have a positive impact on the reputation of the educational institution, were studied. It is noted that the positive aspects of such interaction are the organization of internships, environmental monitoring, development of science in the region, attracting investors, development of university infrastructure and much more. As part of the study, it was determined that the interaction of higher educational institutions with the city is a mutually beneficial process that contributes to the development of both the university and the city.

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*Corresponding author



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Conclusions. The results obtained are most important in the context of the development of the Turkestan region of the Republic of Kazakhstan, in terms of assessing the positive impact on the development of the Akhmet Yassawi International Kazakh-Turkish University and improving its reputation, entailing the formation of new mechanisms for the development of the region. The research results significance lies in determining the most effective areas of interaction between the university and the city, to achieve the improvement of the reputation of the analysed higher educational institution.

Keywords: higher educational institution; Turkestan; management bodies; strategic development; educational programs.

Introduction

Assessing the university's reputation as part of the interaction between the university and the city is an important aspect, both for the university and for the development of the city. With the good reputation of the university, the city can attract more tourists and students, increase the level of funding, and investments and increase the interest of sponsors. The university, as part of its activities, can indirectly and directly interact with the city. For example, as part of improving the university's reputation, students of the educational institution can participate in city events, such as organizing lectures and conferences, participating in volunteer clean-ups and so on, which can help to create a positive impression of the university among residents of the city and country. Indirect factors include the university's ability to demonstrate a high level of educational services by graduating highly qualified students. In general, assessing the reputation of Akhmet Yassawi International Kazakh-Turkish University (AYIKTU), as well as any other university in the interaction with the city is a complex process, which includes many different factors. It is important to consider the opinions and current needs of Turkestan residents (including students) in developing a strategy to improve the reputation of the educational institution and the course of development of the Republic of Kazakhstan as a whole.

Researchers I. Franco et al. note that universities can play an active role in the economic, social and cultural development of cities and regions [1]. University-city interaction has advantages and disadvantages. The social and economic development of the city is one of the main advantages of such interaction. Thus, the Chinese researcher J. Shen discusses the ability of higher educational institutions to influence the development of urban infrastructure, as well as urban transformation [2]. Universities are also major sources of research and innovation. Interaction with the city can promote the application of scientific achievements in real life and the development of the technological potential of the city. As part of such interaction, research centres and laboratories based on AYIKTU are being created [3].

Speaking of another advantage of the interaction between universities and business, it is worth noting the study of the German scientist V. Metz describing the need for such interaction to better adapt existing processes to current challenges, both economic and social [4]. S. Amnache-Chikh insists that universities can act as mechanisms to support and teach entrepreneurship [5]. Another promising area of interaction between universities and business, according to scientists Kelesbaev et al. is the development of start-ups based on higher educational institutions [6]. The interaction between science and business allows universities to receive financial support and funds for scientific research, and businesses to gain

access to new technologies and ideas. The interaction between the university and the city allows the exchange of knowledge and experience in various fields, which contributes to the overall development and improvement of the quality of life in the city. D. Baimukhambetov determined that the universities of Kazakhstan have a positive impact on urban development, as well as the socio-cultural structure of society [7].

In the process of interaction, there may be conflicts of interest between universities and cities, and problems in the implementation of the interaction between the university and the city, especially in the case of insufficient coordination and planning. Some projects and initiatives may also require large financial outlays, which can be a problem for both sides of the interaction. The risk of dependency is another negative consequence of interaction. Cities can become dependent on universities and their resources, which can lead to problems in case of changes in university policies or financial difficulties. To maximize the benefits of collaboration, projects must be carefully planned and coordinated, the interests of both parties must be considered, and collaboration in the long term must take place. The research aims to determine the extent to which such cooperation affects AYIKTU's reputation.

Materials and Methods

The main materials within the framework of the current research were the studies of scientists, both Kazakhstani and foreign (American, Chinese, German), analysing different views on the role of interaction between the city and higher educational institutions, in the context of determining the degree of influence of this interaction on the reputation of the latter. The methodological basis for the current work was also official statistical data and normative documents, which are freely available. The Strategic Development Plan of the Akhmet Yassawi International Kazakh-Turkish University until 2026 was analysed [3]. Also, the research centres and laboratories were analysed, which include: The Center of Academic Excellence "Yassawi", the Centers of laboratories "Environmental Security and Ecomonitoring" and "Applied research at the interface of "BigData & IoT" and other projects aimed at the development of AYIKTU activities and the impact of its activities on the development of Turkestan region.

The study was based on the activities of AYIKTU in Turkestan. The research was carried out using empirical research methods. The expert assessment method provided a reasoned assessment of the quality and potential of interaction between AYIKTU and Turkestan city. The head of the Project Office of the Ministry of Science and Higher Education of the Republic of Kazakhstan F. Kuanganov [8]. The assessment of the higher education

institution's reputation was determined as a weighted sum of several key factors that were identified as a result of the current study. Each factor had its weight, which reflected its relative importance in assessing the reputation of the university. Formulas for evaluating the university's reputation:

$$R=(0.3*QE)+(0.2*QTS)+(0.1*RE)+(0.1*CU)+(0.2*IC)+(0.1*UR), \quad (1)$$

where: R – reputation; QE – quality of education; QTS – qualification of the teaching staff; RE – relations with employers; CU – competitiveness of the university; IC – interaction with the city; UR – university ranking.

The specific values of the factors' weighting may vary depending on the specific context and the purpose of the reputation assessment. Within the framework of this research, one of the key factors of university reputation development was the criterion – “Interaction of the university with the city”. Thus, the formula for assessing the reputation of the university allowed to determine further directions of development, by getting information about how certain factors influence the overall assessment and how the university is perceived by different groups of stakeholders.

The chosen methodology of the current study allowed to study and analyse both internal factors in the formation of the reputation of the university and external factors. The external factors of the university's reputation, which are the areas of analysis should include the reputation and qualifications of the teaching staff of the higher educational institution, the competitiveness of the university, and the culture of the university. In turn, the internal factors of the university's reputation include social and economic factors, the degree of influence of the university on the development of the city, region and/or country, the degree of interaction with government and business structures, the public.

An important aspect of the effectiveness of the applied research methods is their systematic nature. For the institution to be able to qualitatively track the dynamics of changes in the perception and effectiveness of the measures taken, including the measures proposed in the current study, the evaluation should be conducted not only once, but with a certain periodicity.

Results

Higher education institutions are important for the development of the city, region, and country. By developing educational institutions and raising their reputation, the status of the country in which it is located is also raised [9]. The higher the reputation and level of trust in the university, the more influence the university can have. Thus, determining the level of interaction between the university and the city is one of the main directions for assessing the reputation of a higher educational institution, as well as an important aspect for determining the development potential of the city. For example, with several universities with a good reputation, a city can increase the number of students, attract more investment and sponsors, develop logistics and infrastructure, increase the loyalty of residents, develop scientific bases and

increase the level of innovation, create jobs and much more.

The reputation of an institution of higher education is influenced by many factors, both external and internal. Among those factors are:

- the level of social activity (the university must be active in public life and interaction with local communities);
- social responsibility and the level of interaction of the university with the city/country (the university should participate in the development of society, support government programs);
- the level of education and qualifications of the teaching staff;
- availability of developed university infrastructure (dormitories, sports centres, libraries, laboratories);
- social environment and culture (the university must create a social and cultural environment that meets the needs of students and creates opportunities for their social interaction and development);
- university ranking;
- the number of specializations, the possibility of obtaining higher education at all levels (bachelor, master, postgraduate and doctoral studies);
- the innovativeness of the university and its scientific activities;
- management efficiency;
- marketing and promotional activities (the university must have an effective marketing strategy to attract the attention of potential students and sponsors).

Thus, in the process of its functioning, higher education institutions must effectively use their resources to achieve a highly competitive position, constantly improving their reputation [10]. It should be noted that the university's reputation is often a fundamental factor in the choice of the place of education by applicants. The more positive the reputation of the university, the more students, investments and opportunities for development it has [11]. Regarding the direct assessment of the higher education institution's reputation, it should be noted that it can be based on the collection and analysis of data on the perception of this institution by students studying at this university, university graduates, employers cooperating with the university (for example, providing internship bases) and several other stakeholders. Evaluation of the higher education institutions' reputation is often based solely on the analysis of stakeholders' opinions. Stakeholder groups that are directly related to a given higher education institution are identified, questionnaires are developed or focus groups are held [12]. This method is effective, however, can often be biased, especially if the survey is conducted among university partners, current teaching staff, as well as students, now, and students [13].

Additional techniques for assessing the higher education institution's reputation can help the university understand how it is perceived not only by its stakeholders, but also by those people and organizations that just might become partners, investors, future students, or faculty. Developing the right strategy to improve the university's reputation should cover not only the analysis of the current participants' evaluation of the educational process but also potential ones. The developed strategy may include various measures aimed at improving the quality of education,

increasing the level of communication with stakeholders, creating a positive reputation, strengthening the position in the labour market. One of the main tasks in developing a strategy to improve the higher education institution's reputation is to identify key issues that affect the perception of the institution by different stakeholder groups. For example, it is possible that students are not satisfied with the quality of teaching, that graduates have difficulty finding jobs, and that employers do not see the institution as having a sufficiently high level of professional training. Each of these problems may require its solutions. It is also important to consider the specific direction of the issue and to incorporate those factors that are emphasized at a given point in time into the evaluation method. Thus, the formula for evaluating the higher education institution's reputation can vary depending on which factors influence the evaluation and how they

interact with each other. Each factor has its weight, which reflects its relative importance for evaluating the university's reputation.

Thus, when considering the influence of the interaction between the university and the city, it is possible to assess the higher educational institution's reputation following formula 1, which determines the weighted evaluation of the influence factors. In turn, the weighting values of the factors are distributed within the framework of a ball score from 1 to 10 points. The maximum value of the indicator "reputation" in the current study is 10 points. To determine the level of AYIKTU competitiveness, several competitive characteristics were compared with other higher educational institutions: International Humanitarian and Technical University (IHTU), and M. Auezov South Kazakhstan University (MASKU). The data of comparative characteristics are presented in Table 1.

Table 1. Comparative characteristics of higher educational institutions in Kazakhstan

Characteristic	AYIKTU	IHTU	MASKU
The number of students:			
Bachelor course	7964	4661	24141
Masters course	360	474	909
Doctoral studies	57	-	149
Dormitories number	9	5	6
Ownership form	government	shareholder	government
Number of specialisations	55	23	84
Minimum enrolment score	50	50	50

Source: [14-16].

The table shows that AYIKTU is inferior to MASKU in the number of students and the number of majors, forcing applicants to choose other universities. At the same time, AYIKTU's infrastructure is well developed, with the number of dormitories meeting students' housing needs, while IHTU may not have the number of dormitories needed, causing non-resident students some difficulty and losing their competitive edge. IHTU has the lowest number of students, has no students at the doctoral level, and has the fewest number of majors. Considering the rating positions of the analysed higher education institutions, it should be noted that applicants often resort to such rankings to make a final decision on the choice of place of study. Following the rating of the best higher educational institutions of Kazakhstan in 2022, based on the international independent metric agency EduRank, from 108 higher educational institutions AYIKTU takes 9th place, IHTU is in 107th place, and MASKU takes 20th position [17]. AYIKTU faculty is represented by 53 professors, 112 PhDs, 283 assistant professors and PhDs, 52 senior lecturers, 318 master teachers, 190 senior teachers, and 59 foreign teachers. It is worth noting that the university's faculty has declined slightly over the past 5 years. Thus, since 2018, the number of professors has declined by 24.3%. Despite this, the number of PhDs has increased by 67.2%, and the number of PhDs and assistant professors has increased by 6.4% [15].

The factor of interaction AYIKTU is defined in the Strategic Development Plan of the Akhmet Yassawi International Kazakh-Turkish University until 2026 (further – the Plan) [3]. Thus, the Plan provides for the university's activities aimed at the revival of Turkestan as a spiritual centre of the Turkic world, which initiates new challenges and ways of development of AYIKTU. As part of this strategy, the creation of the centre of academic excellence "Yassawi", laboratories "Environmental safety and environmental monitoring" and "Applied research at the interface of BigData & IoT" and other projects aimed at the development of AYIKTU and the impact of its activities on the development of the Turkestan region is implemented. The university is also active in attracting employers as part of cooperation on the creation of practice-oriented training. The role of employers is played by medical, and educational institutions, as well as public administration bodies (at the city and regional levels). Improvement of the infrastructure of Turkestan city is also one of the main directions of interaction between the city and the university [3]. It is worth noting that universities that actively cooperate with the city and solve socially significant problems can gain additional reputational benefits and enhance their prestige in the eyes of students, faculty, and the general public [18].

Based on the data obtained, a table of AYIKTU reputation definition indicators is compiled, shown in Table 2.

Table 2. Score assessment of the impact factors on AYIKTU's reputation

Characteristic	Score (from 1 to 10)
Education quality (QE)	8
University competitiveness (QTS)	8
Faculty qualification (FQ)	8
Employer cooperation (RE)	7
City cooperation (IC)	6
University ranking (UR)	9

The resulting assessment of the factors of influence, allows to calculate the reputation of AYIKTU, expressed as follows:

$$\text{Reputation} = (0.3 \cdot 8) + (0.2 \cdot 8) + (0.1 \cdot 7) + (0.1 \cdot 8) + (0.2 \cdot 6) + (0.1 \cdot 9) = 7.6 \quad (2)$$

The lowest score is given to such factor of influence on the educational institution's reputation as "Interaction with the city". The factor "Relations with employers" is dependent on the factor "Interaction with the city" and sags in the indicator. The remaining factors are at a high level, indicating the high competitiveness of AYIKTU's higher educational institution. Following this, to improve the reputation of the institution of higher education, it is necessary to establish a greater degree of interaction with the city. At the same time, possible positive and negative aspects of the interaction should be addressed. Among the positive results of the interaction between the city and the university are the following [19-23]:

1. Exchange of knowledge and experience. Interaction with the city can facilitate the exchange of knowledge and experience between the university and the urban environment, which can create new ideas and projects.

2. Training of highly qualified personnel for the city. Universities can provide educational programs that meet the needs of the city's economy and infrastructure. In this way, universities can help prepare qualified professionals for the urban environment, which can improve the city's economic and social development.

3. Participation in social and environmental projects. Universities can actively participate in social projects aimed at improving the quality of life in the city. This can be both campaigns to clean up the city, and the development of projects to protect the environment and improve social services in the city.

4. Making education more accessible. Interaction between universities and the city can help make education more accessible to residents. Universities can organize courses and seminars for a wide audience and provide opportunities for students and graduates of city schools to receive a quality education at the higher education level.

5. Increasing the financial sustainability of the university. Interaction with the city can help the university attract additional financial resources, as the city may be interested in collaborating with the university on various projects and research. In addition, universities can receive grants and subsidies from the city government to conduct

research and develop new technologies. AYIKTU-based science centres and laboratories are being developed as part of such cooperation [3; 24]. Obtaining additional funding for educational institutions is especially relevant, in the context of the trends of reducing state funding.

The negative consequences of close interaction between institutions of higher education are:

- conflicts of interest in interaction. Universities and cities may have different interests and goals in their interactions;
- financial challenges. Some projects and initiatives involving university-city interaction may require large financial outlays, which can be a problem for both sides.
- Limited interaction. Some universities and cities may have limited opportunities for interaction, especially if they are located in different regions or countries (when it comes to interregional and international cooperation);
- problems of mutual understanding. Universities and cities can have different cultural, social, and economic characteristics, which can lead to problems of mutual understanding and difficulties in building effective interaction;
- risk of dependency. Cities can become dependent on universities and their resources, which can lead to problems if university policy changes or financial difficulties arise.

Given all these factors, the interaction between higher educational institutions and the city is still a mutually beneficial process that contributes to the development and improvement of the quality of life in the city. Such interaction helps universities improve their reputation. Improved reputation, in turn, helps higher education institutions attract more students who choose universities based on their reputation and prestige, attract teachers and researchers, receive more funding and research grants, and expand opportunities for international partnerships and cooperation. For the city, such interaction provides an opportunity to gain access to new knowledge and technology that can help in its social and economic development.

Discussion

The issue of the influence of various external and internal factors on the reputation of higher educational institutions has been studied by both domestic Kazakhstani and foreign scientists from such countries as Germany, the Czech Republic, China, Ukraine, the United States of America (USA) and others. Most of the modern studies on the reputation of higher educational institutions analyse this

issue from the perspective of the interaction between the university and students, highlighting the need to create a quality educational base and increase the level of student loyalty [25; 26]. Most often, the research is aimed at developing and improving the methods for assessing the reputation of higher educational institutions using various tools and approaches, such as the analysis of rating data, social networks and social media, as well as the quality of education. Thus, external factors of influence usually include the level of funding of the educational institution, and the possibility to establish cooperation. However, these studies rarely consider several external influence factors, which should include the interaction between universities and the city. Moreover, even when studying the external factors of influence, the reputation of educational institutions, the attention of scientists is often focused on evaluating the influence of a single factor, without considering its interrelation with other factors.

Following the Head of the Project Office of the Ministry of Science and Higher Education of the Republic of Kazakhstan F. Kuanganov, the universities of Kazakhstan require significant state support and increased funding [8]. The expert talks about the need to create a strong interaction between educational institutions and businesses in cities and regions, as well as the creation of a variety of research centres, laboratories and clusters based on universities with the support of the city, region or country. The interaction between the university and the city affects its reputation. With a sufficiently high level of interaction, a higher education institution can develop university infrastructure, as well as to increase the level of recognition and loyalty [27].

Many researchers consider the possibility of increasing public loyalty and improving the reputation of the institution of higher education through advertising campaigns and the distribution of information materials in social networks and mass media (mass media) [28-30]. American researchers S. Liu and K. McQuarrie studied the impact of advertising campaigns on the reputation and reputation of higher education institutions in the United States [20]. Researchers discuss the need to create a positive reputation for the university through a proper marketing policy. Researchers A. Brzakovic et al. identify social networks as the main mechanism for motivating students and increasing the recognition of educational institutions [21]. The authors believe that in the higher education sector, which is characterized by constantly increasing competition, universities face significant problems in attracting new students and faculty.

Marketing tools based on the use of social networks and media involvement can indeed be used to address this issue [31]. Moreover, the involvement of the city and regional media can be quite effective and is also one of the variations of interaction between the city and higher education institutions. This is especially relevant given that to attract as many students and faculty as possible, it is necessary to clearly understand the cultural values of the residents as well as to know the level of social and economic development of the city, region, or country [32-34]. It is also necessary to form an understanding of the importance of higher educational institutions in the development of the city and country. Within the framework of this concept, T. Brekke proposes to evaluate

the reputation of the university by the level of its contribution to the development of the region [22]. He says that higher education institutions that take an active position in the development of the city have a higher level of prestige.

M. Rothgang et al. discuss the high potential of interaction between technological enterprises of the city and universities [23]. Such interaction helps educational institutions to better prepare qualified specialists for city enterprises, as well as to develop projects contributing to the improvement of the economic and technological development of the city. Moreover, in the framework of interaction with business, universities can expand their partnerships and improve the quality of cooperation with organizations and companies in various fields of science and technology [35-37]. A large portfolio of effective projects gives the university a significant competitive advantage, improving the reputation of the educational institution. The development of the "smart city" concept also involves interaction between the city and institutions of higher education. Universities can develop urban infrastructure, and directly interact with communities [38]. F. Zhao et al. highlight the interaction of the city with universities as a way to achieve effective innovation processes, the development of scientific and technological bases, as well as increasing the number of qualified specialists involved in all sectors [24].

Higher education institutions with a low level of credibility and a poor reputation, even though they have desires to implement initiatives that are useful to society, cannot implement them [39; 40]. Such educational institutions are forced to exist under conditions of insufficient funding and within the framework of constant competition for students and teachers. In the case of a high reputation, a higher education institution can increase its funding (through investment and/or by increasing the number of students on a commercial basis), it is also about attracting talented teachers and researchers, which makes it possible to improve the quality of education. Improving the quality of education leads to many positive changes in society-increasing living standards, and economic development, improving the environment, reducing social and gender inequality, and much more [41-43]. The participation of the university in the social and cultural life of the city is also one of the important factors influencing the reputation of the educational institution. J. Howaldt notes that previously, many of the social projects and initiatives were originally developed by civil society [25]. Today, many initiatives come from university students. Showing their active social position, students create a public resonance, attracting public attention to several current problems. In the process of such interaction, universities are involved in the creation of cultural events, organizing concerts, performances, art exhibitions, and festivals. The university must also be active in public life and interaction with local associations, including in social life, contribute to the development of society, support government initiatives, and work with public opinion, including both students and other representatives of the city's population [44; 45]. The university's social projects can be represented by actions for cleaning the city, developing projects to protect the environment and improve social services in the city, and many others.

Although it is worth noting that most studies are aimed at studying the influence of internal factors on reputation development or part of external factors, without considering the influence of the interaction between the city and the university on the reputation of the educational institution, most factors are still quite closely related to this interaction. For example, opportunities for the development of city and university infrastructure are connected, scientific and research projects of higher education institutions relate to state financial support, popularization of science is connected with holding joint educational events (training, lectures) with the city, and much more [46]. In turn, a high reputation of the university can increase the chances of graduates getting high-paid and prestigious jobs, which in turn improves the reputation of the university and helps to attract more students. Thus, one simply cannot ignore the city's high level of influence on the reputation of higher education institutions.

Conclusions

The degree of influence of the interaction between the city and the university on the reputation of the latter was determined in the research. It was determined that the close interaction between the city of Turkestan and the institution of higher education Akhmet Yassawi International Kazakh-Turkish University has both positive and negative aspects. Thus, the establishment of scientific laboratories based on the university ("Environmental safety and environmental monitoring", "Yassawi"), attracting more students and teachers, the development of university infrastructure, and social and environmental actions of university students have a positive impact on the development of the city, increasing the reputation of the educational institution. The research also included an overall assessment of the higher education institution's reputation, considering the interaction and the city of Turkestan. The International University of Humanities and Technology and M. Auezov South Kazakhstan University acted as a comparative base. The reputation of Akhmet Yassawi International Kazakh-Turkish University on 6 influence factors was evaluated at 7.6 points out of 10 possible. It was found that the factor "Interaction with the

city" significantly affects the evaluation of the reputation of the university, reducing it.

The study showed that to achieve a highly competitive position and improve the reputation of Akhmet Yassawi International Kazakh-Turkish University it is necessary to develop a consistent policy aimed at ensuring close interaction between the university and the city. Research results reflect the potential areas of interaction between the institution of higher education and the city of Turkestan. The study showed that in the framework of strengthening this kind of interaction, the university can have the opportunity to improve its reputation. Interaction with the city contributes to the exchange of experience and knowledge between the university and the city environment. The university acquires new internship bases, and the city receives qualified personnel. Another significant argument in favour of improving such interaction is increasing the financial sustainability of the university by attracting additional funds for the development and implementation of research projects and studies. In addition, the city can provide universities with additional funding through the introduction of subsidies and grants.

To summarize, it should be noted that the interaction between the university and the city is an important factor in the process of forming the reputation of the university, contributing to the comprehensive development of the educational institution. In addition, such interaction is beneficial for the city as well. It provides an effective mechanism for the social, cultural and economic development of the city. As part of further research on the interaction between the city and the university, in terms of the impact of this interaction on the reputation of the latter, it is necessary to analyse each impact factor separately.

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Conflict of Interest

None.

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Оцінка репутації університету як частина взаємодії між університетом та містом

Міра Бекебаєва

Міжнародний казахсько-турецький університет імені Ахмета Яссаві
161200, вул. Б. Саттарханова, 29, м. Туркестан, Республіка Казахстан

Гульжамал Коптаєва

Університет Мірас
160000, вул. Сапак Датка, 2, м. Шимкент, Республіка Казахстан

Гульшат Жадігерова

Центральноазіатський інноваційний університет
160000, вул. Байтурсинова, 80, м. Шимкент, Республіка Казахстан

Мустафа Нурсой

Університет Мугла Сіткі Кочман
48000, Котеклі Мевкій, Мугла, Туреччина

Ассильхан Турсин

Університет дружби народів імені академіка А. Куатбекова
160000, вул. Толе бі, 32, м. Шимкент, Республіка Казахстан

Анотація

Актуальність. Зростаюче значення університетів у процесі розвитку міст, пов'язане з необхідністю підвищення репутації навчальних закладів, залучення більшої кількості студентів, інвесторів та розвитку інфраструктури, зумовлює актуальність дослідження.

Мета. Метою дослідження є визначення позитивних та негативних факторів взаємодії міста та університету.

Методологія. Методологія дослідження представлена аналізом, статистичним методом та методом експертних оцінок.

Результати. Результати дослідження полягають у визначенні ступеня впливу на репутацію Міжнародного казахсько-турецького університету імені Ахмета Яссаві процесів і напрямів взаємодії між вищим навчальним закладом і містом Туркестан, а також міською владою. Описано позитивні та негативні аспекти взаємодії. Досліджено освітні програми, наукові центри та лабораторії, створені на базі університету, які позитивно впливають на репутацію навчального закладу. Зазначено, що позитивними аспектами такої взаємодії є організація стажувань, моніторинг навколишнього середовища, розвиток науки в регіоні, залучення інвесторів, розвиток університетської інфраструктури та багато іншого. В рамках дослідження було визначено, що взаємодія вищих навчальних закладів з містом є взаємовигідним процесом, який сприяє розвитку як університету, так і міста.

Висновки. Отримані результати є найбільш важливими в контексті розвитку Туркестанського регіону Республіки Казахстан, з точки зору оцінки позитивного впливу на розвиток Міжнародного казахстансько-турецького університету імені Ахмета Яссауї та підвищення його репутації, що тягне за собою формування нових механізмів розвитку регіону. Практичне значення результатів дослідження полягає у визначенні найбільш ефективних напрямів взаємодії між університетом і містом для досягнення покращення репутації аналізованого вищого навчального закладу.

Ключові слова: вищий навчальний заклад; Туркестан; органи управління; стратегічний розвиток; освітні програми.