

ON THE ROLE OF BENCHMARKING IN THE HIGHER EDUCATION QUALITY ASSESSMENT

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ABSTRACT: Increasing competition, demands for accountability, and higher volumes of available information are changing the methods of how institutions of higher education operate in nowadays. For higher education to enact substantial and sustainable changes in efficiency and productivity a new way of thinking or paradigm that builds efficiency and a desire for continual learning must be integrated into institutional structures. Tools are also being developed that measure or benchmark the progress and success of these efforts. Among the improvement strategies and techniques, benchmarking has emerged as a useful, easily understood, and effective tool for staying competitive. This is why the present article aims to emphasize the importance of benchmarking in the higher education quality assessment.

Key words: benchmarking, higher education, quality, management

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