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AN ATTEMPT AT A SIMPLIFIED DETERMINATION OF THE BRAND VALUE OF A UNIVERSITY

ABSTRAKT

The designation of the university's brand is a very important element of the university's marketing strategy. The consequence of designating the brand should certainly be actions leading to the improvement of the university's brand and a properly targeted advertising campaign. The effect of these activities is to be greater interest in studies in a specific field of study at a specific university. The motivation mentioned above contributed to defining the purpose of the analysis as an indication of an analytical tool supporting the building of the university's brand value. The implementation of the adopted goal should provide a tool supporting undertaking activities aimed at creating the university's brand by leaders managing education at the level of universities. As a research hypothesis, the assumption was made that it is possible to determine the university's brand by using a synthetic measure of the university's brand value. The main contribution of this article to science is the indication of variables that have not previously been used to determine the university's brand and which occur in IT systems related to the functioning of universities, so they can be used to support a more objective determination of the university's brand value.

The analytical method used and the analyses carried out on its basis showed that synthetic measures can support the creation of a university brand. However, the very construction of a synthetic measure of the university's brand value that reflects reality requires the introduction of additional variables from IT systems and variables resulting from properly constructed surveys in the field of determining the university's brand value.