

Brief information about the project

Name	AP22685018 «The impact of institutional research practices on higher education QM in the context of effective data-driven decision making».
Relevance	<p>Developing an analytical culture for collecting, analyzing and using data is a fundamental factor for conducting institutional research in ensuring the quality of education. In the field of higher education, the use of data for decision-making and forecasting the demand of the educational and labor market is an effective tool in managing and ensuring the quality of educational services.</p> <p>The current existing management system in Kazakhstani universities requires radical changes to maintain the competitiveness of higher education and adapt the education system to the needs of the future labor market. In this regard, this project will explore the possibility of introducing a practice focused on the use of data for decision-making by creating an institute for institutional research at universities. The process of quality assurance in providing quality education for stakeholders and for society should be accompanied by increased efficiency in the use of data and the adoption of short-term and long-term decisions by the administration. Therefore, it is necessary to introduce the practice of using data that will integrate all structural divisions of the university and move in one direction. For the effective implementation of this experience, it is necessary to introduce advanced foreign practice - institutional research.</p>
Aim	The goal of the project is to explore concept of institutional research and analyze its impact on higher education quality management in context of effective data-based decision making; development of recommendations and specific measures to introduce practice of institutional research at universities in Kazakhstan to ensure quality of education.
Project objectives	<p>To achieve the goal of the research project, the following objectives are defined:</p> <ol style="list-style-type: none"> 1. Fundamental research of theoretical and methodological bases of the project topic based on domestic and foreign research studies: <ol style="list-style-type: none"> 1.1. The systematic literature review of domestic and foreign research papers on quality and quality management of education; 1.2. Theoretical study of the concept and content of institutional research in higher education; 1.3. The theoretical study of the purpose, functions and structures of Institutional Research Offices; 2. The analysis of quality management in research universities in Kazakhstan and the study of foreign experience: <ol style="list-style-type: none"> 2.1. The analysis of the current situation of quality management in research universities in Kazakhstan; 2.2. The analysis of the experience of foreign research universities in conducting institutional research practices to ensure the quality of education;

	<p>2.3. The practical study of the role and importance of conducting institutional research practices in QM of HE and perspectives for the development and implementation of institutional research practices in research universities in Kazakhstan.</p> <p>3. The development of conceptual and practical recommendations; specific measures for the implementation of institutional research activities in research universities in Kazakhstan:</p> <p>3.1. The development of a conceptual framework to implement institutional research practices based on data-driven approach to ensure quality of education;</p> <p>3.2. The development of practical and concrete measures to implement institutional research in university management to support academic quality, planning and decision-making;</p> <p>3.3. The development/implementation of a practical guide “Guidelines on institutional research in Kazakhstani HE to ensure the quality of education”.</p> <p>4. Approbation of research results and their dissemination:</p> <p>4.1. Publication of the main scientific results of the research in domestic and foreign journals, in proceedings of international conferences on the project topic;</p> <p>4.2. Publication of a monograph on the topic “Implementation of institutional research in quality management of higher education and science in research universities of Kazakhstan”;</p> <p>4.3. The development and publication of a guide (brochure) on the implementation and conduct of institutional research to ensure and improve the quality of education at research universities in Kazakhstan applicable for higher education managers and quality managers.</p>
<i>The expected results</i>	<p>Upon completion of the postdoctoral programme, the results of the research will be presented, namely the theoretical justification of the impact of institutional research on ensuring the quality of education, and practical recommendations will be proposed for the implementation of institutional research practices to ensure quality of education and data-based decision making. All obtained research findings will be published in the following publications:</p> <ul style="list-style-type: none"> - 2 (two) articles in a scientific publication indexed in the Arts and Humanities Citation Index or Social Sciences Citation Index of the Web of Science database or having a CiteScore percentile in the Scopus database of at least 35; - 2 (two) articles in peer-reviewed foreign and (or) domestic publications recommended by the SHEQAC MSHE RK; - 1 article in the proceedings of an international conference with to disseminate the research results. - the publication of the monograph; - the publication of the practical guidance on the

	implementation of institutional research practices in research universities of the Republic of Kazakhstan
Names and surnames of the research group members with their identifiers (Scopus Author ID, Researcher ID, ORCID, if available) and links to the relevant profiles	<p>Manarbek Gulden Manarbekkyzy – PhD, researcher at the Department of Management, Al-Farabi Kazakh National University</p> <p>Scopus Author ID 57211470336 https://www.scopus.com/authid/detail.uri?authorId=57211470336 Web of Science ResearcherID: D-3807-2019 https://www.webofscience.com/wos/author/record/39614753 ORCID ID 0000-0002-1913-1858 https://centralasiaprogram.org/bolashak-visiting-fellowship-program/</p> <p>Satpayeva Zaira Tulegenovna - postdoctoral research supervisor, Doctor of Philosophy (PhD) in the specialty "6D050600-Economics", leading researcher, head of the department of scientific, technological and innovative development of the Institute of Economics of the Science Committee of the Ministry of Science and Higher Education of the Republic of Kazakhstan.</p> <p>Scopus ID: 57214615874 ORCID0000-0002-1644-3709 Researcher ID: (N-5297-2014) ПННЦ: (1038104)</p>
Publications	<ol style="list-style-type: none"> 1. Manarbek, G., & Kondybayeva, S. (2024). Quality assurance practices in higher education: Lessons from the U.S. and implications for Kazakhstan. <i>Journal of Higher Education Policy and Leadership Studies</i>, 5 (3), 66-86. https://dx.doi.org/10.61186/johepal.5.3.66 2. Manarbek, G. and Seyfried, M. (2022), "Winds of change? Academics' views on the introduction of quality management in Kazakhstan", <i>Quality Assurance in Education</i>, Vol. 30 No. 4, pp. 416-430. https://doi.org/10.1108/QAE-09-2021-0158 3. Manarbek, G., Kondybayeva, S. (2022). Application of ServQual as a Quality Management Technique in Higher Education: The Case of Kazakh National University. In: Mutanov, G., Serikbekuly, A. (eds) <i>Digital Transformation in Sustainable Value Chains and Innovative Infrastructures. Studies in Systems, Decision and Control</i>, vol 443. Springer, Cham. https://doi.org/10.1007/978-3-031-07067-9_4 BOOK Chapter. 4. Manarbek G.M., Kondybayeva S.K., Doszhan R., Turarov D., Abylay A. (2020). Quality management of higher education: Innovation approach from perspectives of institutionalism. An exploratory review. <i>The Journal of Cogent Business and Management</i>, 7 (1), https://doi.org/10.1080/23311975.2020.1749217

	<ol style="list-style-type: none"> 5. Manarbek, G.M. Zhaisanova, D.S., Satpayeva, Z.T. (2024). Data-driven decision making in higher education to ensure quality education: A bibliometric review study. The Bulletin of Toraigyrov University, Economic series, No. 3. https://vestnik-economic.tou.edu.kz/storage/journals/124.pdf 6. N.N. Bizhanov , G.M. Manarbek , Aijaz A Shaikh. (2024). Exploring the use of learning management system as an effective tool for quality management of vocational education. The Journal of Economic Research & Business Administration. №4 (150), 91-108. https://doi.org/10.26577/be.2024.150.i4.a7 7. Kondybayeva S.K., Sagynbayeva A.A., Manarbek G.M., Czerewacz-Filipowicz K. (2023). The Role of Education in Economic Growth: An Exploratory Literature Review. Economy: strategy and practice. 218(3):25-39. https://doi.org/10.51176/1997-9967-2023-3-25-39 8. Manarbek, G. (2022). Development of internal governance in higher education: The evaluation of administration and academic staff attitude. Central Asian Economic Review, Vol.5. https://doi.org/10.52821/2789-4401-2022-5-114-126 9. Manarbek G., Kondybayeva S., Handke, S. (2021). Application of business quality management tools in higher education: an exploratory literature review, Экономика: стратегия и практика, № 1 (16), 49-63. https://doi.org/10.51176/JESP/vol_16_issue_1_T4 10. Manarbek, G., Kondybayeva S., Handke, S. (2020). Quality culture as a prerequisite for effective quality management. Central Asian Economic Review, Vol. 1., No 130. https://caer.narxoz.kz/jour/article/view/79/78 11. Manarbek, G. (2020). EFQM model implementation in the higher education system of Kazakhstan. Central Asian Economic Review, Vol.5, No 134. https://caer.narxoz.kz/jour/article/view/16/16 12. Manarbek, G., Kondybayeva S., Handke, S. (2019). Innovative learning environment as a crucial factor for graduate employment. International scientific-technical Journal Herald to National Engineering Academy of the Republic of Kazakhstan, Вестник национальной инженерной академии РК, № 2, 176-186. 13. Manarbek, G., Kondybaeva S., Celetti, D. (2018). The role of international accreditation in quality assurance of Higher Education. The Journal of Economic Research and Business Administration, No 1 (123). 14. Manarbek, G., (2023). «Higher Education and the Bologna Process», The CHEA Quality Group Quality International Newsletter” https://www.chea.org/anniversary-qi-news 15. Manarbek, G. (2017). «Quality assurance of higher education as an innovative challenge of national system of education» - Proceedings of International
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	<p>Scientific and Practical Conference «Inclusive Economic Development: Directions, Priorities, Drivers», Almaty, Kazakhstan, 23-24 November 2017.</p> <p>16. Manarbek, G., Zhakupova G., Kaliyeva A., Hezi, H. (2020). The university-industry cooperation: The role of employers in quality assurance of Education», E3S Web of Conferences.</p> <p>17. Manarbek, G., Kondybayeva S.K., Sadykhanova G., Zhakupova G., Baitanayeva B. (2019). Modernization of educational programmes – a useful tool for quality assurance. Education Excellence and Innovation Management through Vision 2020, Proceedings of the 33rd International Business Information Management Association Conference (IBIMA), 10-11 April 2019, Granada, Spain</p> <p>18. Manarbek, G. (2019). World university rankings in the context of external quality assurance: critical assessment» - International scientific-practical conference: Kazakhstan in a multipolar world: Economic scenarios», Proceedings, Almaty, Kazakhstan, 9-10 April 2019.</p>
Patent Information	-