ABSTRACT

In the last few years, internationalization process of higher education has become one of the most important phenomena. Focusing on an international comparison about higher education, there are currently an increasing number of rankings of higher education institutions (HEIs) at local, national and international levels. These rankings and league tables cannot be obviated because they directly or indirectly concern the entire university community. The aim of this article is two-fold. For one hand, it describes the main characteristics and trends of international rankings of higher education institutions. For the other hand, it reflects on strategies for the future of HEIs based on SWOT analysis on strengths, weaknesses, opportunities and threats of university rankings.

Key words: university rankings, league tables, higher education institutions, quality, indicators, SWOT.
JEL Classification: I22, G10.