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KNOWLEDGE EXPORT IN HIGHER EDUCATION
A Hierarchic Approach

***Abstract:** The purpose of the paper is to lay the possible methodological foundations for the quantification of higher education export, and more specifically of the export of knowledge. In the introductory part of the paper the author emphasizes the need for basic and applied research that provides reliable data and information relating not only to foreign students in higher education but also to the export performance and capacity of the sector and its institutions. The author sees this issue as a topic of greater interest to economic policymakers and university managements. The core of the paper is the author's holistic model of knowledge export constructed from the bottom up, which consists from hierarchic horizontal and vertical levels. Theoretical and practical tasks involved in further development of this model are discussed in the Summary. The author concludes that to answer the questions concerning comparative advantages in this field, not only the product but the entire functioning of the higher education market requires analysis from the economic, management, business, marketing, and other aspects.*

***Keywords**: categories of publications, exchange students, export capacity of higher education, higher education, knowledge export, model of knowledge export, ranking of universities, research results, scientific research, teacher mobility, student mobility*

JEL: A2, A22, A23

1 Introduction

In the global competition *a small country that is able to export a relatively large proportion of its own products* (like Finland, Sweden and Switzerland) *is more competitive* than one that can sell its national products only at home. Starting from this basic premise, we shall attempt in this study to outline how higher education, as an increasingly decisive segment of the modern economy, features in export. Statistical bureaus generally do not keep separate records of the proportion of higher education services that was exported in any given year. There are two reasons for this.