

Торайғыров университетінің
ҒЫЛЫМИ ЖУРНАЛЫ

НАУЧНЫЙ ЖУРНАЛ
Торайғыров университета

ТОРАЙҒЫРОВ УНИВЕРСИТЕТІНІҢ ХАБАРШЫСЫ

Экономикалық сериясы
1997 жылдан бастап шығады



ВЕСТНИК ТОРАЙҒЫРОВ УНИВЕРСИТЕТА

Экономическая серия
Издается с 1997 года

ISSN 2710-3552

№ 2 (2025)
Павлодар

НАУЧНЫЙ ЖУРНАЛ
Торайгыров университета

Экономическая серия
выходит 4 раза в год

СВИДЕТЕЛЬСТВО

о постановке на переучет периодического печатного издания,
информационного агентства и сетевого издания
№ KZ93VPY00029686

выдано
Министерством информации и коммуникаций
Республики Казахстан

Тематическая направленность
публикация материалов в области экономики, управления,
финансов, бухгалтерского учета и аудита

Подписной индекс – 76133

<https://doi.org/10.48081/NVZW5116>

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<https://doi.org/10.48081/AWIS8566>

**G. Tayauova¹, M. Bekebayeva², *D. Kelesbayev³,
B. Keneshbayev⁴, E. Alimkulova⁵**

^{1,2}Turan University, Republic of Kazakhstan, Almaty;

^{3,4}Akhmet Yassawi University, Republic of Kazakhstan, Turkestan;

⁵International University of Tourism and Hospitality,
Republic of Kazakhstan, Turkestan

¹ORCID: <https://orcid.org/0000-0001-8061-3955>

²ORCID: <https://orcid.org/0000-0002-4852-6859>

³ORCID: <https://orcid.org/0000-0002-4193-8121>

⁴ORCID: <https://orcid.org/0000-0002-4504-1418>

⁵ORCID: <https://orcid.org/0000-0001-7428-4729>

*e-mail: dinmukhamed.kelesbayev@ayu.edu.kz

MANAGEMENT OF INSTITUTIONAL IMAGE IN THE CONTEXT OF UNIVERSITY-CITY INTERACTION

Nowadays, every institution and organization has an existing image, positive or negative. The current images of the institutions are formed depending on the various studies of the institution. The concept of corporate image, which is important for all institutions and organizations, affects the prefer ability of universities, the number of which is increasing day by day. The main subject of the study is to reveal the determinants of corporate image, which is an important element affecting the prefer ability of universities, specifically for Akhmet Yassawi University in Turkistan. Meanwhile, the problem of the research is the question of “What are the factors that are effective in the formation of corporate image in higher education institutions?” The main purpose of the research is to reveal the corporate image and the factors that determine/affect the corporate image in universities. After determining the main subject and problem of the research, a comprehensive literature review was conducted. It was seen that in similar studies conducted in the literature review, only the survey technique was used as a quantitative research method. In order to make the study more comprehensive and to reach more reliable results,

face-to-face in-depth interviews were conducted with 25 university students selected from the sample group determined before the survey study. As a result, the determinants of the institutional image of a university are generally determined as institutional communication, institutional quality, social-cultural activities, social responsibility, and institutional identity. The determined factors vary according to the various demographic characteristics of the participants (gender, class, faculty, etc.).

Keywords: image, institutional image, university, city, university-city interaction, university-city relationship, university perception.

Introduction

Today, with the increase in diversity in both public and private institutions, the element of competition has come to the forefront. Individuals who previously had a limited right to choose among a number of options tend to prefer the one closest to them with the increase in diversity over time. In this case, there is fierce competition in almost every sector regarding “preference”. Institutions can undoubtedly demonstrate their differences from their competitors and peers through corporate communication activities. Today, companies can continue their existence and express themselves to the target groups they want to reach and influence by creating a positive image [1]. Therefore, today, corporate image has become an issue that institutions should focus on.

It is important for every institution to have a positive image in the eyes of the target audience. However, the sector in which the institution operates requires it to give more importance to the corporate image. For example, the prerequisite for universities operating in the service sector to increase their preferability is to create a positive image and make themselves heard. In this context, the concept of corporate image has gained importance in universities in recent years. Studies show that the perception of the corporate image of the university is an important criterion affecting students’ decision making in choosing a university. Students who will choose a school for undergraduate and graduate education make their preferences according to the image of that university, faculty and even department [2] (Nguyen and LeBlanc, 2011: 350). Universities attract successful students by using their image appeal [3]. In some studies conducted on the image of universities [4; 5], it has been determined that the corporate image of the university is an important factor in the preference of universities. A positive corporate image perception offers many benefits to institutions and organizations. For this reason, it can be seen that interest in studies on the corporate image of universities is increasing.

Universities that want to leave a positive perception in the minds of target audiences have aimed to increase their preferability by specializing in various

fields. Universities in Canada can be given as examples of universities that aim to have a positive image in the eyes of potential students. The main aim of all universities operating in Canada, which is one of the countries where education is under state guarantee and control, is to have a positive image in the eyes of their students. For example, York University has managed to make a name for itself in the fields of law and management. Especially the fact that the individuals at the top of the country's administration graduate from York University increases the prestige of the university. York University, which aims to gain a positive image with the quality of its education, has also managed to make a name for itself with its library, which is one of the determining elements of the institutional image and reveals the identity of the university. In addition to the library, it offers professional certificate programs in addition to over 10,000 undergraduate and graduate programs. In addition, the main elements that increase the preferability of the university are that it provides education in English and French, offers distance education programs and education abroad opportunities in addition to face-to-face education [6].

Oxford University, which has made its name known especially with its achievements in numerical fields, offers university education in scientific fields such as genetics, physics, and mathematics. In addition, universities such as Stanford, Cambridge, and Harvard have come to the fore with their educational quality. So much so that scientists who have made their names known in many fields have been trained in these universities [7; 8]. Universities with a positive image perception are educational institutions that have managed to fulfill important criteria such as quality of education, academic staff who are experts in their fields, location of the education campus, community service function, and maximum student capacity [6]. Although image-building efforts have just begun in universities in our country, there are still universities that want to stand out from their competitors and, in this direction, progress towards becoming a brand and create a positive image in the eyes of their target groups.

As seen in the examples given above, universities carry out various studies in order to contribute to their image in the world and in our country, to influence their potential students and to increase their preferability. Universities that strive to create a positive image perception primarily work with academic staff who are experts in their fields in order to provide quality education and impress their target audience with various quality certificates. Today, universities invest in their image by increasing their motivation and contributing to their personal development with the social activities they offer to their students in addition to quality education. When the literature on the subject of corporate image is examined, it is seen that the studies conducted on university image generally focus on foundation

universities and that the researchers only use the survey technique in the studies conducted. However, it is not possible to measure the perception formed regarding an institution by using only the survey technique. The survey technique leads to more superficial results regarding the image. It is very important for individuals to express their sincere feelings and thoughts about the institution in detail in terms of determining the image of the institution in question. For these reasons, it is necessary to conduct such a study due to the inadequacy of the image studies conducted on the image of universities in the field and the superficial approach to image in existing studies.

The main purpose of this study is to reveal the factors affecting the institutional image of universities, specifically Akhmet Yassawi University. In this context, the factors affecting the institutional image of universities were determined in the study. In-depth interview and survey techniques were used in the study conducted by taking the Akhmet Yassawi University sample.

Materials and methods

In order to determine the measurement tool that is suitable for the subject and purpose of the study, expert opinions were obtained as well as literature review. As a result of the findings obtained from expert feedback and interview technique, the factors that constitute the institutional image of Akhmet Yassawi University are collected under five headings. These are corporate identity/institutional appearance, corporate social responsibility, corporate communication, institutional quality and academic qualification, social-cultural activities. The questionnaire form prepared for the collection of data in order to reveal the institutional image of Akhmet Yassawi University consists of three sections. In the first part, there are 51 statements prepared on a 5-point Likert scale by utilizing similar studies in the literature in order to reveal the corporate image of Akhmet Yassawi University [9]; [10]; [11]. In order to determine the perceptions of the participants towards the corporate image of Akhmet Yassawi University, 51 statements were answered with the following expressions: 1= strongly disagree, 2= disagree, 3= undecided, They were asked to mark the option closest to them, 4=agree and 5=strongly agree. The reliability coefficient of the scale used in the survey study was calculated as 0.924. The second part of the survey study includes multiple choice and open-ended questions prepared to reveal the successful and unsuccessful aspects of the institutional image of Akhmet Yassawi University. The last part of the survey form includes questions prepared to determine the demographic characteristics of the participants.

The subject of the study is to reveal the factors that determine the institutional image in universities. In this context, the universe of the study is university students. In the study, the factors that determine the institutional image in universities will

be revealed by taking the example of Akhmet Yassawi University. Therefore, the sample of the study is Akhmet Yassawi University students. Since it is not possible to apply a survey to all students of Akhmet Yassawi University, a sampling method was used for the survey study. In the sampling stage, it was decided to take third and fourth year students as a sample since the main subject of the study was image. When determining the sample group to which the survey form would be directed in the study, care was taken to ensure that the participants were equally distributed in terms of gender and grade. In the selection of the sample group based on faculty, the current student numbers of the faculties were taken into consideration and a proportional distribution was provided. In this context, the deliberate sampling method, which is one of the sampling techniques that is not based on probability, was chosen in the sample selection. The approach taken by the researchers in determining the sample size was taken into consideration. In this direction, as a result of the preliminary examination of the surveys conducted with the participation of all third and fourth year students of Akhmet Yassawi University, 560 surveys were deemed suitable for analysis.

The data obtained from the survey study were eliminated by checking them one by one with errors and those that were marked the same option continuously with a preliminary examination. The data of the survey conducted with the sample group was transferred to the SPSS 22 program and the necessary analyses were performed. In the data analysis, the normal distribution of the data was first checked by taking the average of the Likert scale expressions. After the data entry, a Normality test was performed to determine which of the Parametric or Non-Parametric tests would be appropriate. Since the data had a normal distribution as a result of the test, parametric tests were used in the analyses. Explanatory and confirmatory factor analysis were used to test the hypotheses created within the framework of literature readings and reliability analysis was performed for each factor that emerged. In order to reveal the difference between the image factors that emerged and the various demographic characteristics of the participants, analyses such as t-test and Anova were used.

Results and discussion

When Table 1, which shows the gender distribution of the participants, is examined, it is seen that 51.2 percent are female and 48.8 percent are male. In this context, it can be said that the individuals participating in the survey have a similar distribution according to gender (Table 1).

Table 1 – Gender Distribution of Individuals Participating in the Survey

What is your gender?	Number	Percentage
Female	287	51,2
Male	273	48,8
Total	560	100,0

Note – Compiled by the authors.

In this study, which was conducted to determine the institutional image of the university, the sample was selected from third and fourth year students studying at the university. When the distribution of the classes of the participants is examined, it is seen that 51.2 % of the participants are fourth year students and 48.8 % are third year students (Table 2).

Table 2 – Participants' Classes

Classes	Number	Percentage
3rd class	273	48,8
4th class	287	51,2
Total	560	100,0

Note – Compiled by the authors.

When Table 3 is examined, it can be said that the majority of the participants (108 participants – 19.3 %) study in the Faculty of Economics and Administrative Sciences and approximately 25 % in the Faculty of Engineering and Science. Approximately 30 % of the participants included in the survey study study in the Faculty of Theology, Medicine and Humanities and Social Sciences. The other student groups participating in the survey study study in different faculties (Table 3).

Table 3 – Faculty Where Participants Study

Faculty	Number	Percentage
Engineering	70	12,5
Science	67	12,0
Economics and Administrative Sciences	108	19,3
Theology	58	10,4
Medicine	56	10,0
Humanities and Social Sciences	55	9,8
Dentistry	50	8,9
Philology	49	8,7

Faculty	Number	Percentage
Arts and Sports	47	8,4
Total	560	100,0

Note – Compiled by the authors.

In order to determine how the institutional image of Akhmet Yassawi University is defined by its students, participants were asked to describe the image of Akhmet Yassawi University in their minds in a single word in the survey form. Approximately 1/4 (20.7 %) of the participants who answered the question stated that it was not social and that there were not enough socio-cultural activities for students at the university. 35.3 % of the participants described the university as quality and reliable (Table 4).

The fact that the other answers given to the question were expressed very little by the participants shows that the image of Akhmet Yassawi University cannot be defined with these expressions. According to the common answer of the majority of the participants, it can be said that although the university offers a safe environment to its students, it has some shortcomings and creates an asocial image perception due to the lack of various social activities for students. Especially, some faculties affiliated with the university do not have their own faculty buildings and most faculties lack buildings and classrooms, which are important shortcomings of the university. In addition, when it comes to university, a social environment usually comes to mind. This situation causes students to describe the university they study at as asocial.

Table 4 – Defining the Institutional Image of Akhmet Yassawi University

How would you describe Akhmet Yassawi University's image in one word?	Number	Percentage
Non-Social	116	20,7
Quality	110	19,6
Reliable	88	15,7
Standard	42	7,5
Nature	41	7,3
Inadequate	35	6,2
Campus	32	5,7
Prestigal	31	5,5
Productive	14	2,5
Innovative	7	1,2
Conservative	5	,9
Calm	3	,5

How would you describe Akhmet Yassawi University's image in one word?	Number	Percentage
Social	2	,4
Total	526	93,9

Note – Compiled by the authors.

Cross-tabulation and chi-square analyses were conducted to determine whether there was a significant difference between the Akhmet Yassawi University image perception and demographic characteristics of the Akhmet Yassawi University students participating in the study. In the chi-square analysis, significant differences were found between the gender of the participants and their perception of the Akhmet Yassawi University image. The differences that emerged were between the adjectives Productive, Unsocial and Reliable, Quality and gender (see Table 5).

Table 5 – Akhmet Yassawi University Image Perception and Gender Cross Table

Describe Akhmet Yassawi University's Image in One Word	Gender		Total
	Female	Male	
Quality	51	37	88
	58,0%	42,0%	100,0%
	17,8%	13,6%	15,7%
Non-Social	49	67	116
	42,2%	57,8%	100,0%
	17,1%	24,5%	20,7%
Reliable	61	49	110
	55,5%	44,5%	100,0%
	21,3%	17,9%	19,6%
Standard	19	23	42
	45,2%	54,8%	100,0%
	6,6%	8,4%	7,5%
Nature	24	17	41
	58,5%	41,5%	100,0%
	8,4%	6,2%	7,3%
Inadequate	21	14	35
	60,0%	40,0%	100,0%
	7,3%	5,1%	6,2%
Campus	12	20	32
	37,5%	62,5%	100,0%
	4,2%	7,3%	5,7%

Describe Akhmet Yassawi University's Image in One Word	Gender		Total
	Female	Male	
Prestigial	16	15	31
	51,6%	48,4%	100,0%
	5,6%	5,5%	5,5%
Productive	13	1	14
	92,9%	7,1%	100,0%
	4,5%	,4%	2,5%
Innovative	3	4	7
	42,9%	57,1%	100,0%
	1,0%	1,5%	1,2%
Conservative	2	3	5
	40,0%	60,0%	100,0%
	,7%	1,1%	,9%
Calm	1	2	3
	33,3%	66,7%	100,0%
	,3%	,7%	,5%
Social	2	0	2
	100,0%	,0%	100,0%
	,7%	,0%	,4%
Total	274	252	526
	51,2%	48,8%	100
	100,0%	100,0%	100,0%

$P < 0.05$

Note – Compiled by the authors.

When the Akhmet Yassawi University image definitions given in Table 5 are examined with gender findings, it is seen that the most important differences emerge in the adjectives quality, unsocial and reliable. The majority of the participants who describe Akhmet Yassawi University as quality are girls. On the other hand, men see Akhmet Yassawi University as more antisocial than girls. Again, when we look at the participants who gave the answer reliable, it can be said that female participants find the university more reliable than males. Chi-square analysis was conducted to reveal whether there is a significant difference between the participants' answers to the question revealing the image of Akhmet Yassawi University and the class they study in. As a result of the analysis, it was determined that the p value was less than 0.05. Cross-table analysis was used to determine in which statements and on the basis of class the significant difference occurred. The findings obtained as a result of the analysis are shown in Table 6.

Table 6 – Akhmet Yassawi University Image Perception and Class of Study Cross Table

Describe Akhmet Yassawi University's Image in One Word	Class		Total
	3rd class	4th class	
Quality	26	62	88
	29,5%	70,5%	100,0%
	9,5%	21,6%	15,7%
Non-Social	36	80	116
	31,0%	69,0%	100,0%
	13,2%	27,9%	20,7%
Reliable	79	31	110
	71,8%	28,2%	100,0%
	28,9%	10,8%	19,6%
Standard	34	8	42
	81,0%	19,0%	100,0%
	12,5%	2,8%	7,5%
Nature	18	23	41
	43,9%	56,1%	100,0%
	6,6%	8,0%	7,3%
Inadequate	25	10	35
	71,4%	28,6%	100,0%
	9,2%	3,5%	6,2%
Campus	15	17	32
	46,9%	53,1%	100,0%
	5,5%	5,9%	5,7%
Prestigal	10	21	31
	32,3%	67,7%	100,0%
	3,7%	7,3%	5,5%
Productive	3	11	14
	21,4%	78,6%	100,0%
	1,1%	3,8%	2,5%
Innovative Conservative	7	0	7
	100,0%	,0%	100,0%
	2,6%	,0%	1,2%
	0	5	5
	,0%	100,0%	100,0%
	,0%	1,7%	,9%

Describe Akhmet Yassawi University's Image in One Word	Class		Total
	3rd class	4th class	
Calm	0	3	3
	,0%	100,0%	100,0%
	,0%	1,0%	,5%
Social	0	2	2
	,0%	100,0%	100,0%
	,0%	,7%	,4%
Total	253	273	526
	48,8%	51,2%	100,0%
	100,0%	100,0%	100,0%

Note – Compiled by the authors.

When Table 6 is examined, it is seen that the most important differences emerge in the expressions of non-social, reliable and quality. According to the findings in Table 6, it is seen that the participants who describe the image of Akhmet Yassawi University as anti-social are mostly 4th year students. Similarly, the majority of 4th year students evaluate Akhmet Yassawi University as quality. In the expression of reliable, it is understood that 3rd year students find Akhmet Yassawi University more reliable than the 4th year students who participated in the research.

Table 7 – Akhmet Yassawi University Image Perception and Faculty Cross Table

Akhmet Yassawi University Image Description	Faculty	Number	Percentage
Non-Social	Science	2	1,7%
	Humanities and Social Sciences	9	7,8%
	Philology	26	22,4%
	Engineering	30	25,9%
	Economics and Administrative Sciences	29	25,0%
	Theology	10	8,6%
	Medicine	10	8,6%
	Arts and Sports	0	0%
	Dentistry	0	0%
Total		116	100,0%

Quality	Science	47	53,4%
	Humanities and Social Sciences	8	9,1%
	Philology	5	5,7%
	Engineering	10	11,4%
	Economics and Administrative Sciences	12	13,6%
	Theology	0	0%
	Medicine	2	2,3%
	Arts and Sports	0	0
	Dentistry	4	4,5%
Total		88	100,0%
Reliable	Science	0	0%
	Humanities and Social Sciences	1	,9%
	Philology	1	,9%
	Engineering	5	4,5%
	Theology	7	6,4%
	Medicine	21	19,1%
	Economics and Administrative Sciences	24	21,8%
	Arts and Sports	24	21,8%
	Dentistry	27	24,5%
Total		110	100,0%
Inadequate	Science	1	2,9%
	Humanities and Social Sciences	20	57,1%
	Philology	0	,0%
	Engineering	4	11,4%
	Economics and Administrative Sciences	1	2,9%
	Theology	1	2,9%
	Medicine	5	14,3%
	Arts and Sports	0	,0%
	Dentistry	3	8,6%
Total		35	100,0%

Note – Compiled by the authors.

In the chi-square analysis conducted to determine whether there is a significant difference between the participants' image perceptions of Akhmet Yassawi University and the faculty they study at, significant differences were found between the expressions of non-social, quality, reliable and inadequate and the faculty they study at ($p < 0.05$). When the findings in Table 7 are examined,

it is seen that students studying in the Faculties of Engineering, Philology and Economics and Administrative Sciences describe Akhmet Yassawi University as more antisocial than students studying in other faculties. On the other hand, students studying in the Faculty of Science evaluate Akhmet Yassawi University as quality compared to all other faculties. Students studying in the Faculties of Dentistry, Medicine and Arts and Sports think that Akhmet Yassawi University offers a reliable environment to its students. 57 % of the participants who think that Akhmet Yassawi University is inadequate (10 %) study in the Faculty of Humanities and Social Sciences. The most important reason why students of the Faculty of Humanities and Social Sciences describe Akhmet Yassawi University as inadequate is that the Faculty of Humanities and Social Sciences is located in an area outside the campus, is far from the city center, and has limited areas where students can meet their needs such as food, beverage/accommodation and socialization. In short, the adjectives that describe the image of Akhmet Yassawi University in the eyes of its students are asocial, quality and reliable. The relevant units of the university should provide a social environment by organizing events that will meet the needs of the students.

In order to reveal how the image of Akhmet Yassawi University was perceived by the students participating in the research, the participants were asked the question «How do you find the institutional image of Akhmet Yassawi University?» In line with the answers given to the question, the findings in Table 8 were reached.

Table 8 – Evaluation of Akhmet Yassawi University Corporate Image

What do you think of Akhmet Yassawi University's institutional image?	Number	Percentage
Fair	237	42,3
Positive	213	38,0
Negative	76	13,6
Very Negative	17	3,0
Very Positive	17	3,0
Total	560	100,0

Note – Compiled by the authors.

When Table 8 is examined, the majority of the participants included in the research describe the image of Akhmet Yassawi University as positive and very positive, while 16% of the participants evaluate it as negative and very negative. Other participants, instead of answering this question positively or negatively, evaluated it as moderate and okay. Therefore, although Akhmet Yassawi University

does not leave a negative perception in the eyes of its students in terms of image, there are still some deficiencies and it needs to contribute to its image by completing these deficiencies.

In order to analyze whether there is a significant difference between the demographic characteristics of the participants included in the study and their positive/negative evaluations of the image of Akhmet Yassawi University, t-test and anova analysis were conducted. In the findings obtained from the analysis results, significant differences were found between the image evaluation of Akhmet Yassawi University and the faculty the participants study at and their monthly expenses.

Table 9 – Akhmet Yassawi University Image Perception-Faculty Relationship

Faculty of Study	N	Average	Stand. Deviation	p
Engineering	70	3,20	,844	,000
Science	67	3,34	,769	,002
Economics and Administrative Sciences	108	3,01	,873	,000
Theology	58	3,46	,821	,047
Medicine	56	2,85	,882	,000
Humanities and Social Sciences	79	2,98	,732	,000
Arts and Sports	50	3,96	,197	,002
Philology	49	3,24	,722	,000
Dentistry	23	3,34	,714	,077
Total	560	3,24	,836	

Note – Compiled by the authors.

The participants' positive/negative evaluations of the image of Akhmet Yassawi University show significant differences depending on the faculties the participants study in ($f=8.208$, $df=10$, $p=.000$). When the results of the Tukey test are evaluated, it is seen that the students of the Faculty of Science ($M=3.34$) and the students of the Faculty of Theology ($M=3.46$) find the image of Akhmet Yassawi University more positive than the students of the Faculty of Medicine ($M=2.85$). In addition, the students of the Faculty of Arts and Sports ($M=3.96$) find the image of Akhmet Yassawi University more positive than the students of the Faculty of Science, Humanities and Social Sciences, Philology, Engineering, Economics and Administrative Sciences, Theology and Medicine (see Table 9).

Conclusions

As a result, in this study, which aims to reveal the determinants of institutional image in universities in the Akhmet Yassawi University sample, the majority of the participants defined Akhmet Yassawi University as “non-social”, “quality” and “reliable”.

The majority of the participants evaluate the image of Akhmet Yassawi University as positive/very positive. A significant relationship was found between the positive/negative evaluation of the image of Akhmet Yassawi University and some demographic characteristics of the participants.

In addition, as a result of the in-depth interview and survey study applied in the research, it was concluded that five factors are effective in the formation of the institutional image of Akhmet Yassawi University. These are institutional quality, social-cultural activities, social responsibility, corporate communication, and corporate identity, respectively. When similar studies in the literature are examined, the determinants of institutional image generally consist of four factors: institutional quality, corporate identity, social responsibility and corporate identity. However, when the image of an institution such as a university, which should provide students with socialization opportunities and increase students' motivation through various socio-cultural activities, is investigated, the importance given to the institution's socio-cultural activities, in addition to the general image factors, is one of the elements that determines its image.

As a general result, in the study on the perception of corporate image in universities conducted by taking the example of Akhmet Yassawi University, the determinants of the corporate image of a university can be listed as corporate communication, corporate quality, social-cultural activities, social responsibility, and corporate identity. The determined factors may differ according to the participants' various demographic characteristics (gender, class, faculty, etc.). When the differences are taken into consideration, universities that want to have a positive corporate image in the eyes of their potential and existing students should give importance to institutional quality, primarily, social-cultural activities, social responsibility, corporate communication, and corporate identity studies. This research, which was conducted with in-depth interviews and surveys, is important in terms of setting an example for researchers who will study the subject of corporate image. In addition, it is recommended that researchers who plan to study the subject of corporate image in universities do not limit themselves to just one university, but evaluate more than one example and reveal the differences.

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Received 10.04.25.

Received in revised form 17.04.25.

Accepted for publication 13.05.25.

Г. Таяуова¹, М. Бекебаева², *Д. Келесбаев³, Б. Кенешбаев⁴, Э. Алимкулова⁵

^{1,2}Тұран университеті, Қазақстан Республикасы, Алматы қ.;

^{3,4}Ахмет Ясауи университеті, Қазақстан Республикасы, Түркістан қ.;

⁵Халықаралық туризм және меймандостық университеті,

Қазақстан Республикасы, Түркістан қ.

10.04.25 ж. баспаға түсті.

17.04.25 ж. түзетулерімен түсті.

13.05.25 ж. басып шығаруға қабылданды.

УНИВЕРСИТЕТ ПЕН ҚАЛАНЫҢ ӨЗАРА ЫҚПАЛДАСТЫҒЫ АЯСЫНДА ИНСТИТУЦИОНАЛДЫҚ ИМИДЖДІ БАСҚАРУ

Бүгінгі таңда әрбір мекеме мен ұйымның оң немесе теріс имиджі бар. Ұйымдардың қазіргі имидждері ұйымның әр түрлі қызметіне байланысты қалыптасады. Барлық мекемелер мен ұйымдар үшін маңызды болып табылатын институционалдық имидж түсінігі күн санап саны артып келе жатқан университеттердің бәсекелестік артықшылығына әсер етеді. Зерттеудің негізгі тақырыбы – Түркістан қаласындағы Ахмет Ясауи университеті жағдайында университеттердің артықшылығына әсер ететін маңызды фактор болып табылатын институционалдық имидждің детерминанттарын ашу. Бұл ретте зерттеу мәселесі: «Жоғары оқу орындарында институционалдық имиджді қалыптастыруға қандай факторлар әсер етеді?» – деген сұрақ. Зерттеудің негізгі мақсаты – университеттердегі институционалдық имиджді және институционалдық имиджді анықтайтын/әсер ететін факторларды ашу. Зерттеудің негізгі тақырыбы мен мәселесі анықталғаннан кейін кешенді әдебиеттерге шолу жасалды. Әдебиеттерді шолуда ұқсас зерттеулер тек сандық зерттеу әдісі ретінде сауалнама әдісін пайдаланғандығы байқалды. Зерттеуді жан-жақты ету және сенімді нәтижелерге қол жеткізу үшін сауалнама жүргізер алдында анықталған іріктеу тобынан таңдалған 25 университет студенттерімен бетпе-бет тереңдетілген сұхбат жүргізілді. Нәтижесінде университеттің институционалдық имиджінің детерминанттары негізінен институционалдық коммуникация,

институционалдық сапа, әлеуметтік-мәдени қызмет, әлеуметтік жауапкершілік және институционалдық сәйкестік ретінде анықталды. Анықталған факторлар қатысушылардың әртүрлі демографиялық ерекшеліктеріне (жынысы, курсы, факультеті және т.б.) сәйкес өзгеретіндігін көрсетті.

Кілтті сөздер: имидж, институционалдық имидж, университет, қала, университет-қала ықпалдастығы, университет-қала қатынасы, университет қабылдауы.

Г. Таяуова¹, М. Бекебаева², *Д. Келесбаев³, Б. Кенешбаев⁴, Э. Алимкулова⁵

^{1,2}Университет Туран, Республика Казахстан, г. Алматы;

^{3,4}Университет Ахмеда Ясави, Республика Казахстан, г.Туркестан;

⁵Международный университет туризма и гостеприимства, Республика Казахстан, г. Туркестан.

Поступило в редакцию 10.04.25.

Поступило с исправлениями 17.04.25.

Принято в печать 13.05.25.

УПРАВЛЕНИЕ ИНСТИТУЦИОНАЛЬНЫМ ИМИДЖЕМ В КОНТЕКСТЕ ВЗАИМОДЕЙСТВИЯ УНИВЕРСИТЕТОВ И ГОРОДОВ

В настоящее время каждое учреждение и организация имеют существующий имидж, положительный или отрицательный. Текущие имиджи учреждений формируются в зависимости от различных исследований учреждения. Концепция институционального имиджа, которая важна для всех учреждений и организаций, влияет на предпочтительность университетов, количество которых увеличивается с каждым днем. Основным предметом исследования является выявление детерминант институционального имиджа, который является важным элементом, влияющим на предпочтительность университетов, в частности для Университета Ахмеда Ясави в Туркестане. Между тем, проблемой исследования является вопрос «Какие факторы являются эффективными в формировании институционального имиджа в высших учебных заведениях?». Основной целью исследования является выявление институционального имиджа и факторов, которые определяют/влияют на институциональный имидж в университетах. После определения основного предмета

и проблемы исследования был проведен комплексный обзор литературы. Было отмечено, что в аналогичных исследованиях, проведенных в обзоре литературы, в качестве количественного метода исследования использовался только метод опроса. Для того чтобы сделать исследование более всеобъемлющим и получить более надежные результаты, были проведены очные глубинные интервью с 25 студентами университета, выбранными из выборочной группы, определенной до проведения опроса. В результате детерминантами институционального имиджа университета обычно считаются институциональная коммуникация, институциональное качество, социально-культурная деятельность, социальная ответственность, институциональная идентичность. Определяемые факторы различаются в зависимости от различных демографических характеристик участников (пол, класс, факультет и т. д.).

Ключевые слова: имидж, институциональный имидж, университет, город, взаимодействие университет-город, отношения университет-город, восприятие университета.

Теруге 19.05.2025 ж. жіберілді. Басуға 30.06.2025 ж. қол қойылды.

Электронды баспа

17,1 Mb RAM

Шартты баспа табағы 34,8

Таралымы 300 дана. Бағасы келісім бойынша.

Компьютерде беттеген: А. К. Мыржикова

Корректорлар: А. Р. Омарова, Д. А. Кожас

Тапсырыс № 4407

Сдано в набор 19.05.2025 г. Подписано в печать 30.06.2025 г.

Электронное издание

17,1 Mb RAM

Усл.п.л. 34,8. Тираж 300 экз. Цена договорная.

Компьютерная верстка: А. К. Мыржикова

Корректоры: А. Р. Омарова, Д. А. Кожас

Заказ № 4407

«Toraighyrov University» баспасынан басылып шығарылған

Торайғыров университеті

140008, Павлодар қ., Ломов к., 64, 137 каб.

«Toraighyrov University» баспасы

Торайғыров университеті

140008, Павлодар қ., Ломов к., 64, 137 каб.

8 (7182) 67-36-69

e-mail: kereku@tou.edu.kz

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