

WEB METRICS OF INTERNATIONALIZATION: HOW TO USE THE WEB FOR UNIVERSITY BUSINESS INTELLIGENCE

Following the assumption that in the second decade of the 21st century the Web is a trustworthy mirror of the university (Isidro Aguillo, 2011), we develop a set of metrics for estimating internationalization using only open access data from the Web. Some of them are mentioning a university by the world's biggest public companies from a Forbes Global 2000 list as a free alternative to expensive employer reputation surveys or mentioning a university by the top universities from ARWU list as an open access proxy for academic reputation. The approach was approbated on a sample of Ukrainian universities and the results were compared with classical university rankings.