

## **A Method for Evaluation of University Competitiveness in Professional Environmental Training**

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**Abstract:** A method for assessing the competitive position of universities engaged in professional environmental training is presented. Higher education institutions are considered as providers of services in the market of higher environmental education. It is proposed to assess their activity in the market of higher environmental education through competitive strength, i.e. factors increasing or decreasing the competitiveness of the organization on the market. On the basis of the theoretical concept, a special mathematical model is proposed, with the help of which in the analytical form it is possible to carry out the necessary calculations for assessing the university competitiveness in higher education.

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