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**EVALUATING THE IMPACT OF CROSS-BORDER EXTERNAL QUALITY ASSURANCE ON HIGHER EDUCATION INSTITUTION (EXAMPLE OF ALFRED NOBEL UNIVERSITY DNIPRO, UKRAINE)**

Based on the experience gathered in the course of a cross-border accreditation procedure at Alfred Nobel University Dnipro, Ukraine, the authors discuss whether international accreditation can effectively contribute to a wider acceptance and effective implementation of European quality assurance standards, especially in Ukraine.

There are various strategic incentives for higher education institutions to apply for international accreditation, for example:

* the facilitation of student exchange and staff mobility;
* an increase in national and international reputation, attraction of excellent students;
* the promotion of networking and co-operation with other HEIs, easier access to European networks in research and education;
* improved position of the HEI in rankings.

Alfred Nobel University (ANU) was one of the first institutions in Ukraine that began to set up an internal quality assurance system. In 2015, ANU commissioned the Central Evaluation and Accreditation Agency Hanover (ZEvA) with the international accreditation of 24 Bachelor and Master programmes. Based on the provided self-evaluation report and experts’ assessment, ZEvA accredited all study programmes in 2016 for the period of five years.

The recommendations regarding quality assurance were taken into account in the development of ANU’s long-term strategy (2016-2030).

In 2021 Alfred Nobel University again passed the procedure for international accreditation of 30 study programmes by ZEvA agency and received the quality seal for 6 years.

The international accreditation procedure has acted as a strong incentive for the development of an internal quality assurance system at ANU. Since receiving the accreditation label, ANU has noticed a significant increase in interest from potential students, including foreigners, and also from employers.