

Fragmented text with various symbols and words. Includes 'TQM', '150', and '[10]'. The text is mostly illegible due to fragmentation.

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- **The approaches transformations directions of educa-**
- **tional services quality management of Higher education**
- **institutions of Ukraine.** The critical challenges and
- ways of modern approaches to higher education
- institutions quality management introduction are consi-
- dered in the paper. The foreign experience is analyzed
- and the directions of it application with the purpose of
- increasing of the graduates studying quality are argued.

- **Keywords:** higher education, educational services
- quality, higher education institutions, graduates
- studying quality, total quality management, standard,
- employers, labour market, stakeholders.

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