

existing contacts. There are many important initiatives; some of the Polish universities are renowned in Latin America and famous for their high quality of education and research.

However, it would be good to consider giving a clear priority (while preparing strategies of internationalization – both academic and national) to the countries of the Latin American region which face similar challenges, but must seek strategic partners outside the region due to the lack of adequate research infrastructure.

The potential of scientific and educational cooperation between Polish and Latin American universities is enormous, unfortunately still not yet fully exploited.

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ROLE OF ESN IN INTERNATIONALIZATION OF UNIVERSITIES

What is the role of the student organisation, i.e. Erasmus Student Network, in internationalization of universities? Presentation of the activities and the structure of Erasmus Student Network and the method of supporting foreign students during the exchange, based on the example of the Cracow University of Economics. Cooperation with the university staff responsible for the students exchange. How does the direct contact with the academic peers influence the reception of formal information? The methods of promoting students' mobility and the results of this mobility, based on statistics. The impact of mobility on improving the quality and internationalization of education.

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HR EXCELLENCE IN RESEARCH AWARD AS PART OF PROCESS OF INCREASING THE INTERNATIONALIZATION LEVEL OF UNIVERSITIES

The process of internationalization increases the brand awareness and the image of a university. The candidates, fluently operating in a digital world, seek an educational offer, which differs in some particular way in comparison with the other places. However, the choice of a university is often based on its position and reputation, on interesting extracurricular academic activities or the possibility of cooperation with the eminent scientists.

On the other hand – the possibility of conducting research in international teams, access to infrastructure, ethics of the research, career paths for staff and graduate students