

Strategy of scientific-research and creative activity of Teaching University

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Introduction

The purpose of the scientific-research and creative strategy of the International Teaching University of Management and Communication ALTERBRIDGE is to establish a general policy for conducting research that defines the structural units involved in university research, the persons responsible for the development of research activity and conditions for conducting research. This strategy aims at setting priorities for scientific-research and creative work prescribed by a long-term prospect of the Teaching University, identifying the resources needed to organize them, and providing supportive activities.

The strategy relies on indicators of effectiveness and quality assessment of research activities. Key tasks include enhancement of the research potential of academic staff, actualization of research work and transparency. Participation in qualified local and international scientific conferences / forums / symposia, publications in various scientific journals and increasing the matter of raising competitiveness of the Teaching University by promoting research activities are also priorities.

Vision for the development of research activities

Research activities are an essential component of university education that is supported within the educational programs of the Teaching University, as well outside them. A project-based and research-based approach of teaching promote encouragement of research activities in the learning process and development of the skills needed for students to carry out research projects.

In addition to the research component integrated into educational programs, scientific-research and creative activities are carried out by the Research Activity Center that exists on the base of Teaching University. The Research Activity Center is focused on carrying out fundamental and applied researches. Ongoing and planned research projects within the Center focus on identifying public needs and developing appropriate fields. The Research Activity Center covers, but is not limited to, the following areas of research:

- Social sciences
- Humanitarian sciences
- Law
- Management
- Innovative technologies

The Research Activity Center makes public presentations on the results of research conducted that will facilitate providing information to interested persons and promote discussion about research subjects.

Teaching University staff has extensive experience in scientific-research and creative activities (see annex), that contributes to the successful functioning of the Research Activity Center. Students, invited specialists, and structural units associated with the research will be involved in the research activity along with the academic staff of the Teaching University. The condition of participation of Teaching University's affiliated staff in the scientific-research activity implies the involvement on behalf of the University, that is administered by the Research Activity Center.

Research activities are evaluated according to the Quality Assurance Mechanisms of the Teaching University.

Organizational support mechanisms for research activities

Teaching University creates the system supporting research activities, by which the functions of persons responsible for the research, evaluation indicators, conditions of participation in grant projects, sources

of funding research activities, providing informational support to university researches, academic integrity and intellectual property protection are established. In addition, an important aspect of research activity is the distribution of priorities for university funding, evaluation of research activities, effective response to plagiarism, etc.

Considering the mission and unified vision of the Teaching University, the Vice-Rector shall ensure coordination of processes of the scientific-research component implementation and the planning-evaluation within the educational programs, monitoring of the organizational and informational support of carrying out scientific activities by the academic staff.

The Head of the Research Activity Center, in agreement with the Vice Rector, ensures carrying out the research in the directions corresponding to goals provided in the University Strategy, collaborates with international universities, research centers and donor organizations. In order to share experience, the Research Activity Center organizes meetings with scholars working in the relevant field, professors and teachers and students within the framework of academic partnerships.

The Research Activity Center, in agreement with the Vice-Rector, determines the means of communication to inform interested parties about planned and / or already carried out research activities, and the Marketing and Public Relations Office ensures planning and implementation of appropriate activities.

The following are sources of funding for research activities at the Teaching University:

1. Planned funding allocated for the research component from the general budget;
2. External funding.

Assessment of scientific-research activities is ensured by the Academic Board of the Teaching University. The Board reviews the author's application and decides on funding. The following procedures shall be carried out successfully for research activities:

- a) Elaboration of evaluation criteria for grant applications;
- b) Transparent reviewing of applications submitted to the Center;
- c) Financing the application selected on basis of the competition.

The Board meets at the invitation of the Vice Rector once a year, after the end of submitting the grant competition applications. If necessary, a special meeting may be convened by the decision of the Academic Board. The planning, financing and evaluation of research activities is monitored by the Quality Management Office of the Teaching University.

Informational support about research works

The Research Activity Center provides information on local and international grants, conferences, and research activities to academic staff and students of the Teaching University, makes consultations, and assists in obtaining desired research grants.

Teaching University provides training services in several areas to inform academic staff and students and increase engagement in research projects.:

- a) Development of scientific and academic skills;
- b) Design of scientific-research projects;
- c) Relations with donors and management of scientific grants.

Ensuring academic honesty is subject to the requirements of the Teaching University Regulation and the Code of Ethics.

Annex

Report of ongoing and future scientific-research and creative activities carried out by the staff of Teaching University

The following are research interests of academic staff of Public Relations and Strategic Communications programs at the International Teaching University of Management and Communication Alterbridge:

- Public relations and communication
- Public opinion
- Organizational management
- Corporate social responsibility
- Labor market requirements
- The interconnection between employers and academic / vocational education
- Mentoring in sphere of academic education
- Education
- Non-formal education
- Philosophy of perception
- Philosophy of illusion
- Visual communication / Communication history
- Biblical Management, influence on the modern world
- Semiotics
- Theory and history of sociology
- public administration
- Political science
- Gender
- Democratic values
- Critical thinking
- Georgian language and literature
- Foreign literature

The research interests of the Law program's academic staff of the Teaching University are:

- Contract Law
- Social values-oriented law
- Conflict of laws
- Theory of Law
- Philosophy of Law
- Tax law
- Criminal procedure
- Criminal law
- Criminalistics and criminology

- American law
- Education Law
- American Literature
- Linguistics

The academic, affiliated and invited staff of the Teaching University have carried out multifaceted scientific-research and creative activities in their fields. Their works have been published in local and international scientific journals and other publications. For example, we can name some of them:

- Scientific Collection of the International Institute of Researchers (Boston)
- Materials of 12th International Silk Road Conference on Contemporary Challenges of Democracy and Human Rights through Politics and Security (IBSU)
- International Journal of Arts and Sciences
- Research Association for Interdisciplinary Studies
- IBSU Journal of Humanities
- IBSU Journal of Business
- Legal Journal of the Supreme Court of Georgia and of the Judges
- International Journal Education Policy, Management and Quality
- International Journal of Advanced Engineering Research and Science
- Journal of Biology
- Journal of Economics
- Collection of Scientific Works (Caucasus University Publishing House)
- Caucasus International University Herald
- International Scientific Electronic Journal “Litinfo”
- International peer-reviewed scientific journal “Intellectual”
- International scientific journal "Intellect"
- International Scientific Journal “Historical Verticals”
- International Scientific Journal "Social Economics"
- Scientific Journal “Media, Politics, Society”
- Scientific Journal “Government and Society”
- International scientific journal “Economics”

- Journal “Justice”
- Journal “Law”
- „Journal of Law“
- Journal “Justice and Law”
- Journal “Human and the Constitution”
- Georgian-British University Collection of Scientific Papers
- Journal “Diplomacy and Law”
- Collection of Articles (TSU)
- Collection of Scientific Works (Caucasus University Publishing House)
- Journal “Language and Culture”
- Journal of American studies
- Yearbook journal
- Journal Caucasus and the World

The lecturers of the educational programs at the Teaching University are authors, co-authors, editors and translators of various monographs and textbooks; They have also participated in local and international scientific conferences and symposiums. The countries, where lecturers of Teaching University have submitted their scientific research, include:

- The United States of America
- Germany
- Austria
- Norway
- Poland
- Switzerland
- Italy
- France
- Baku
- Turkey
- Ukraine

Teaching University staff has the experience of collaborating with various local and international donor organizations and with their support they have successfully carried out many programs, projects and research. The foundations and organizations that have supported the lecturers of the Teaching University in conducting various projects include:

- The Shota Rustaveli National Science Foundation of Georgia
- Interactivity Foundation
- Konrad Adenauer Foundation

- Georgian Foundation for Strategic and International Studies (Rondeli Foundation)
- Friedrich Ebert Foundation
- Wilhelm Hahn und Erben Stiftung
- UNICEF
- UNDP
- NDI
- NCDC
- GIZ
- World Bank
- European Union

Ongoing and / or future scientific-research and creative projects of the academic staff of the Teaching University's Public Relations and Strategic Communications programs:

- The role of public relations as a bilateral communication in management
- Functions of the Structural Units of Public Relations in the Public and Private Sector
- Communications in the Public Sector
- Ways of improving the activities of the state bodies of Georgia in the field of culture
- Involvement of civil society, transparency and credibility of information
- Research on the quality and availability of education
- Education and labor market interaction studies
- Organizational Studies: Internal Communication, Motivation of Employees
- The role of public relations in economic, social and political goals of the country
- Personal Development Issues in Gender Studies
- Problems of physical and economic settlement and psychosocial factors of regulating compensation
- Theology of KGB
- Moses' Management
- Sociology of Communication
- Informational Society and Digital Sociology
- The Role of Social Responsibility in Georgian Business Companies
- Developing codes of business ethics in leading companies
- Learning and Teaching Methodology of Georgian Philology Educational Program
- A study of the creations of Georgian classicists in the context of foreign literature

Ongoing and / or future scientific-research and creative projects of academic staff of the Teaching University's Law program:

- Consumer Law - preparation of the 2nd Edition of the textbook

- Commentary on the Law on Private International Law, preparation of the Second Edition of the Journal of Contemporary Law (IBSU Periodical)
- Preparation of law introductory course textbook
- Legal Aspects of Combating Terrorism
- Juvenile bullying, the most important problem of our modern society, and legal regulations to combat it
- The methodology of investigating separate crimes and the scope of universally recognized human rights and freedoms protection
- Contemporary challenges of terrorism and peculiarities of the legal regulations of operative and investigative activities