Marketing of Ukrainian higher educational institutions representation based on modeling of webometrics ranking Kvitka, Sergiy; Starushenko, Galina; Koval, Viktor; Deforzh, Hanna; Vynnychenko, Volodymyr; **Prokopenko, Olha** Marketing and management of innovation 2019 / p. 60–72 <a href="http://doi.org/10.21272/mmi.2019.3-05">http://doi.org/10.21272/mmi.2019.3-05</a>