

ABSTRACT

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The aim of the research was to identify the determinants shaping the quality of educational services provided by universities using distance learning from the viewpoint of different stakeholders, in order to create recommendations for the enhancement of educational services. It concentrates on four steps: (1) exploring the current educational quality approaches, (2) identifying stakeholders, (2) examining factors affecting distance learning quality, and (4) creating a framework of shaping this quality. The research methods include a literature review and comparative case studies at Krakow University of Economics (Poland) and Zhytomyr Polytechnic State University (Ukraine). Data for the research were gathered during semi-structured interviews with the main distance learning stakeholders: academic staff, students, e-learning and IT department representatives, and employers. Then, the data were analyzed using qualitative analysis (thematic analysis) approach. Research results revealed multiple perspectives on distance learning quality, identifying key factors of this quality, divided into technical, methodological and organizational. The proposed framework assigns specific quality parameters to responsible stakeholders and suggests evaluation methods to ensure continuous improvement of education.