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## Priorities in internationalization of the Japan's higher education system of the state level

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**Abstract.** Referring to four strategies of internationalization of higher education, suggested by the Organization for economic cooperation and development, Japan's strategy is traditionally called mutual understanding approach, aiming mainly at the cultural diplomacy and spreading "soft power" around the globe. However, in modern Japan other strategies may become more important, such as skilled migration approach or capacity building approach. The goal of this paper is to demonstrate the reasons for different strategies in internationalization of higher education in Japan. It is argued that both skilled migration approach and capacity building approach are implemented, while the revenue-generating approach is not.

**Keywords:** internationalization of higher education, international migration, "soft power", competition in education market.

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