

СЕКЦІЯ 11. УПРАВЛІННЯ ЗНАННЯМИ В АСПЕКТІ РОЗВИТКУ ЕКОНОМІЧНИХ НАУК

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ORGANIZATIONAL AND ECONOMIC STRUCTURE OF THE DOMESTIC MARKET OF EDUCATIONAL SERVICES

The development of society based on knowledge, is possible only on conditions of building an innovative economy and the development of high-tech manufacturing. For effective management of innovation processes, developing and implementing innovative projects required highly qualified professionals. Formation of a competitive economy, increased competition in the domestic and foreign markets requires a higher level of staff skills, ability to take risks to generate new ideas and manifestations of creativity, willingness to change and increasing of responsibility. Under these conditions, particularly increase the role of educational institutions and the quality of educational services.

An important contribution to the study of theoretical and practical problems of the market of educational services in countries with economies in transition have made such scholars as E. Bely, C. Bohnyazh, S. Valiev, A. Gevorgyan, T. Klyachko, J. Kukurudz, M. Lukashenko T. Obolenska, A. Pankruhin, A. Saginova, I. Phire, V. Chekmarev, L. Shakhovska and others. Recent research on the field of staff training and interaction of education markets and labor are in the works of such local scientists, as N. Anishyna, A. Balakireva, S. Bandur, D. Bohynia, I. Gnybidenko, A. Kolot, E. Libanova, O. Novikova and others. Scientists highlighted various problems of quality management of educational services and harmonization of the education market and labor: government regulation, strategic planning, partnerships, modernization of educational programs and the education system in general. Despite of the considerable attention of scientists to development education market is not enough, in our opinion, is developed the problem of improving of the regulating mechanism in the education market of higher education in countries with economies in transition based on the optimal combination of social and economic function of the state and the market. Virtually unexplored are issues of harmonization and regulation of these markets on the basis of the formation of the economic mechanism of management of quality. Based on the analysis of the market of educational services in countries with economies in transition we single out conceptual principles improvement of state policy on the development of the education market, which will help to decide the actual problems of its functioning and ensure the formation of effective ways to modernize it.

The aim of this article is to substantiate the organizational and economic structure of the education market based on the improvement of the economic mechanism of quality management.

In the era of globalization and knowledge economy formation enhance the integration of educational services markets and labor is the most important factor in successful socio-

economic development. Business and education are no longer self-sufficient and more dependent on each other. Knowledge is a clear factor in the success of any functioning economic system both at micro, macro and at global level. One of the main conditions for successful development of enterprises becomes continuous improvement and modification of human potential by means of educational system. Therefore, to solve personnel, social, economic and regional problems of the real and financial sectors of the economy required the development and modernization of the existing training system to personnel, the search for new technologies for integration of schools and enterprises.

In a market economy, one of the pressing issues is the formation of organizational - economic mechanism of management education market, which is able to ensure the competitiveness of enterprises and the state as a whole in the international market.

Today domestic universities to attract students to study under contract forced themselves create the demand for economic specializations and, simultaneously, to meet this demand. They are essentially began to combine two functions in relation to education: act as its producers and customers. As a result, the system of national economic education locked in their own needs and very little is focused on signals from the labor market. The result of the absence of established channels of feedback system of economic education and the labor market has been a sharp drop in the quality of training.

Today, unfortunately, the rules of providing of educational services dictate not a higher education institution but a student that paying for its education under the contract, thus maintains a staff of higher education.

It is clear that this situation is not acceptable and in the long term may undermine the competitive position of Ukrainian universities in world markets. So, in conditions of deregulation of labor markets and education needed drastic reforms that while preserving the European guidelines development are in synchronization of changes that take place in the real economy and the system of personnel training, bringing the number of universities in line with the needs of labor markets, reorientation of High School in a multilevel system of training by identifying real components of demand of potential customers – employers to prepare competitive specialists to increase their mobility in the universe.

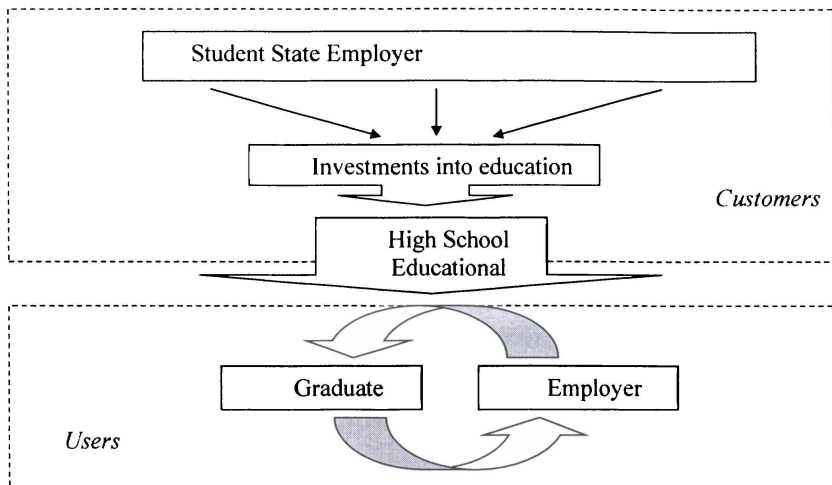
One of the problems of efficient mechanism functioning of staff ensuring is the fragmentation of business interests, state and educational institutions. This leads to the separation of the education market from the labor market. In personnel training institutions are focused on the needs of applicants and their parents, not employers. The discrepancy between the popularity rating with the distribution of specialties guaranteed employment leads to the fact that the applicants in choosing the institution do not take into account the factor of further employment. In the absence of scientifically based forecasts of demand for professionals in the near and far -term demand for certain specialties experts is uncertain.

In this case, there is a situation of imbalance in supply and demand in the labor market: an over-supply of some professions and lack of rest.

Market of educational services can not fully meet the demand of employers and respond quickly to changes occurring in the labor market. Hence, different quality assessment training in schools, on the one hand, and employers – on the other [1]. Improving the quality of training qualified specialists in industrial sector should be based on the formation of an effective mechanism of coordination determining the current needs of personnel in accordance with the professions and specialties.

Market of educational services can be viewed in two ways: as an independent element and as part of the labor market.

Scheme of the mechanism of interaction between producers, customers and users of educational services is shown in pic. 1.



Pic. 1. Mechanism of interaction between customers and users in the market of educational services

There is a need for cooperation between the three main partners in education sphere through the establishment of an effective mechanism for managing the quality of educational services, basic tools. Customers are students who are interested in learning and quality educational services to compete in the labor market; state is concerned with the preparation of highly manpower for the development of the national economy; employers who are interested in training highly skilled workforce to ensure the competitiveness of enterprises.

Economic mechanism can be regarded as a market that combines the self- activity of economic entities with regulating functions of the state.

Control mechanism is seen as an integral part of the management system, which provides an effective influence on the factors which condition causes the result of the installation of management. Moreover, when it comes to internal factors of the market control of educational services there is need to use the term «market management mechanism», if to external – «the interfaces with other markets.»

As the nature of internal factors management market of educational services is different (organizational, structural, technical, economic, administrative, physical factors) we should allocate certain control mechanisms of management [2]. The main types of management mechanisms are: organizational, economic, structural mechanisms, mechanisms of management, technical and administrative, informational mechanisms and others.

The organizational-economic mechanism of the market of educational services management – it is a combination of institutional and economic instruments (each of them own peculiar forms of managerial influence), that have an impact on the economic and institutional settings management of educational services market, that contributes to the formation and strengthening of organizational and economic potential, gaining competitive advantage and efficiency of the market of services in general.

The management mechanism includes such components as: the principles and objectives of management, methods, forms and tools of management, organizational structure of the market of educational services and their infrastructure, information and means of its processing.

In the structure of the organizational and economic mechanism should be sorted out three systems: software system, functional system, target system.

The system of ensuring the organizational and economic mechanism consists of subsystems: legal, resource, legal and methodical, scientific, technical, information management market of educational services. [3]

Organizational- economic mechanism of the market of educational services includes the following functional subsystems: planning, organization, motivation, control and regulation.

Target system of organizational and economic mechanism has goals and main results of the education market activity, and the criteria for selecting and evaluating the achievements of certain goals and results of the educational services market activity.

The content of each of the systems and the number of subsystems in each system of the organizational- economic mechanism of the management in the market of educational services depends on the type of the educational market, the sphere and scale of activities, degree of influence of the environment and results of educational services market activities and other factors.

The economic development of the country largely depends on the availability of an educated and skilled workforce and technological improvements that increase labor productivity.

Analysis of the functioning of the education market demonstrate the shortcomings of the existing mechanism of their interaction, inability to self-tuning relations, harmonize the relationship between the participants, based on the agreement and the balance of strategies, and thus actualizes the need to develop effective economic mechanism of regulation. One of the areas for cooperation of the education market is improving the economic mechanism of quality educational services management.

Effective instruments of economic regulation mechanism of partners' interests in the education system should be increasing the quality of education by predicting the structure of specialties, researching requirements of the labor market within the competence of graduates, funding institutions according to results of performance, auditing of quality educational services.

Thus, as the organizational and economic mechanism should be considered an integrated system consisting of ensuring system, functional and target system that contains a set of organizational and economic levers that affect the economic and institutional settings of educational services market management in order to ensure efficiency in management and obtaining of competitive advantages.

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