

UDC 330.354

Tsymbal L.I.
PhD,*Associate Professor of International Economics chair,
SHEE "Kyiv National Economic University named after Vadym Hetman"*

WAYS OF IMPROVEMENT OF REGULATIVE INFLUENCE OF THE STATE TO THE MARKET OF EDUCATIONAL SERVICES

The general formulation of the problem. Analysis of the functioning of the educational sector at present indicates the existence of a large number of problems. Still, Ukraine has significant potential to address these issues and prerequisites for the formation of a competitive industry. First, a large number of educational institutions enables to restructure so as to form under the auspices of the biggest complexes in the training of specialists. Second, high image higher education among the population forms confidence in the stability of the industry. Thirdly, the changes in the basis of society where knowledge and information are most essential object of sale accompanied by a restructuring of the economy. As part of this is to determine the main directions of improving public policy in the educational market.

Analysis of recent research and publications. Adjust the education market and state influence on the processes studied in this market a large number of scientists. Partly attention to the problems of state participation in the general aspect of the knowledge society can be identified in the works of G. Becker, E. Denison, J. Kendrick, J. Minser, T. Schulz. In the works of local scientists L.I. Antoshkina, V.M. Heytsya, O.A. Grishnova, B.M. Danilishina, G.A. Dmitrenko, J.S. Kalenyuk, O.A. Kratta, V.G. Kremen, V.I. Kutsenko, O. Sologub, D. Stechenko, L.A. Yankovskaya and other covered individual organizational and economic problems of the system of higher education. Thus, the question of how to influence the state, including licensing, seen in the writings of B. Derevianko. However, changing economic conditions, forms of higher education system.

The aim is the isolation of ways to improve the regulatory influence of the state on the education market require development of new forms of government involvement in the development of educational services.

The main material. The strategic issues to address challenges facing the public authorities is to create conditions of Ukraine's transition to a postindustrial information society. Analysis of international experience points to the crucial role of the state in these processes [7,8].

We believe that active government intervention in economic life should be targeted as a wide variety of tasks without forming priorities is inefficient and leads to a dispersion of efforts.

Thus, the attention of public authorities in the regulation of the market of educational services should be focused on solving the fundamental problems, which include: strategy development education market, support for market development in the period of restructuring, supervision of clear restructuring, ensuring legal compliance the transition to international standards of the education market, the introduction of innovative forms of training that allow you to improve the competitiveness of education, improving the competitiveness of specialists on international labor market, ensuring macroeconomic stability.

Solving such problems should not be to increase the extent of state intervention in economic processes spe-

cific to the education market, and improving the effectiveness of such interventions.

State regulation of educational services should be aimed at stability and balance development. The main areas that require significant attention from the state - a demand management, regulatory proposals to regulate foreign education market interaction with other sectors of economic activity. Adjust the level of demand can be expressed in ensuring equality of education for the population (the ratio of the total tuition and average wages in general and by region). Another tool of state regulation of demand is the procurement system, which creates demand for training, which also contributes to the demand for these professions, which the state defines priority. Ensuring equal access to education can take the form of independent testing and when rating applicants put uninterested foreign experts.

Regulation of supply is through the regulation of for example different forms of regulation, and the list of professions, regulation and restriction of organizational and economic principles of the functioning of higher education institutions, as well as process control optimization of the structure of the market, taking into account the needs of the regions.

Outdoor education market interaction with other sectors of economic activity should be exclusively the competence of the state as to ensure that at a single institution can not. This interaction occurs between the market of educational services and market research developments, labor market.

The optimal interaction between the market of educational services and market research developments should include not only the integration of science and education, and strengthening cooperation at the cost-effectiveness of each activity. This can occur through the establishment of joint facilities where educational activities based on the latest innovative development in the same center. Such innovations, based on the specifics of teaching in Ukraine can be offered as subjects to choose the institution or the student. In this case, the integration will not be a formal procedure, and will be implemented in practical life activities.

Integration of the education market and the labor market should be regulated not only at national level but also at the regional, as the needs of the labor market rather can be formed at regional level. For this purpose we introduce the participation of the local community (representatives of regional government agencies - employment service facility) in licensing and accreditation. Activities of employment services applies not only to reproduce the current needs of workers in the region, but also in tracking trends and changes in demand for jobs. Thus, the regional employment service can participate in shaping the package offers higher education establishments. In addition, cooperation at the local level could be implemented through the creation of centers for training of specialists needed in the region. If universities can form small groups to receive training for the purpose of employment services. This may take the form of training specialists, courses, seminars, workshops and so on.

Note that feature of the labor market is focus on current performance rather than long-term prognosis, although the experience of developed countries shows that at the national level is possible if is a clear monitoring of the labor market and consider the dynamics of its development in comparison to the dynamics of the industry as at the national and regional levels. This prediction is possible not only with the actual training, and provided a high quality level of training that will allow this skill to be more mobile in the labor market and, therefore, does not require constant retraining.

Interaction of the education market and the labor market can occur at several levels. The first level of interaction is the most extensive and involves the interaction between higher education institutions and the state as a whole. This interaction includes state order for training, the need for which is within the entire state, or for the professionals who will provide strategic sectors of economic activity, to which we could refer not only to the survival of classical strategic sectors of the country - the military- industrial complex, food - and the industry and those who have gained strategic importance due to the transition to a post-industrial society - science, computer engineering, programming and more. The next level of interaction is through aligning the interests of higher education and regional authorities. Such interaction is focused on training required for the effective functioning of the region in which the university is located. The third level involves interaction fashion between schools and businesses. In this case, the company must create a package of orders for training according to their needs and pay for their training. However, this form of interaction is not acquired to date, significant spread, as companies try to find a specialist without spending financial resources. This problem can be solved by creating a special policy for active enterprises - reducing the tax burden, benefits, government programs and more. The last level of interaction - institution -consumer. This interaction occurs in the formation of contractual relations between educational institutions and consumers, applicants upon signing of the contract on granting of paid educational services. In this case, demand is initiated by the user, that person pays for their own learning.

The main directions of improving the efficiency of state intervention in the education market is to develop the legal and regulatory framework, which would provide the possibility of competition and entrepreneurship, enhance the role of local government in the functioning of the market, which can be expressed in the participation of representatives in the process of licensing and accreditation of individual specialties, ensuring the presence of a strategic plan for education, including financial, that will allow to carry out long-term planning of each institution and, consequently, increase resource efficiency, coordination of regional interests and eliminate the imbalance of training, the formation of targeted programs.

The legal framework upon which operates the market of educational services in Ukraine, currently needs to be updated and brought in line with international standards of training, which is especially important in view of the processes of internationalization and globalization. This will improve the competitiveness and education, and professionals in the international market, and partially resolve the issue of mutual recognition of diplomas. Requires active development the possibility distribution of competitive education market, because it is an inherent natural monopoly in some areas. It is necessary to solve the problem of supply of material resources for schools because the current system of tenders will not yield the expected positive results. This is primarily due to the imperfection of the legal basis and

features the participation of local governments. Simply copy the experience of developed countries without considering the peculiarities Ukrainian business rules led to delays, legal controversies and others.

Participation of local government in the functioning of the market due to the fact that most schools train specialists for the regions where they are. Most students enrolled in those schools that are relatively close to the residence, and only a small proportion of universities prepare students from across the country (this applies primarily metropolitan universities and leading educational institutions specialization). At this stage, this part is only formal, resulting in the provision of information on regional needs in training. However, this information is often incomplete or does not reflect the real picture. Participation of representatives in the process of licensing and accreditation for certain professions may increase the efficiency of educational institutions, as expressed through determination of training.

Ensure you have the strategic plan for education will enable each institution to carry out long-term planning. Market development strategy should take into account the needs of countries in the preparation of specialists in some areas, not forgetting the time factor. This plan provides for education under the direction of a need for them, and the system of state order for training. Packet state order for training in specific areas should be brought under the real needs and prospects for demand for specialists. It should take into account not only the direction of training, but also specialization.

To improve the efficiency of public request of the training in specialties that are not in demand and are not in demand and are highly promising (teachers, doctors, social workers, and others). Should introduce a system of targeting young professionals, because if people can not find work majoring in the first years after graduation, the motivation to continue to work in the specialty weak.

Long-term financial planning for the education market will enable the efficient use of resources as it involves complexity and system costs. In this case, each institution will be able to plan the costs of certain activities not related to the number of students in a certain period of time, for example, the costs of disseminating information, developing newsletters, planning to attract entrants, systematic and comprehensive update of logistics, the implementation of social programs and so on. These measures will allow more efficient use of resources.

Coordination of regional interests and imbalance of training is expressed through the analysis of the structure of demand for specialists, taking into account regional differences. The total supply of training should not serve as a set of requirements for specialists periods of time.

Formation of targeted programs like the direction the improvement of state regulation of the market of educational services should be directed at ensuring the stability of the industry and its reproduction. The main prerequisite for this may be the selection of a strong teaching staff through clear definition of requirements for teachers, teachers of living (eg, linking teacher salaries to the national average of maintaining growth opportunities), social security package (target housing, preferential loans, etc). Some of these measures implemented at the end of 90 years the Chinese government: for teachers and lecturers were built 903 million m² of housing, which costs more than \$ 9 billion [10].

In addition, Ukraine has a large proportion of scientists who have emigrated abroad. Options for action may be maintaining the existing level of wages for the most

productive scientists if they return. It should take into account those students who are educated abroad. Much of these students trying to stay beyond the expiration of studying abroad because they see for themselves in Ukraine minor prospects. It is often possible to hear from foreigners view more freedom of doing business in Ukraine than in other countries because Ukrainian market is unsaturated list. Therefore, at this stage, the main task is to develop at the national level of entrepreneurial behavior and favorable working conditions for students who have studied abroad.

Positive in this matter again is the experience of China, which for these students formed 21 special business park, where there were more than 5,000 innovative companies, investment accounted for more than 3.6 billion [9]. As a result of these programs were improvements in the educational system in China. There was a sharp increase in the number of entrants to higher education: in 1998 their number was 1 million, in 1999 they increased by half, and in 2000 their number was already 2 million [3].

Policy focus can see this in the developed countries of Europe. For example, Germany creates optimum conditions not only hold their own experts, and has a very loyal policy towards foreign experts involved [11]. And the entire European Union is the main goal puts "create conditions to prevent the outflow of personnel and to attract the most qualified foreign researchers" [12].

A positive example for Ukraine this activity is to create a base of China Sino-Russian- Ukrainian Cooperation (Yantai City, 2000), which involved the work of Russian and Ukrainian developers of innovative technologies. Thus researchers implement these technologies into production on custom designed for the business or to promote the implementation of existing industrial enterprises. In addition, there is a Sino-Ukrainian Cooperation Technopark tech that is working on developments in the production of a new generation of industrial equipment for various areas, environmental protection, medicine and breeding of new plant species, etc. [9].

The priority of education is its scientific component, which is globally recognized as a strategic resource. The Soviet system of education and research institutions are currently being destroyed, but its replacement model is proposed combination of education and science. Research institutions or disappeared, or funded minimally required level, with emphasis on implementing global model. In Ukraine, a combination of science and education does not give the desired results. This is due to many factors. First, funding for higher education even partly made on the basis of scientific achievements thus leveled motivation. Second, the material and technical base of higher education often does not provide for specialized classrooms, laboratories, equipment for conducting scientific research. Thirdly, the focus of the prerogative of teachers is learning and research in planning is taken into account to a lesser extent. Fourth, the transition to the Bologna system of education, which involves reducing the workload disparity complicated legal framework and significant differences in the education system. However, these changes have not been processed in some way, and complete departure from the Soviet system of training requires considerable effort, time and investment. In our opinion, the scientific potential that Ukraine is physically can not be used in full.

In this case we have an imbalance between available capacity and those academic resources are actually used. The excess that is not used in Ukraine to migrate as an export component Science. To improve the efficiency of the economy requires close collaboration and integration of three components: scientific

achievements - Education - Economics. Only their optimal combination can give positive effects.

One of the factors increasing innovation activity of enterprises may be tax benefits. While such measures are artificial at first, but with the advent of the positive effects from the use or application of innovation inertia and indifference heads disappear.

Science by its very nature must be a prerequisite for education, because science provides the theoretical basis and practical knowledge. This knowledge must go to the fundamental group, and this requires their implementation. Thus, the gap between the components of "science - education" leads to failure of both one and the other component. In the aggregate measure of damages is the largest economy of Ukraine. And not only due to missed opportunities, but also due to the rapid development of competitive economies, the active development of which contributes to brain research potential. Thus, we get an even greater level of obsolescence of knowledge through self- education personnel.

The position of the potential of failure due to poor interaction of "science -education -economy" is supported by a number of researchers [5].

The group targeted programs on the issue of strengthening the integration of "science -education -economy" may include creation of corporate universities to facilitate the integration of education and business. In the world there are about 1600 of these universities and is projected by the World Bank to exceed the number of classical [1]. Such systems are implemented in large schools, but they need further improvement. For example, in the UK is based on the principle of education Sandwich Year, followed by students in elementary courses some time working on the production of the chosen specialty, and continue to study after work. However, in Ukraine student internships abroad quite often takes the form of physical work in the business, such as harvesting of fruits and vegetables that hardly suggests acquiring the necessary knowledge and skills in the specialty.

One of the main tasks of the state at the present stage of development of the education market is strengthening of investment activity that is raising funds from external sources. For Ukrainian classical education funding sources are state and individuals, but such a system today is inefficient. The share of individuals in the field of financing increases, causing the orientation of higher education in the formation of a package of proposals with the most creditworthy suppliers of financial resources. Thus individuals, choosing a profession, often not geared to the needs of the labor market or projected to change it, and your own wishes, or social stereotypes [6].

In a mixed economy is worth remembering that there is a need to develop institutions of the education market, which should take into account the legal enforcement of property rights. It plays a significant role development mechanism of market competition as a necessary element of the market. In this state monopolies should not be changed to private, which inherently has a similar effect.

Quite interesting in this perspective is the question of price. State of the regulation of pricing services institutions to protect the public interest and ensure the constitutional right of every citizen to education. Often schools are located in a natural monopoly, that theoretically are able to set prices for services based on their own interests. The object of the regulation in this case is monopoly behavior of the institution and minimizing consumer spending, making them the best value. In this case, control of the state designed to align the interests of producers and consumers, taking into account the needs of society and its national interests.

Today, schools are in that form of competitive package of services. That along with the monopoly goods (education services) companies provide additional services that can operate in a competitive environment (food, printing, entertainment, etc). These companies, though tied to the activity to monopolist, but can operate on the principles of free competition. Attempts to increase competition in these areas is to establish bid pricing logistics [2].

The current system of state regulation of the education market does not account for differences in entrepreneurial behavior of schools of different ownership. Most public schools in their efforts rely on state support.

Commercialization of education has led to the actualization of concepts such as rent - behest, cost, profit in relation to education. It is quite interesting is the question of the creation of the price of the same service in different schools. In fact, it is a monopolistic behavior of enterprises. Thus, pricing for educational services is very important subject to state regulation and control. Formation of the expenditure base price is not justified at this time and leads to artificially drive up the level of costs in the current period. Necessary to introduce price changes to the declaration of justification for this change. Such measures uncharacteristic for a free market economy, but they are necessary to eliminate unfair competition and recreation education in Ukraine.

Today in Ukraine there is no law that would fully exercised control pricing in the market of educational services or methods of regulating pricing. Necessary to create a regulatory framework pricing for educational services, taking into account the interests of both public and private. As Ukraine is a strange situation where the public service institutions are much more than services private schools. Although the nature of the market mechanism eliminates this possibility, because the activities of private companies focused on profit, and government to conserve resources.

At this stage of development of Ukraine, which is characterized by political, economic and social instability, the role of government should be strengthened. For state functions remain the coordination and regulation. In this case, as a means of improving the efficiency and state regulation is not only a system of education. Often, problems in education rests with the schools, with allowed option changes the overall hierarchy of the education system.

Public policy should focus on the development of self-regulation and interaction self-interaction "science-education-economy".

According to the identified problems of the education market and its trends directions of improving public policy in education. At the present stage to ensure uniform development of the educational services necessary to develop a uniform legal regime of education in different ownership, which should be based on reducing the administrative burden on the activities of public institutions and increasing their economic autonomy. Regulation of private higher education institutions which have received considerable spread due to relatively low barriers to market entry, needs improvement and development of new methods and tools to influence their functioning.

Conclusions. Thus, to ensure the development of innovative educational market system of state regulation should be focused on the following areas as providing general equilibrium strategy development education market, ensuring the competitiveness of the national system of education in a globalized educational environment.

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