

SECTION 7

SYNERGY OF EDUCATION, BUSINESS AND SCIENCE IN THE TRAINING OF SPECIALISTS IN ECONOMIC PROFILE

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FORMATION OF STRATEGY FOR DEVELOPMENT OF HIGHER EDUCATION INSTITUTIONS IN CONDITIONS OF THE MODERN MARKET OF EDUCATIONAL SERVICES

In Ukraine, as in other developed countries of the world, higher education is recognized as one from leading sectors of social development. Today is a national innovation Ukraine's education system is in its initial stages of formation.

For creation and implementation of innovative models requires the development and the introduction of an appropriate strategy for the development of higher education institutions (HEIs).

The formation of a common marketing set of strategies for higher education determines a policy of choosing a strategy for training specialists in various fields. In theory of marketing has considered a set of similar product strategies. So the adaptation of these strategies to the labor market in the field of educational services is a relevant problem for HEIs.

The strategy is a necessary declaration of goals and directions for the development of higher education, a key tool in higher education management that influences the construction of national strategy. It is needed not only for the internal development of HEIs but for its collaboration with other public institutions. This is necessary to have professionals who move one step ahead of others. It should be noted that the general strategy of the HEIs activity in the labor market is determined by the current state and dynamic of labor market demand and supply in the sectoral labor market, the material, technical, scientific and methodological potential of the educational institution, complex of macroeconomic and socio-demographic factors, organization and methodology of teaching disciplines [1].

Formulation of a question on the development and implementation of strategies for universities would radically transform the entire economy,

affecting the role and place of the Ministry of Education, Cabinet functions, would require the establishment of a new model of relations between institutions of higher education with the corporate sector, international organizations and more.

The main instrument of realization of strategy of development of the HEIs is the introduction:

- a comprehensive program to improve the organization and content of education in accordance with the Bologna Declaration;
- through a comprehensive program of practical training of future specialists in accordance with the requirements of multi-level education;
- program through computerization and Informatization of an educational complex of the HEIs;
- scientific and research work of the faculty and students;
- program of restructuring of the educational process, optimizing educational plan with the priority in the redistribution of hours for independent and individual work of students;
- program of development of the complex system for diagnostics of knowledge, skills based on the latest technologies, the international cooperation programs between higher education institutions [2].

Actually, strategy development begins with setting goals. Why is needed an HEI, for example, an international activity it aims to provide: should it be an educational environment with specific characteristics, in which students have access to certain educational programs and qualifications, or should every effort be made to enable them to develop their teaching staff ?. As with any business strategy, the strategic goals of the university in international activity are related to the corporate vision and mission of the university. A corporate vision can also be called a corporate dream, this is the ideal that the organization strives for. It has to be quite ambitious because it is a dream that you want to achieve. The mission is a more specific and real challenge for the university in the educational services market. It should reflect the main values of the university, its main products, and target markets. Many international organizations, primarily accredited by universities, are guided by the mission formulated by the university itself.

Once the goals of the strategy have been developed, an important step in the choice of the consumer's approach to value creation emerges. Peter Laurent offers three possible approaches:

- 1) mass production and the use of economies of scale (low-cost production by M. Porter, both with a broad market focus and a narrow niche);
- 2) creation and use of partner networks;

3) solving the unique problems of their target consumers.

The choice made by the university in the development of its development strategy is strictly speaking, not in the advantage of one of these approaches, but in their balanced use.

The need for quality hands-on educational marketing is clear. This confirms the growing demand from universities for consulting (strategy development, research), promotion (advertising, PR, BTL) and training of specialists in high school marketing technologies [3].

Considering the problem of development of marketing strategy of universities in the market of educational services, the following conclusions are drawn about the main directions of activity of universities in the field of marketing for the current period:

- optimization and activation of work with the brand;
- optimization and more efficient use of advertising tools to promote the educational services of the HEIs;
- search for new solutions to attract entrants and activate the university's resources for their implementation;
- active participation in internal processes analysis and management restructuring.

Therefore, the strategy of development of higher education institution is based on the principles of innovative teaching technologies and requires for the introduction of its individual subsystems, formation, and development of innovative and active personality of scientific-pedagogical workers and students of higher education.

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STRATEGIC PLANNING ASPECTS IN HIGHER EDUCATION: INDICATORS AND FACTORS OF INFLUENCE

Higher educational establishments activities are focused on specific strategic programs implementation that have to achieve real goals in the priority areas of development. They are new markets and creation educational products creation; higher educational establishments full participation in the process of information environmental development; quality management for educational system improvement.

Monitoring and forecasting of all important changes in external and internal educational institutions environment is necessary for their successful operation in the market of educational services. In addition, it should be taken in the account that educational institutions level of development depend on various unpredictable indicators and factors [2].

While considering the strategic management issues of higher education institutions development it is useful to identify and differentiate indicators and factors. We support the scientists point of view; "the necessity of dividing factors into two groups that will contribute in the higher educational institutions development and those that slow the development (they are threats), and identify weak and strong sides and characteristic of national higher educational establishments"[5].

In order to conduct a SWOT analysis of higher educational system, it is necessary to identify the main groups of external and internal environmental factors that are influential in this field, to plan the ways to increase higher educational establishments effectiveness.