

INNOVATION AS A DETERMINANT OF COMPETITIVENESS IN THE MARKET OF BUSINESS EDUCATION

ANNOTATION

The article considers the competitive conditions in the market of higher business education in Ukraine. It's marking the specificity of educational services as an intellectual product that has a high degree of novelty. In the article there arguments the necessity of the determining competitiveness factors of these services in the face of rapid transformation of economy and society. It has highlighted a number of issues that make it difficult to increase competitive potential of the Ukrainian educational institutions which lead to the loss of an intellectual elite and a declining position in the world rankings.

Author has proposed creation of certain favorable internal and external environment to improve the competitiveness of educational institutions, the priority among which are changing management paradigms, transformation the consciousness of educational process participants, the active implementation of educational innovations, customer focus and communication with the labor market. Their implementation will contribute to improving the international competitiveness of Ukrainian educational institutions and prosperity of the country.

Rapid socio-economic development of the society referred in the report of the World economic forum [1], requires new methods of management of economic entities. The pace of introduction and development of new ideas determines the resilience and competitiveness of market players. Special importance is the introduction of innovations in the educational space, therefore the high school is one of the driving forces for the transformation of society because a high scientific and educational level is not only a competitive advantage, and also the guarantee of the state's security.

The market for business education has some special characteristics, because in the scientific environment creates an intellectual product of the highest degree of novelty, scientific schools become the centers of innovation. High competition helps to speed up these processes and openness of scientific research becomes a condition of effectiveness. In such circumstances national higher school faced with the necessity of implementing change and reform with the aim of harmonization with the international educational systems.

Despite the sustained interest of researchers to the problems of higher education development in Ukraine [2, 3], some aspects of this question require study and systematization. In particular, are of scientific interest factors, which influence on formation of competitiveness of educational services of the higher education institutions in the conditions of rapid technological change in the economy and openness to the world educational systems.

Currently, the national system of higher education is in



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transition way and slowly adapting to external challenges by reforming. But the need to compete with each other and other alternative providers of educational services is calling for separate educational institutions. As noted in the study [4], migration educational trends and alternative players in the market pose a serious threat of the decline of domestic institutions, especially against the background of demographic decline.

In addition, there are a lot of problems, which considerably complicate the process of integration of Ukrainian universities to the international educational system. Among them - a low level of flexibility and conservatism of educational structures in the public sector, insufficient level of information culture of personnel, deficiency of international experience. As a consequence of these processes Ukraine faces a growing outflow of intellectual elite among students and scientists, which is a significant strategic threat of the development of the state.

There are some favorable conditions for improving the competitiveness of educational institutions. Among them as a priority are the following:

- a close relationship with the labor market and end the employer through a system of orders for training of specialists of a certain specialization in accordance with the forecasts the country's economic development;
- Internships for students like a way of gain the necessary competencies;
- active used by innovative technologies in the educational process, the high level of material-technical and information support;



- individual approach to the educational process tailored to the needs of the student, the introduction of mixed education, improve flexibility and mobility training, provision of continuing education and advanced training;
- the system of motivation of the teacher, which will promote to improve the quality of teaching and the acquisition of high competence according to the modern requirements;
- awareness and personal responsibility of each of participants of the educational process for learning outcomes and the formation of the modern specialist, academic virtue and the transparency of decision-making at all hierarchical levels;
- integration of educational institutions with other players in the market: consulting companies, analytical research centers, corporate training centers;
- implementing an effective system of feedback from all stakeholders of the educational process, which would have efficient regulating mechanisms of the influence on educational activities.

These conditions will allow educational institutions the same competitive advantages that will bring domestic science to a decent international level. The introduction of educational innovations will enhance the competitiveness of the Ukrainian universities in the international scientific community, the formation of a modern business elite for the sustainable economic development of the country.

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