## CONDITIONS USE OF RELATIONAL CAPITAL IN EDUCATION INSTITUTIONS

This article focuses on issue of building and shaping and the use of relational capital. It is not possible to actively manage a school facility without adaptation to the changes in the environment, and without having to create communication with external and internal. The ability of the relational capital accumulation can increase the efficiency of the institution. The study is to identify opportunities to develop different dimensions of relational capital with regard to the education sector. The study was divided into two parts. It starts with a brief introduction that demonstrated the important role of cooperation among organizations. In the first part recognized the specificity of the sector of education. The second part presents the relational capital as a source of empowerment educational institution. Finally, conclusions are drawn.

Education is defined as a conscious, organized human activity whose aim is to induce the desired changes in personality, and the general processes and interactions that aim to change people, mainly children and young people – according to the prevailing social ideals and educational purposes. Education is considered as the value by which a man is prepared to actively participate in the often vague about the new direction of the process taking place and often surprising us change. State education is treated as a public good, and so is free and everyone has access to it. It is based on the belief that citizen B should fund the education of the citizen A, because in this way B A benefit of education. Education is of particular importance in the modern world. It is considered the chief architect of civilizational change. Is also considered as one of the drive wheels of the economy. It was awarded by the World Bank as one of the pillars of economic growth and indicators of the potential of knowledge-based economy. Investment in education contribute to the growth of production, interest of foreign investors, technology development, economic growth, human capital training in order to prepare for professional life, which causes an increase in economic wealth, social prosperity and political stability. In addition, investing in education is investing in the development and progress of civilization. Awareness of the rank it occupies in the system of education of society needs to have an efficient, allowing for quick response to the requirements of the environment, the education system. An important role in the creation of this system plays a state. The education system is defined as the totality of interrelated institutions and educational institutions direct and indirect enable

citizens to gain the education, training and providing them with a comprehensive personality development. The Polish education system since 1989. Administered to numerous reforms.

The system always operates in the environment, and between him and the surroundings are usually numerous relationships. It is therefore important to recognize these relationships drawing on the dynamics of mutual interdependence. Forming relationships both within the system and outside the environment is to aim and task management functions. Numerous reforms and changes in the education system does not prevent the downward trend: decreasing the number of schools and students attending them. Transformational changes introduced the possibility of setting up and running of schools by various entities. With the growing competition and numerous changes in the educational system shows that schools are forced to look for opportunities to stand out from the competition and improve the quality of work in all areas. Changes in the environment are forcing schools to adapt. There is a need to amend deeply modifying their function. These can be complex solutions and actions that transform the entire school facility. Educational institutions are not only impart knowledge and skills but also inspire creative attitude, teach independent action, to encourage selfeducation. Modern School aims to educate people resourceful, resilient, intelligent, resistant to stress, mobile, flexible, open, creative, focused on being successful. Only such a person can't function properly in society of risk, where only 20 per cent. people are destined to perform socially respected professions. Management education system consists in shaping its relationship with the environment in a way that ensures sufficient feed from the outside - from public and private sources and mutual adjustment of internal components – that enable the necessary level of cooperation. It is about maintaining a balance in its relations with the outside of the education system, as well as its interior.

Маркетинг інновацій і інновації в маркетингу: збірник тез доповідей VIII Міжнародної науково-практичної конференції, 25-26 вересня 2014 року. – Суми : ТОВ "ДД "Папірус", 2014. - С. 94-95.