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**SOCIAL RESPONSIBILITY OF EDUCATION AS ONE OF ADVANTAGES
OF INNOVATIVE DEVELOPMENT OF ENTERPRISE**

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The relevance of social responsibility education as a prerequisite for the development of innovative enterprises is determined. It was found that socially responsible must be education, business and government to society. Determined that education affects the efficiency of business quality prepared workforce, business in society – the purchasing power of the population, stable working conditions, providing jobs and so on. Therefore, regional educational management (REM) in higher education must be socially responsible and to ensure a high level of implementation of not only traditional – academic and research functions, but also new – innovative and entrepreneurial. Analytical justified that social responsibility in education will be effective if the balance of interests between all regional social partners. Determined that the interaction between the production and the educational sphere should appear in the dissemination of knowledge about the basic principles of socially responsible management; production centers transfer of new technologies; direct centers (including the manufacturing and research institutions) training and so on. It is proved that the formation of social responsibility in the family is the primary source of its formation in the subsequent stages of personality development.

Keywords: *regional educational management, regional educational system, region, enterprise, development.*

Introduction. Intensifying of transformation contradictions under globalization and integration processes act actualized the necessity of forming of new community development paradigm. In that paradigm the task of achievement of quantitative increase is giving way to the task of providing of steady development within the limits of world economy. They can be realized through using of strategy corporate social responsibility. Understanding that the competitiveness of companies (enterprises) depends on many factors became universally recognized in the developed countries. One of factors of that is socially responsible behavior of all subjects of market economy.

Therefore, both problem of socially responsible business and problem of the

socially responsible to society educational system acquires the special value and it is expressed, first of all, through training of modern specialist. The problem of social responsibility of specialists, especially of higher school ones, attracts an increase attention of scientists and practitioners.

Analysis of recent researches and publications. Presently in foreign and home scientific works quite a bit attention is spared by the question of research of development of social responsibility of business, however this question is spare attention not enough in an educational sphere. Researches of range of problems of social responsibility carried out R. Andersen [1], Y. Blahov [2], K. Davis [3], A. Settly [4] and other. Taking into account actuality of the marked subjects there is a necessity for deepening of scientific researches of social responsibility in the field of education.

Previously unsettled problem constituent. The problems of social responsibility of education to the consumers of educational services, such as: population, enterprises, business and others like that are remained unsolved.

Main purpose of the article. The primary purpose of the article is illumination of essence of social responsibility of the system of regional education including regional educational management. Presently researches of social responsibility of the regional education system did not yet find the proper place among the problems of regional management. Insufficient plenitude and systematic nature of research of directions of education converting action on region society, absence of jointness in methodical part of territorial development problems research, change of degree of influence of education on government, business, society, actualize the necessity of deep study of social responsibility in education as mortgages of the successful functioning of enterprise and its intellectual potential.

Results and discussions. Formation of XXI century is education for a man. Its background is developing, cultural functions, education of responsible personality that is apt at a self-education and self is able critically to think and work over various information, use the purchased knowledge and abilities for the creative untiing of problems, aims to change on the best life and life of the country. High public meaningfulness of becoming of social responsibility updates the necessity of new realization of roles of institutes participating to education first of all of family and is education. The table of contents of activity of these institutes must be forming and distribution of models of behavior of personality, adequate to the modern and future calls of society. Just the same there must be a strategic aim of the system of education before society. Education affects the efficiency of business quality prepared workforce, business in society – the purchasing power of the population, stable and safe working environment, providing new and upgrading existing jobs and more.

The main tendency of the home system of education today is passing to quality education that needs the new reference-points of development of regional educational

management: technologies, procedures, management, namely: understanding of education as valuable system; the subjects of regional educational politics (to the openness, creativity, flexibility, reflectivity and others like that) have forming of the new thinking; humanizing of education (table of contents, forms, methods, mutual relations and others like that). It should be noted foresight of N. Kolominsky, that as early as 1996 among moral requirements to personality of manager of education distinguished development for its such personality quality, as «inclination to undertake responsibility» [5, p. 52].

Meaning of social responsibility in the system of the regional educational system (RES), envisages finding out of row of questions: that such social responsibility, what forms, criteria of social responsibility of subjects of educational co-operations (personalities, associations, organizations, businesses, power and others like that); what advantages are got by society from social responsible behavior of subjects regional educational market; what benefit business that interferes with more effective participating of business and community in the decision of social problems of regions has from it.

As you know RES consists of educational establishments of different types. Specific is a management role in the direction of achievement of strategic tasks of RES. By practically unlimited potential of forming of world view of social responsibility regional educational market; what benefit business that mixes individual preschool and AV education is characterized from her, as exactly in early age bases of its cooperating are mortgaged with surroundings, there are self-definition and realization of own place in society, the creative thinking as pre-condition of piling up of human capital and its intellectual constituents develops actively. The knowledge and abilities obtained at school become foundation for a further capture by professional knowledge, form a common world view, erudition, skills of making decision (generalization, selection main, ability to perceive a new and study, work in a command), id est is the base of forming of quality descriptions of human and labour potential. In preschool and school establishments of RES mental and ethical principles of behavior of man are formed in society, elements of culture, ethics, attitude toward an environment. It costs to mark that exactly a period of school education is extremely important for socialization of personality, as mortgages basis of behavior of man in society and adaptation in a collective. Acknowledging an especially important role exactly of this link of the educational system, it follows to pay attention to low enough level of public trust to it. After materials of the sociological monitoring of Institute of sociology of NAS of Ukraine only 37,8% ukrainians agree with that the existing in Ukraine system of preschool and school education assists forming of the creative personalities intellectually developed,, while 34,3 think, that quite not promotes [6, p.68].

The special role conscious support and introduction of principles of social

responsibility are played by university education. Varskaya V.N. remarks:

– science that determines basic progress of society trends in a great deal is created in higher educational establishments and develops;

– higher educational establishments supply to society of professionals of certain level, a national economy, culture, can't function without participation of that, provided order and safety;

– higher educational establishments in a considerable measure assist washing out of social barriers in society, because, the self-receipt of higher education, usually, comes forward as pre-condition of increase of social status, moving for vertical lines from one social stratum in other;

– in higher educational establishments the intellectual elite of society prepares in industry of politics, economy, science, culture : from that, as well as who is prepared as an elite, the fate of society depends directly [7, p.15].

From the stated see higher, that institutions of higher learning of RES prepare the specialists of high qualification, capable and ready to provide efficiency of production, reasonably to define directions of steady development of the national economic system on the basis of own intellectual potential, sociocultural internalss and active civil position. Institution of higher learning and him a research sector is the mighty skilled source of scientific developments and innovations, that provides the innovative vector of development of region. It costs to take into account that exactly higher education, as a certain level of trade education, is the major factor of forming of social responsibility for future specialists. They are the index of form, professional, scientific potential and competitiveness of region. Because it relies and special role as a social institution. It is in this context we consider it appropriate to recall the position of academician E.M. Libanova on the problems of building a socially responsible state in Ukraine, which rightly believes that «... we need to foster national intelligence. Unfortunately, we did not train properly and then do not give it implemented» [8, p. 24].

Unfortunately, the swift process of devaluation of meaningfulness and quality of higher education in Ukraine led to that the graduating students from the universities do not answer many requirements that behave to the specialists on university education. Of course many reasons, but among them the last place play methods, criteria and procedures for the implementation of technology for regional educational management (REM). That is why it is in high school should be innovative, to use modern approaches to management of educational processes be socially responsible and to ensure a high level of implementation is not only traditional – academic and research functions, but also new – innovative and entrepreneurial. One of the functions of the responsible REM the social culture of managers as display of them comes forward administrative maturity, measures of willingness on the basis of work experience to accept self-weighted, flexible, socially meaningful decisions. Thus not

only own interests but also interests of society must be taken into account in a strategic prospect. In the conditions of globalization, that pierce all system of Ukrainian education, the special attention is taken to implementation of culturological function REM. At the same time, it costs to carry out administrative activity that is based on ethic norms and values and results in the increase of standard of life of society guidance of different links of the educational system. Today, professional ethics and culture of behavior must permeate through management activities in the educational system. Socially irresponsible Governance at all levels, not to mention about the educational system, results in a volume, that other subjects of educational process (a population, is business) appear the hostages of situation, id est put in such terms in that force to demonstrate the separate elements of social to irresponsibility. Presently in education there being a corruption, low level of financing of scientific researches, wretched salary of scientifically-pedagogical workers. It affects not only quality of educational services but also demonstrates depreciation of moral values. Socially responsible and self-sufficient REM in the educational sector will only observe when the balance of interests between all participants of the regional market, government, education, community and business.

In the conditions of instability the modern system of formation of Ukraine is characterized by the considerable circle of contradictions, by almost complete absence of terms for quality implementation of the tasks. From one side is brakes modernisation of this sphere, from other – forms grounds for disappointment of consumers of educational services in its value. Can establish inert character of dynamics of the home educational system, and consequently and regional, an out-of-date organizational structure, negative displays of dependence on the contingent of consumers that pay the studies. We believe that the root cause of the current state in the field of education is unsatisfactory governance developments in the regional educational systems that are experiencing large-scale use of most of the leaders of the subsystems traditional management techniques and styles. The level of a regional educational management ensure the proper, effective and efficient functioning of ROS, speaking so «... unique resource that guides the development, the possibility of outsourcing and internal efficiency» [9, p.26].

It follows to underline that contradictory tendencies in industry of education are characteristic for almost all types of public relations, that are the certificate of deep system crisis of the state as a social institute, activity of that today can not be appraised as responsible neither in relation to society on the whole, nor in relation to him main social institutes nor in relation to citizens. It costs to mark in the context of this research, that grounds of expectation of valuable realization can appear the educational system of the own public setting only for terms, when the leaders of higher grade will be ready to undertake social responsibility for quality of grant of educational services before consumers. Cooperation of sphere of production and

educational sphere must show up in distribution of knowledge about basic principles of socially responsible management; corporate universities (education-science-production); centers of passed to the production of the newest technologies; centers direct (in thereby on a production and in scientific establishments) studies; creation of joint (education-production) ventures and scientific centers (education-science); bringing in of workers of enterprises to the educational process; realization of general research projects; to the general participating in the management of companies and institutions of higher learning; realization of monitoring and development of prognosis (plan) estimations of requirement (after volumes and in a professionally-qualifying cut) in preparation of specialists, participating in forming of regional and department segments of state order.

As marked, efficiency of domestic enterprise first of all depends its intellectual potential that is formed in the system of education. The level of intellectual potential of enterprise will be determined by the educational level of workers, its knowledge, skills and abilities that is purchased in the process of labour activity, by qualification of workers and others like that. Quality of education shows up through the utility of the purchased knowledge and skills, the last are basis of applied and fundamental. Therefore one of strategic tasks of enterprise there is an increase of level of competitiveness of its labour potential. It can be attained through [10, p. 27]:

1. Introduction of the educational programs is on questions entrepreneurial activity; development and adaptation of the modern training-methodical providing oriented to effective educational technologies, including development of the controlled from distance technologies of studies.

2. Training of administrative personnel and business-commands.

3. Organization of professional studies of persons that are on an account in service of employment.

4. Coordination volumes and profiles of preparation of workers and specialists in establishments of trade education of all levels taking into account the necessities of labour-market.

At the same time, as practice testifies, for schoolchildren and students often interest goes down in studies, a tendency comes to light to deviant behavior. All of it, naturally, deprives its possibility of exposure of social responsibility, when a requirement is in self-affirmation and professional self-determination. From general school young people that often with large complications are able to continue studies in educationally-professional establishments or become familiar with to active voice in professionally-labour activity in the conditions of market environment goes out in life.

Conclusions and further researches directions. Thus, social responsibility in education is not only realization of social meaningfulness of results of own activity but also civil, legal, psychological, moral maturity of regional educational administrative activity subjects to its implementation. Presently a situation in

education is the reflection of the current state of the social and political system in Ukraine. Therefore, the modernization of all links of RES exactly on the basis of idea of social responsibility is promising. It refers to displacement of priority of administrative and economic regulators towards self-organization, self-control, independent voluntarily choice of publicly safe, rational and just decisions of regional subjects of management. Formation of social responsibility in family is the original source of its forming on all further stages of upbringing and education with realization in future practical professional activity. Conception of lifelong education changes the approach to education itself, examining it not simply as a social sphere, but as important investment in the future of country and all citizens without an exception participate in it. That is why development and realization of new educational paradigm, that must be represented both in strategy of educational politics of the state and its regions and in maintenance of methods of educational management become actual.

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**СОЦІАЛЬНА ВІДПОВІДАЛЬНІСТЬ ОСВІТИ ЯК ОДИН ІЗ ПРІОРИТЕТІВ
ІННОВАЦІЙНОГО РОЗВИТКУ ПІДПРИЄМСТВА**

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Визначено актуальність соціальної відповідальності освіти як запоруки інноваційного розвитку підприємства. З'ясовано, що соціально відповідальним перед соціумом мають бути як освіта, бізнес, так і влада. Визначено, що освіта впливає на ефективність функціонування бізнесу якістю підготовленої робочої сили, бізнес на суспільство – купівельною спроможністю населення, стабільними умовами праці, забезпеченням робочих місць тощо. Тому регіональний освітній менеджмент (РОМ) у вищій школі має бути новаторський, використовувати сучасні підходи до здійснення управління освітніми процесами, бути соціально відповідальним і забезпечувати високий рівень реалізації не тільки традиційних – навчальної і дослідницької функцій, але і нових – інноваційної і підприємницької. Аналітично обґрунтовано, що соціальна відповідальність в освіті стане дієвою у випадку дотримання балансу інтересів між всіма регіональними соціальними партнерами. Визначено, що взаємодія сфери виробництва і освітньої сфери мають проявлятися у поширенні знань про основні принципи соціально відповідального управління; центрах передавання виробництву новітніх технологій; центрах безпосереднього (у т.ч. на виробництві та в наукових установах) навчання тощо. Доведено, що становлення соціальної відповідальності в сім'ї є першоджерелом її формування на всіх подальших щаблях розвитку особистості.

***Ключові слова:** регіональний освітній менеджмент, регіональна освітня система, регіон, підприємство, розвиток.*

**СОЦИАЛЬНАЯ ОТВЕТСТВЕННОСТЬ ОБРАЗОВАНИЯ КАК ОДИН ИЗ ПРИОРИТЕТОВ
ИННОВАЦИОННОГО РАЗВИТИЯ ПРЕДПРИЯТИЯ**

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Определена актуальность социальной ответственности образования как залог инновационного развития предприятия. Установлено, что социально ответственным должны быть как образование, бизнес, так и власть перед социумом. Определено, что образование влияет на эффективность функционирования бизнеса качеством подготовленной рабочей силы, бизнес на общество – покупательной способностью населения, стабильными условиями труда, обеспечением рабочих мест и др. Поэтому региональный образовательный менеджмент (РОМ) в высшей школе должен быть социально ответственным и обеспечить высокий уровень реализации не только традиционных – учебной и исследовательской функций, но и новых – инновационной и предпринимательской. Аналитически обосновано, что социальная ответственность в образовании станет действенной в случае соблюдения баланса интересов между всеми региональными социальными партнерами. Определено, что взаимодействие сферы производства и образовательной сферы должны проявляться в распространении знаний об основных принципах социально ответственного управления; центрах передачи производству новейших технологий; центрах непосредственного (в том числе на производстве и в научных учреждениях) обучения и т.д. Доказано, что становление социальной ответственности в семье является первоисточником ее формирования на всех последующих ступенях развития личности.

***Ключевые слова:** региональный образовательный менеджмент, региональная образовательная система, регион, предприятие, развитие.*