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**MARKET CONDITIONS OF HIGHER EDUCATION SERVICES IN UKRAINE
IN THE FIELD OF STUDY “MANAGEMENT”**

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The aim of the research is to study market conditions of higher education services in the field of study “Management” and the characteristics of the degree of social responsibility of leading Ukrainian universities. The paper analyzes the situation of higher education services market in Ukraine in the field of study “Management”. The leading regions of Ukraine in the real number of applications and the degree of actual use of the license are discussed. The structure of the distribution of budget places, of applications and of enrolled students in the field of study “Management” by regions of Ukraine is given. Four field-leaders in entrance campaign for the last three years that is Kiev, Kharkiv, Lviv, Dnipropetrovsk are analyzed. The main characteristics of a socially responsible institution are singled out: an active position to attract students, the high quality of vocational training, international cooperation and assistance in employment of graduates. Five leading universities of Ukraine are analyzed in the field of study “Management” according to the degree of social responsibility on the basis of the data presented on their official websites. The basic directions to increase public opinion about the field of study “Management” in Ukraine are offered.

***Keywords:** field of study “Management”, high school, rating, license number, budget places, employment.*

Introduction. Studying the prestige of a university, the degree of demand for graduates in the labor market must be considered to be the main indicator of the assessment. The rate of graduates employment in the specialty depends on many factors, namely: the place of the institution in the national and international university rankings; the degree of specialization demand in the labor market, the unique nature of the specialization in the market; graduate’s practical ability to prove the level of knowledge and skills acquired during training; qualification level of a graduate and

his/her average grade point during training, etc. The analysis of the factors mentioned above makes it possible to classify them into two groups: the first one is directly related to the competitive advantages of a university, and the second is related to the competence characteristics of young professionals, most of which are formed as a result of the educational, professional and scientific university functions. Hence the role of higher education in the forming of the national professional elite is very important, if not leading.

Analysis of recent research and publications. The issues of market conditions of services of higher education in Ukraine have been studied by many scientists. Therefore, O. Kratt discussed opportunistic mechanism of the market autoregulation for higher education [4]. T. Obolenska uses marketing tools to characterize the functioning of the educational market of Ukraine [8]. S. Semeniuk researched supply and demand balancing in a competitive environment of universities in the educational market of Ukraine [12]. O. Grishnova determines the economic role of education in the formation of human capital [1]. A. Shevchuk defines the features of higher education transformation in Ukraine at present [16]. O. Totska substantiated the strong and weak points of the internal environment, opportunities and threats to the environment of higher education in Ukraine by means of SWOT-analysis [14]. However, the problem of market conditions to provide educational services for individual fields of study or specialties in Ukraine has not received a detailed consideration hence underlying the relevance of the study.

Main purpose of the research. The

purpose of the research is to study the market conditions of higher education services of Ukraine in the field of study “Management”.

Results and discussion. Ukraine’s economy can overcome the socio-economic crisis and stabilize in future among others due to hard work of professionals in economics who, each in their level should develop and practically implement innovative strategies of each company, region, sector and country. However, the implementation of this statement is possible only through training in higher educational establishments of a new generation of professionals capable to implement the expected qualitative and innovative professional solutions.

Analysis of the list of fields of training in economics for bachelors stated during 2010-2015 by universities of Ukraine, revealed the two most common and popular ones – 6.030504 “Enterprise Economics” and 6.030601 “Management”. The retrospective analysis of the number of enrolled students in these fields has led to the conclusion about different changes in demand, largely due to the gradual formation of public opinion about the nature of each. If the name of “Business Economics” is clearly linked to the activities of any company, there appeared an idea that a graduate will avoid problems with employment. The field of study “Management” having lost novelty of its name and “foreign origin” for a domestic applicant in recent years has suffered a sharp decline in demand.

The basis for obtaining data in our study was the official information on the results of entrance campaigns in Ukraine for the period of 2010-2015, presented in the information system Konkurs (Competition) [2; 13]. The sample included 124 educational institutions

of Ukraine of III-IV accreditation levels of state ownership, which enrolled students whose field of study was 6.030601 “Management”.

Having analyzed the main indicators of dynamics of the field of study “Management”, we came to the conclusion that there was a stable general tendency to reduction of their

absolute values (Fig. 1). Thus, the total licensed volume from 2010 to 2015 fell from 15.122 to 12.612 places or by 16.6%. Reducing the volume of state-funded places by 47.7% from 3284 to 1716 among other things led to a reduction in the number of applications by 21.8% and the number of enrolled students by 42.5%.

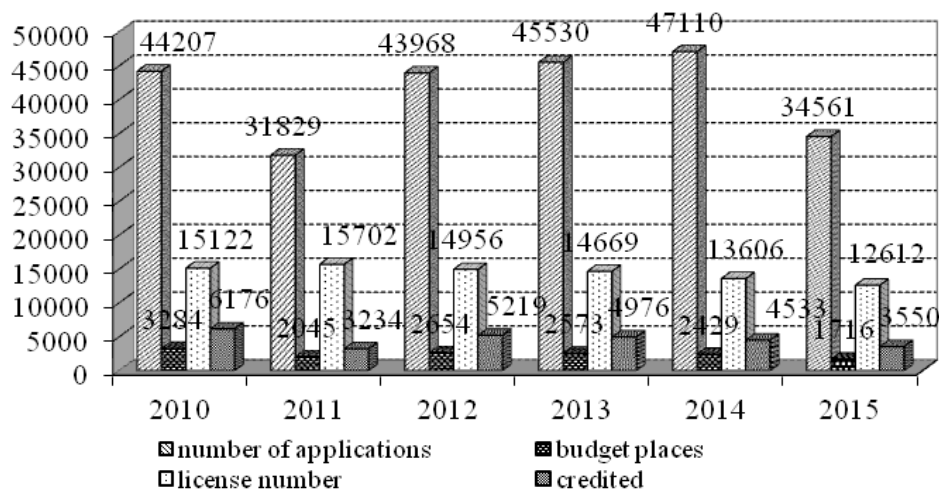


Fig. 1. Dynamics of absolute indices quantitatively characterizing the field of study “Management” in higher educational establishments of Ukraine, places (persons)

In addition, there is a different level of real applications (ratio of students enrolled and the number of applications) and the degree of actual use of the license (the ratio of the number of enrolled students and license) for the regions of Ukraine. The situation during the investigation period had a tendency to change. Thus, according to the first index for the period 2010-2012 the Transcarpathian Region was an apparent leader, where 32.6-51.5% of all submitted applications were enrolled, despite the fact that in Ukraine the average level of this index over the period ranged from 12.9 to 16.5%. Hence during the appointed period the applicants of the Transcarpathian region had a high

commitment to the regional universities and low geographical mobility. Since 2013 the situation has changed. There was a relative degree of alignment with real applications with the index fluctuation ranging from 3.4 to 21.1%. In 2015 the highest index level was observed in Donetsk – 21.1%, Zaporozhia – 20.1%, Chernihiv – 19.5% and Volyn region – 16.1%.

Since 2010 every year there has been a negative tendency to reduce the degree of actual use of the license with the simultaneous reduction of its absolute level. Therefore in 2010 the average value of this index in Ukraine amounted to 41.7%, while in the following years its value ranged from 20.9%

in 2011 to 32.7% in 2014. The main reason for such a poor state, the consequences, which influenced all the universities of Ukraine, is an annual reduction in the number of applicants caused by a protracted demographic crisis in the country. During the period of 2013-2015 the situation with the use of license in “Management” at the university of Kiev region is the most stable and positive, where the rate slightly fluctuated within 40%. It should also be noted that the situation in Odessa and Dnipropetrovsk regions, which experienced a relatively high license use, but it was subjected to significant fluctuations. If the Donetsk and Lugansk regions are not taken into account, the worst situation of actual use of the license over the last three years was observed in the Sumy region, where the index did not exceed 14%.

There has lately been a clear consistent pattern in higher education regardless of the direction of economic training: the more budget places are given by the Ministry of Education of Ukraine, the greater is the number of applications and a greater number of students (mostly fully paying) is enrolled. The mentioned above consistency can be confirmed by the present situation with the actual budget placement of the field of study “Management” in the universities of Ukraine. Thus, in the structure of the distribution of budget places in Ukraine on the average four regions were leading during six years – Kiev – 31.4%, Kharkiv – 11.9%, Donetsk – 9.3% and Lviv – 8.8%. The winners according to the structure of applications among the regions of Ukraine were: Kyiv region – 30.6%, Kharkiv – 12.5%, Dnipropetrovsk – 8.78% and Lviv – 8.5%. As a result, the largest number of enrolled students was observed in four regions: Kiev –

24.6%, Kharkiv – 14.0%, Lviv – 8.8%, Dnipropetrovsk – 7.9%. Hence it can be concluded that in the field of study “Management” the listed above regions are crucial that is why their leading universities have to use best endeavors to create a positive image of the specialty on the market, to be an example for other educational establishments.

There exist many criteria that should be considered defining the objective formation of a university positive image. Hence in our view the main ones are as follows:

- active policy of fair and accurate entrance campaign;
- high quality of professional training;
- wide range of multifaceted cooperation with leading universities and companies of the world;
- high level of employment of graduates in their specialty.

If the educational establishment fully meets these requirements, there is a high probability that it will get the highest level of national university ranking. These universities should specialize in certain areas of training that must be fixed at the highest level by the reasonable redistribution of the license and the amount of budget places on the basis of a consideration of predictive calculations of the needs of the economy in certain specialists and demographic situation. The introduction of this reform will result in improving of the functioning of higher institutions by means of financial flows optimization from the state budget of Ukraine, the ability to attract competent and experienced teachers, reducing the teaching staff in accordance with the internationally accepted standards, providing high wages etc.

In order to illustrate the proposed approach to the selection criteria of a leading higher

educational establishment with the field of study “Management” the research was undertaken on the basis of the information presented on the websites of universities, ranking data of “Top 200 Ukraine” for the period of 2013-2015 [3; 5-7; 9-11; 15]. Five most potential universities, where the number of enrolled students in the field of study “Management” for the last three years exceeded 100 applicants, were selected from four main regions, Table. 1.

Table 1. Characteristics of the most potential universities of Ukraine where “Management” is major

Higher educational establishment	Rating according to the number of enrolled students in the field of study “Management” during 2013-2015 years	Universities rating “Top-200 Ukraine” 2013/ 2014/ 2015 years	According to the official site data*			
			Occupational guidance for schoolchildren of the department, faculty	Providing quality of professional training	Countries which have signed international programs with the faculty	Assistance with the employment
Lviv Polytechnic National University	1	8/6/6	Getting to know; broad presentation of chairs and specialties; Web-site preparations	Correspondence to the world education requirements (standardization of the teaching programmes, modern information technologies, upgrading of the material and technical resources, improving of the methodological support)	Austria, Germany, Slovakia, Poland, Hungary	Employment and public relations with production department close relations with business, local self-government authorities
Kyiv National University of Trade and Economics	2	19/22/24	Wecome Day	Specialists of research institutions, specialized departments are invited, modern teaching technologies are used	Great Britain, Greece, China, USA, Poland, Republic of Belarus, Finland, France	Close relations with trade, food and hotel companies, Career Development Center
National Transport University	3	106/85/78	No information	Distance learning and staff development	Georgia, Germany, Republic of Belarus, Slovakia	Close relations with automobile and traffic companies
Semen Kuznets Kharkiv National University Of Economics	4	49/55/48	Summer school “Young millionaire”	Possibility to study the subject in English	Austria, Poland, Sweden	Career days, employment department
National University of Life and Environmental Sciences of Ukraine	5	9/12/12	School attendance of the region	Since 05.2015 the Board of Faculty Employers has been organized, the members of which are successful graduates and leading employers	Austria, Australia, Belgium, Great Britain, Denmark, Netherlands, Germany, Poland, Finland, France	Since 1.02.16 the site offers information about faculty vacancies, practice placement

*Author’s assessment is based on the information analysis presented on the official sites of higher educational establishments

Organized information, presented in the responsibility of leading universities of table, shows a high level of social Ukraine with the field of study “Management”.

All higher educational establishments have a high rating in the Ukrainian market for higher education (National Transport University excluded), regularly organize various vocational activities, implement new educational technologies into the learning process, have a wide network of international cooperation and keep an active position in graduate employment. It is the specialists in management trained on the basis of the mentioned universities who are believed to pull out the economy of the country from the crisis.

Conclusions and further research possibilities. The study revealed the leading

universities of Ukraine with the field of study “Management” and formulated main criteria of getting other universities to them. The drafted criteria should be the basis for self-analysis of the effectiveness of the higher educational establishments of Ukraine of different ownership types regardless of training areas and specialties. This will gradually increase the public opinion of the value of the Ukrainian higher education and reduce unemployment rate among university graduates. It is appropriate to develop and implement monitoring of speed, direction and efficiency of graduates employment.

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КОН'ЮНКТУРА РИНКУ ПОСЛУГ ВИЩОЇ ОСВІТИ В УКРАЇНІ ЗА НАПРЯМОМ ПІДГОТОВКИ «МЕНЕДЖМЕНТ»

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Мета дослідження – вивчення кон'юнктури ринку послуг вищої освіти за напрямом підготовки «Менеджмент» та характеристика ступеня соціальної відповідальності провідних українських університетів. У статті аналізується стан ринку вищої освіти в Україні в галузі підготовки студентів за напрямом «Менеджмент» за останні шість років. Проведено аналіз ступеня реальності поданих заяв та рівня фактичного використання ліцензії за регіонами України. Проаналізовано регіональну структуру розподілу бюджетних місць і кількості зарахованих студентів за напрямом підготовки «Менеджмент» в Україні. Визначено чотири області-лідера за результатами вступних компаній за останні три роки, якими є Київська, Харківська, Львівська та Дніпропетровська області. Обґрунтовано основні характеристики соціально відповідального університету, а саме: активна позиція по агітації студентів; висока якість професійної підготовки; міжнародне співробітництво та допомога в працевлаштуванні випускників. Визначено п'ять провідних ВНЗ України в області напрямку підготовки «Менеджмент» за ступенем соціальної відповідальності на підставі даних, представлених на їх офіційних сайтах. Обґрунтовано основні напрями підвищення громадської думки в області напрямку підготовки «Менеджмент» в Україні.

***Ключові слова:** напрям підготовки «Менеджмент», вища школа, рейтинг, кількість ліцензійних місць, кількість бюджетних місць, працевлаштування.*

КОН'ЮНКТУРА РЫНКА УСЛУГ ВЫСШЕГО ОБРАЗОВАНИЯ В УКРАИНЕ ПО НАПРАВЛЕНИЮ ПОДГОТОВКИ «МЕНЕДЖМЕНТ»

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Цель исследования – изучение конъюнктуры рынка услуг высшего образования по направлению подготовки «Менеджмент» и характеристика степени социальной ответственности ведущих украинских университетов. В статье анализируется состояние рынка высшего образования в Украине в области подготовки студентов по направлению «Менеджмент» за последние шесть лет. Проведен анализ степени реальности поданных заявлений и уровня фактического использования лицензии по регионам Украины.

Проанализирована региональная структура распределения бюджетных мест и числа зачисленных студентов по направлению подготовки «Менеджмент» в Украине. Определены четыре области-лидера по результатам вступительных компаний за последние три года, которыми являются Киевская, Харьковская, Львовская и Днепропетровская области. Обоснованы основные характеристики социально ответственного университета, а именно: активная позиция по агитации студентов; высокое качество профессиональной подготовки; международное сотрудничество и помощь в трудоустройстве выпускников. Определены пять ведущих вузов Украины в области направления подготовки «Менеджмент» по степени социальной ответственности на основании данных, представленных на их официальных сайтах. Обоснованы основные направления повышения общественного мнения в области направления подготовки «Менеджмент» в Украине.

Ключевые слов: *направление подготовки «Менеджмент», высшая школа, рейтинг, количество лицензионных мест, количество бюджетных мест, трудоустройство.*