

Проблемы государственного регулирования в сфере высшего образования

*Драганчук Людмила Стратоновна
Сибирский федеральный университет
к.э.н., доцент кафедры менеджмента*

*Карпычев Арсений Павлович
Сибирский федеральный университет
магистрант*

Аннотация

Обоснована необходимость исследования экономических проблем в сфере высшего образования. Проведен анализ результатов исследования удовлетворенности полученным образованием руководителей и работников малого, среднего и крупного бизнеса. Приведены результаты исследования студентов старших курсов Сибирского федерального университета о потребительских ценностях образовательных услуг. Рассматриваются направления совершенствования государственного регулирования рыночных отношений в данной сфере.

Ключевые слова: образовательные услуги, сфера высшего образования, государственное регулирование в сфере высшего образования

Problems of state regulation in the sphere of higher education

*Draganchuk Lyudmula Stratonovna
Siberian Federal University
Candidate of Economics, Associate Professor at the Department of Management*

*Karpychev Arseniy Pavlovich
Siberian Federal University
master student*

Abstract

The paper covers the necessity of the study of economic problems in the sphere of higher education. It contains the analysis of the results of the study of satisfaction of managers and employees of small, medium and large businesses considering the higher education received. Paper includes the results of the study among senior students of the Siberian Federal University on consumer values of educational services. The paper considers some trends for improving the state regulation of market relations in this sphere.

Keywords: educational services, higher education, state regulation in the sphere of higher education

The development of information economy and the formation of intellectual capital of the society, increasingly depend on the effectiveness of higher education, making it a high-priority area for state regulation. The current mechanism of state regulation in sphere of education is far from perfect. At the same time, the development of information economy and the formation of intellectual capital of the society increasingly depend on the effectiveness of higher education making it a high-priority area for state regulation. High school has a leading role in the educational system.

The results of our survey among the top-managers of businesses in the city of Krasnoyarsk (620 respondents), which was conducted in 2012-2015 has shown that a high level of education of employees is having a significant influence on the activities of the organization, is an important competitive advantage, the possession of which allows you to gain and hold market. 95% of respondents noted that the high level of professional training of the labor force contributes to more effective problem-solving in the organization, 93% said that it is the additional asset of an organization, 86% stated that it positively affects productivity and 93% said that it has good influence on corporate image (figure 1).

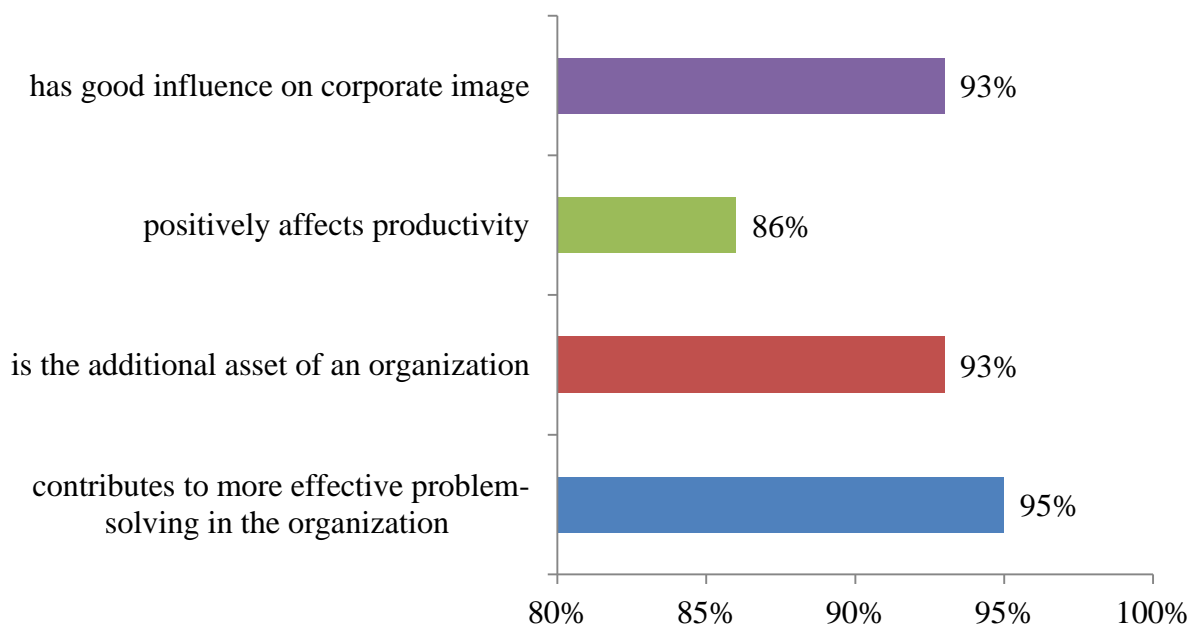


Figure 1 - The influence of the high level of education of employees on the activities of the organization

Modernization of higher education implies the solution of a number of key issues.

Diversification of educational programs of universities that meet the demand of consumers, have led to a mismatch of nomenclature of the offered specialties with the needs of economic development. The total demand for educational resources is composed of two inextricably linked components – the needs of the economy and household needs. However, if the needs of the economy are met largely through the unified state policy in the field of economics and education development, the needs of households often do not find the ultimate goal of

satisfaction in the form of implementation of effective use of the education received (employment).

One of the reasons for the imbalance in labor supply and demand, both in quantitative and in qualitative terms, is the fact that households acting as the customer of educational services, not tailored to the needs of the labor market for specialists. Sustained interest in the services of institutions of higher education without regard to the volume of supply in the labor market can be explained by the fact that there is a social stereotype that values the higher education as a prerequisite for the stable social position of the individual in society [2, p. 144]. The results of a survey of managers of businesses in the city of Krasnoyarsk has led to the conclusion that the labor market is now in demand not only for general specialists (management, economics, information technology, technical professions), but the specialists in a more narrow profile, such as heat and ventilation, land management and geodesy (noted by 25% of respondents), the demand for which is growing. However, the need for specialists with a narrow profile in the city of Krasnoyarsk is satisfied weakly.

A study conducted in 2012 – 2015, and which covered 1280 senior students of the Siberian Federal University has led to the conclusion that among the factors that have the most influence on the choice of the University, training in popular disciplines has the primary role among the respondents (69% of respondents said so). More than 80% of those surveyed intend to work in accordance with the acquired specialty after the graduation. This indicates that getting a job in accordance with the current specialty becomes more and more important for future specialists in the profession (figure 2).

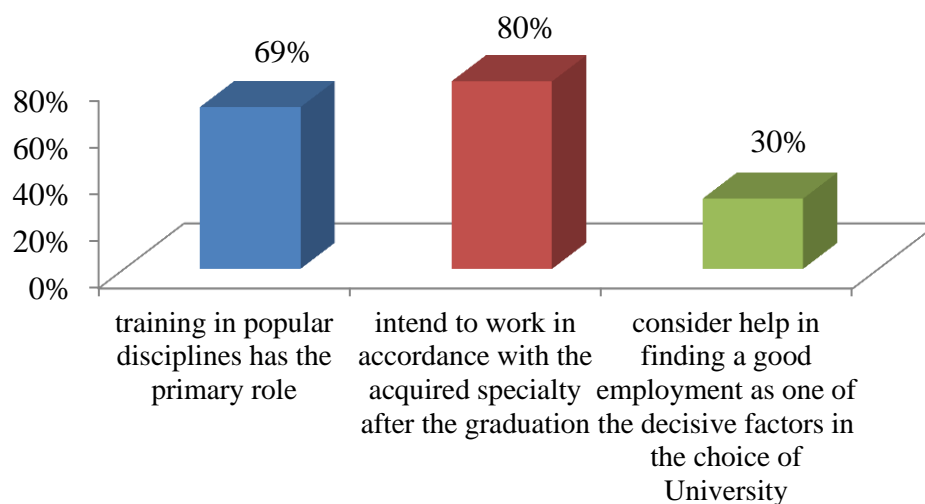


Figure 2 - The factors of influence on the choice of the University

The lack of an effective system of regulation of educational activities in accordance with the needs of the labor market leads to reduction of sustainability in higher education activities because of the delay between the occurrence of the demand for specialist and response of higher educational institutes and has a negative impact on the quality of training, condemning young people to join the ranks of the unemployed in the future. In the Concept of modernization of Russian

education for the period up to 2012, one of the conditions for improving the quality of education was "the establishment of an effective system of assistance to help employ graduates, including the development of targeted contract training". Nowadays, graduates of professional schools find it more significant to find a good job. This study of senior students at the Siberian Federal University showed that more than 30% of respondents see help in finding a good employment as one of the decisive factors in the choice of University (figure 2).

Lack of flexibility of educational programs regarding the requirements of the labor force market leads to the lag between the market of educational services changes and the labor market changes and increase the imbalance between them. Russian education is characterized by a predominance of theoretical training of graduates and the lack of necessary skills of practical use of acquired knowledge. Graduates who received traditional education find it difficult to adapt in the labor market and business organizations spend significant resources on their training.

The problems associated with providing the graduates with the skills needed to solve practical problems in the field of professional activity, confirmed by the results of a study we did in 2012 – 2015 study of employees of small, medium-scale and large business in the city of Krasnoyarsk (1340 respondents). The results of the study showed that 50% of respondents are not satisfied with received education and believe that it does not meet the requirements of real business. About 70% of the respondents are satisfied with theoretic part of the education in high school, but over 50% of respondents are not satisfied with the professional skills experience gained at the University. The results of our survey showed that retraining and skills enhancement is seen as an important factor in building a career as employees and managers of business structures (figure 3)/

A distinct feature of modern University life is that students work during training in order to earn extra money. Often, the current work does not correspond to the direction or specialty that they receive. A survey of senior students of Siberian Federal University showed that 30% of respondents have a job that provides them a salary. On the question of whether their current job correlate with the education received at the University, only 16% of respondents confirmed that it is so, while 84% gave a negative answer. Work that is not related to future specialty, is not conducive to skills acquisition, and prevents graduates from employing in the sphere.

To address imbalances between the labor market and the education market, it is necessary to implement the following measures and actions:

- formation of requirements to the content of training areas (specialties) based on the strategy of innovative development of economy;

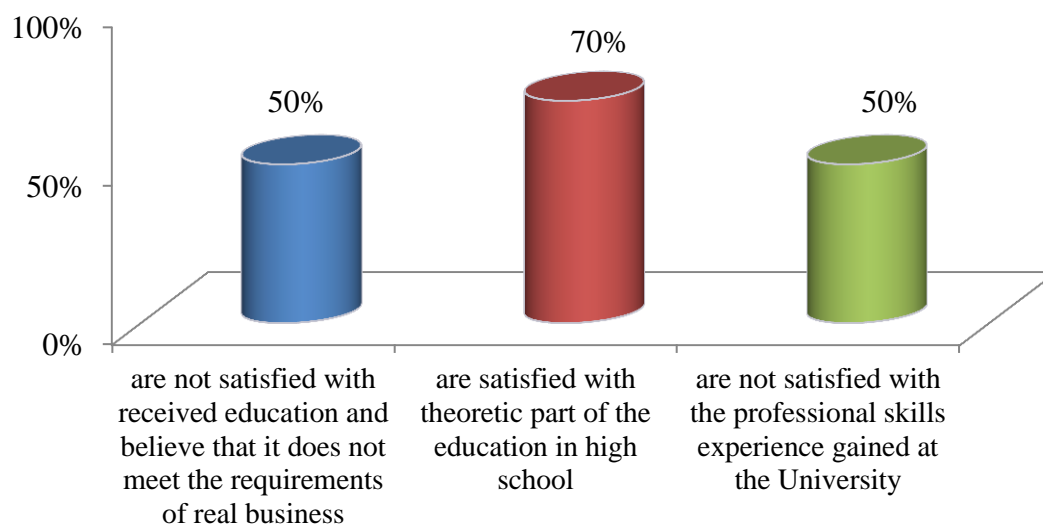


Figure 3 – The satisfaction with received education among the employees of small, medium-scale and large business in the city of Krasnoyarsk

– monitoring of needs in different professions, which would solve crucial questions in the sphere of assessing the demand for profession of a wide and a narrow profile, using a variety of methods [1];

– Development of long-term forecasts of the evolution of the needs of the labor market as the basis for the formulation of strategic programs for socio-economic development;

– analysis of the current situation in the field of staffing organizations and trends in the demand for qualified personnel;

– Formation of state order for training of specialists. State order should be formed based on the current staffing situation in the labor market and future needs of the emerging innovation economy in highly qualified specialists [1];

– Employment assistance for graduates. Creation. with this purpose, the interuniversity Centre for interaction with the labor market, whose main task is to ensure cooperation between state authorities, universities, graduates and employers' associations;

– Assistance from state governments in the establishment of a partnership of universities and business structures. We conducted a survey of managers of businesses in the city of Krasnoyarsk, which showed that one of the main factors contributing to the formation of partnerships between universities and businesses is to encourage and support relationships on the state level. The goal of the partnership is the increasing level of demand from the business side of higher education structures, reducing the degree of mismatch between the level of education and level of requirements from employers. Forming partnerships may provide for the consolidation of interests and resources in various areas: the content and quality of vocational education, joint educational and scientific

projects, financing of higher education, the monitoring of the demand for higher education;

– Support of the development of educational and scientific-innovative complexes on the basis of universities, which have necessary infrastructure (business incubators, technology parks, venture capital firms); the use of marketing instruments to generate demand and promote the professions according to the interest of developing information economy (various forms of communication work with employers, publication in specialized business publications, job fairs, exhibitions, creation of favorable public opinion about areas of training significant for regions);

– Formation of system of continuous education. Learning throughout life is becoming a necessary and increasingly important element of modern educational systems [3, p. 33]. Increasing the level of skills or obtaining new ones, allows you to remain competitive in the labor market while changing spheres of activities and help to increase mobility, which depends on opportunities for training and retraining of workers.

The gradual withdrawal of the state as the main customer and investor in education system leads to insufficient support of universities with modern training-laboratory and scientific equipment so it is reducing the rate of development of innovative activity of universities (the total amount, spent on a student are: in Russia about 1.5 thousand dollars, in the United States and Canada 23-24 thousand, UK and France - 11-12 thousand [1]. Despite the fact that private expenditure on higher education in Russia is steadily growing, with growth rates higher than the growth rate of budgetary expenditure on education, it is necessary to create effective mechanisms that contribute to increasing the interest of businesses as customers of higher education.

In the Krasnoyarsk Krai public authorities, on the one hand, offer support for higher education and partial funding for development of science and strengthening the material-technical base, on the other – the adoption of legislative and normative-legal acts stipulating the rules and principles of innovative development of the region and universities. The nature of their interaction with the universities is determined by the role of the University in solving social and economic problems of the region. This approach to funding ensures a thorough scientific study of the innovative significant problems in one or another branch of science.

To solve the problems, stated above, we need not separate actions and measures carried out by public authorities, but the formation and implementation of a coordinated state policy of regulation that involves a significant expansion of the range of issues dealt with and appropriate actions of the legislative, substantive and organizational - economic character.

Government policy regulating the system of education should be directed primarily to:

- identify priorities that respond to the economic potential of the country;
- the development of new businesses, appropriate for relevant educational, research and cultural situation;

– increase the level of demand by business structures in the sector of science and education.

There is a synergistic and complementary effect between the level of education and the development of society. Skills and competencies have indirect effects, enhancing the effect of other factors. Therefore, a prerequisite for successful implementation of the state policy of regulation, in our opinion is to support in the first place, those businesses who will be consumers of scientific and educational services in the long term.

In our opinion, the summary assessment of the impact of the state policy of regulation of higher education is integral indicators, including the assessment of the impact of its components on the formation and development of labor market and education market, as well as evaluation of the effectiveness of instruments in achieving its objectives.

References

1. Draganchuk L.S. State regulation of educational services market in current conditions // Proceedings of the Baikal State University. 2012. №5. Pp. 148-152.
2. Kuzmina A. The potential of the workforce and the market of educational services // Economic issues. 2007. №1. Pp. 144-146.
3. Russian education – 2020: model of education for the economy based on knowledge: Moscow, 1-3 April, 2008; under the edition of Yar. Kuzminov, I. Frumin: National Research University Higher School of Economics. M.: Publishing house NRU HSE, 2008.