

Advancement in the aspect of regionalization of education

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Abstract. The modern market of educational services is characterized by intensification of tendency to regionalization of education. At that, the development of educational systems of the Russian Federation constituents is connected with social-economical and cultural-historical conditions of development of separate regions, using the advancement systems, taking into consideration regional peculiarities, which provide an opportunity to solve the problems of disproportion of supply and demand and develop efficiently the regional economy.

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Introduction

Market relations in Russia left a mark on functioning and development of educational system in our country. The educational system turned out to be an object of rather contradictory transformation processes, which were reflected in transition to definite models of its development and resulted in formation of national market of educational services.

The market of educational services is an independent sector of market economy, where exist the relations of purchase and sale of rather specific good - educational products.

A distinctive feature of the market of educational services is the fact, that there are different sectors, where the educational services, different in order of importance and cost, are purchased and sold. If education is carried out at the expense of state budget, the trainee does not enter into financial relations with the educational institution [1]. In this case of financing, the state enters into market relations; it performs the financial regulation of market of educational services, the purpose of which is to achieve the adequate quality and structure at the definite educational level. At that, the structure implies the list of training directions, which are the most high-demand and priority in specific economic conditions.

Main part

The involvement of state educational system into market economy in 1990 was accompanied by the reduction of government expenditures on education, resulted, firstly, in the development of free-based education in public educational institutions, and, secondly, the appearance of for-profit system of educational institutions, providing the educational services on a paying basis. Such

policy resulted a sharp increase of number of educational institutions in the country (in 5 times as compared to 1990) [2]. The educational institutions still continue to feel the short of budgetary funds at the present time.

That is why it is possible to speak about the approximation of the national educational system to that dangerous limit, when its main functions, aimed at maintenance of economy, fades into insignificance. It is shown in the fact, that the majority of graduates, upon receipt of the institute's diploma, do not work in the profession, what is conditioned by a number of reasons [3]. In particular, there is the fact that the educational institutions, in chase of applicants, directing all their promotion efforts on them, forget about cooperation and communication processes with organizations - employers. At the present time, the state tries to regulate such communication relations, paying attention of the institutes to the employment of their graduates' in comply with specialties and directions. Therefore, the use of marketing approaches to solution of such-like problems would be very relevant. The advancement system, considered by us, based on the marketing communication, shall promote the development and establishing of relations between the educational institutes, the state, the enterprises-employers and the potential applicants [4].

Today, no more than 15-20% of people find the work in comply with their specialty. During the last decade, with the increase of number of graduates in economy and management, there occurred almost full closing down of training of technical specialists in metallurgy, mechanic engineering, aviation and rocket production. For the mentioned period, the interest to technical sciences reduced from 16% in 2000 up to 10% in 2013.

It is necessary to mention the fact, that the consumers-clients are frequently not interested in potential demand of the labor market for the specialists of one or another training direction. The prediction of demand for the specialists of the higher vocational education in the section of five most popular training profiles is presented by the following figures: at general demand in 534487 people, the prediction of demand for specialists in metallurgy and metal fabrication industries will constitute 13% (68777 people.), economy and management – 11% (59568 people), informatics and computer engineering – 7% (37447 people), the humanities – 7% (34990 people), education and pedagogics – 6% (31063 people).[2] The presented data testify about the fact, that if the existing share proportion of specialist training at the labor market remains unchanged, the disproportions will emerge: the excess of supply in some specialties (such as economy and management, jurisprudence), the excess of demand over supply in the other specialties (such as technical sphere).

In order to solve the disproportion problems of demand and supply, it is important to apply the marketing decisions, particularly, the correctly established advancement system will promote the formation of demand in different specialties and directions, and also stimulate the distribution of graduates of the higher educational institutes.

The modern educational sphere in Russia and, especially, the market of educational services is characterized by intensification of tendency to regionalization of education [5]. At that, the development of educational systems of the Russian Federation constituents is connected with social-economical and cultural-historical conditions of development of specific regions, the use of advancement systems, taking into consideration regional peculiarities. It is the higher educational institutes, that, in modern conditions, taking into consideration the increase of quality of their work, will be able to contact efficiently with the regional enterprises, by means of created advancement system, based on marketing communications. It is the formation of feedback of the communication process, that will provide an opportunity to achieve at regional level the flexibility and the ability to react quickly at today's and possible future changes in economy.

Besides, it is the regionalization of education with the created advancement system, that will allow personnel training with the least expenses, from the viewpoint of provision of enterprises with the specialists, taking into consideration definite and high-demand competence level; in its turn, the development of higher vocational education institutes depends on the performance level of the market of

educational services, the readiness of each establishment to meet the local requirements in the competent specialists [6].

At present, the development of higher vocational education is mainly determined by the character of interrelations of educational institutes, enterprises and regional executive authorities. At that, the efficiency of such interrelation shall be evaluated in accordance with the following:

- the ability to balance the disproportions at the market of educational services through joining efforts;

- the possibilities to train the personnel for innovative structures and regional economy;

- the provision of advanced structure of supply of the educational services, taking into consideration the predictions and programs of social-economic development of the region.

It is possible to state the fact that the higher education undergoes the serious market transformation, which, particularly, is accompanied by the use of marketing approaches to solve the management tasks, connected with strategic problems of development of the sphere [7].

Meanwhile, a transition to market factors of functioning of the national system of higher education was marked by new tendencies and qualitative changes, which can be characterized as follows.

1. The necessity of post-industrial transformation in education is distinctly traced.

2. It becomes obvious the massification of the higher vocational education, shown in extension of application field of higher education.

3. The share of free-based education increases, the state financing of the institutes shifts to the support by private individuals and private funds.

4. There is observed the transition to "flexible" specialties, sales growth of educational services on formation of personal development strategies, professional growth and competence increase.

5. The process of internationalization of the higher education has begun; it is shown in distribution of Europe-wide educational standards, in-country and inter-country educational mobility due to Bologna process, and in the development of national qualifications network.

6. It is distinctly traced the interchange of educational technologies with the reduction of share of traditional forms and processes of education and the wider shift to use of modern IT; the implementation of flexible training process with inclusion of scientific investigations into it.

7. The additional investigative function of the institutes gets more development; it is

implemented in carrying out the investigations, implementation of development results into commercial products, in obtainment of patents and licenses.

Reaching the new level, the higher education system faced the complex of difficult and sometimes unexpected problems. One of the most sharp became the separation from real life, the lack of interconnections between the spheres of education and labor in practical training. One cannot forget about the international experience in the educational system. Today, the educational systems inside the world educational market have changed fundamentally. That is why the establishing of communication processes at the market of educational services gets great importance [8].

As a result of investigations, the authors formed the communicative mechanism of interaction at the market of educational services. This mechanism is based on the relations between the producers and consumers of the educational services. The consumers of educational services represented by the students, state and employers form the demand for educational services and products. In its turn, the producers of educational services, represented by higher education institutes, form the supply at the market of educational services. On the other hand, the higher education institutes graduate the specialists, who, in turn, form the supply of labor at the labor market. The labor market, presented by the enterprises-employers, in its turn, forms the demand for the relevant specialties and directions of training. If the system of advancement is correct (which forms the demand and executes the distribution), it influences on the consumers of the educational service [9].

On the other hand, the market of educational services is influenced by the government bodies, represented by the agencies of educational administration at regional and state level. All this system of communication relations functions in the region, and, consequently, in the state. So far, it is impossible not to take into consideration the influence of international markets on the system of education of the country. That is why the relevant influence is shown on the diagram. The feedback system calls attention to itself; it is formed in the mentioned communicative mechanism and presents a stable connection with the regional labor market, which, being represented by employers, not only puts forward a set of required specialties, but also, at clear organization of communication process, forms the requirements in context of relevant abilities, skills and competences to the corresponding level of specialists. In its turn, it allows increasing the efficiency of the provided educational services by the

higher education institutes, which, on the one hand, as it was mentioned before, form the supply at the market of educational services, and, on the other hand, form the supply at labor market [9].

The higher school of Russia enters more and more to the world educational space, trying to keep its own experience of training the highly qualified personnel in conditions of innovative development of the country [10].

Modern processes in the sphere of higher vocational education in Russia are conditioned by the new paradigm of economic and social development of the country, dictated by the need in adequate quality of education, as a basis for professional and personal advancing of citizens, which shall take place during the whole life. That is why the communication processes, occurring in the educational system, shall be aimed at the provision of comparability of qualification and the extension of possibility of their acquisition, including the new educational standards, containing the requirements of the society; it is the main condition for successful competence of the institutes' graduates. It is the results of education in modern understanding that shall provide the comparability of qualification, their recognition by state and employer, and shall work out the constructive mechanisms of social partnership of economy and sphere of education.

Conclusion

In summary, it is possible to conclude that the modern system of education undergoes the serious changes, caused by the requirements of time, the processes in the society, which present new, higher requirements to efficiency and quality of the provided educational services.

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