

MARKET OF EDUCATIONAL SERVICES: PROBLEMS, DIRECTIONS, FACTORS OF DEVELOPMENT (ECONOMETRIC APPROACH)

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Key words: human capital, system of steady education, process of “mass character” of high education, quality of educational process, electronic teaching, distance educational technologies, information-educational resources, model of interaction of state, Institutions of Higher Education and employers, econometric regulation of market development.

Important mean of regulation of economic relations on the market of educational services is use of econometric methods, showing the influence a few factors to quality of education: system of management by institution of higher education (HEI), qualification of professor-teaching staff, organization of control of educational process and its results.

Realization of strategy, directed to increasing of efficiency of economy and competitiveness of country on the world market, suggested a formation of effectively functioned market of educational services.

Entry of Russia to Bologna process joined with radical structure reform of high school: for the purpose of stimulation of development of human resources and increasing of competitiveness of high education. This reform includes: orientation of teaching on labour market, transition to competence model of high education, formation of effective system of steady education, rationalization of its structure, informatization of educational activity, integration of science and education.

Process “mass character” of high professional education is world tendency. It is as a result of transition of world economy to postindustrial station. Last decades Russian high school became mass also. For last decades a number of students grew in 2 times, level of intensity of preparation for parameter of numbers per 10000 persons of population for period still 2000 year have increased by 70%, but number of graduates of school, entering to HEI was 77,7%. In result of this process the students have different levels of preparation to teaching in high school. It influenced to quality of educational process. To solve the problem of differentiation of students for specialties helps two-stage system of high professional education.

Base strategic task of educational system on modern stage is training of educational, creative personality, who can adapt to quickly

change social-economic environment. For achievement of aims of education we should enter new information and telecommunication technologies. Electronic studying solved one of the most important tasks of XXI century, mainly is unexplained acceleration of gain of information. Mass creation of system of electronic studying is actual by world experience of formation of new global base of society, based on knowledge. New society influenced to universities, in which is developed the fundamental base technologies, transition of information in set. Revolution changes in education related with distance educational technologies, extending the opportunities of getting of education.

Information-educational resources of Institute of Higher Education give following information to students and teachers:

- ◆ Teaching plans, programs;
- ◆ Schedule of all measures and diagram of teaching process;
- ◆ Information about Institution of Higher Education;
- ◆ Information about teachers, departments and other subdivision;
- ◆ Diagrams of measures, realizing out teaching process.

Use of achievements of modern information technologies in high school gives new opportunities for creation and to increase the efficiency of independent work.

Market of educational services and mechanisms of its state regulation are very important. At the same time analyze of modern station of high school in Russia indicated to spontaneous

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Table 1

**Dynamics of quality professor-teaching staff
in Institution of Higher Education of Russia for 2002-2006 years,%**

Parameter	2002	2003	2004	2005	2006
Specific gravity of professor-teaching staff with scientific degrees:					
In state Institution of Higher Education	58,0	57,5	58,1	61,8	57,7
In non state Institution of Higher Education	57,8	57,6	58,5	58,4	56,2
Correlation of Doctors of science and Candidates of science:					
In state Institution of Higher Education	23,1	23,9	24,1	30,4	24,0
In non state Institution of Higher Education	29,6	29,1	29,1	29,2	35,4

formation of market of services: in the time of sharp increasing of population of studied for different directions remain low remuneration of labour in educational sphere. Last circumstance compels teachers to have more than one job in few institutions of higher education that does not lead to increasing of level of education.

Formation of human capital depends on consumption of educational services, at the same time a level of human capital in economy joined with developed system of high education, defining high temps of economic growth and common level of social-economic development.

In modern conditions the competitiveness of institution of higher education is provided by quality high education.

Base factors, which provide influence to quality of education, are: system of management by institute of higher education, level of preparation of university entrants, content of educational programs, qualification of professor-teaching staff, character building, account of needs of labour market, organization of control of educational process and its results.

By hire of labour candidate should be suitable for certain requirements: level of common culture, initiative, and skill of team working, preparation to improve their professionalism, to suggest new decisions, to work for achievement of result. For such innovation type of employee on modern labour market of Russia is formed demand already.

It is note growth of numbers of professor-teaching staff in HEI of Russia. Dynamics of

structure of aggregate, characterized changing of its quality staff, shown the increasing of share of teachers with scientific degrees by 3,8 pct in state HEI and by 0,6 pct in non state HEI. For period 2002-2005 years it is necessary to note improving of quality of staff, having scientific degree, in state HEI 23-30 doctors of science per 100 candidates of science by steady parameter in non state HEI 29 doctors of science. In 2006 year the situation was change: parameter in state HEI is decreased to 24, in non state is increased to 35 (table 1).

In 2002-2005 years in state HEI a number of students per one employee with scientific degree grow. At the same time it is observed steady growth of active duty per one employee with scientific degree in non state HEI. In 2006 year in compare with previous year is decreasing of active duty per each employee, had scientific degree in considering aggregates accordingly by 4,4% and 29,8%. Characteristics of quality of preparation of students in state and non state HEI is shown in table 2.

There is operated not only local, but also nonresident HEI (in 2006 year their share was 42,5%) on Samara market of educational services of high professional education. Non state HEI of Samara region predominated HEI in general for Russia and Privolgskiy federal district: 19,8% against 15,3% and 14,4% accordingly, that is factor, increasing a level of competition on educational market. Directions of strategy of activity of state and alternative HEI is different. N first case is prevailed full time of teach-

Table 2

**Dynamics of active duty per one employee with scientific degree
in Institution of Higher Education of Russia for 2002-2006 years, person**

Parameter of active duty in Institution of Higher Education	Год				
	2002	2003	2004	2005	2006
State	30,3	31,2	31,7	31,8	30,4
Non state	23,2	26,1	29,3	34,6	24,3

Table 3

Parameters of market of education services in Russian Federation for 2000-2006 years

Parameter	2000	2001	2002	2003	2004	2005	2006
Number of unemployed per 1 graduated specialist, %	19,7	19,2	20,7	21,3	22,5	16,0	14,9
To previous year, %	-	97,4	107,8	102,8	105,6	71,1	93,1

ing (about 60% of number of students), in second - almost 30%.

It is observed the tendency of growth of share of economic directions in non state HEI. This is one of the factors, influenced on demand of educational services.

Russian system of high professional education must be adequate to processes on labour market: orientation to conjecture of market must be provided through fundamental preparation of specialists, orders of business and organization system of additional professional education.

Need in specialists on market of educational services is confirmed by their job placement, and also by level of conformity of preparation to modern professional requirements (table 3).

At the same time specific gravity of unemployed, who had high education, is preserved a long time on high 10-11%. Nowadays employers are as consumers of specialists, who had a good qualification. Tendency of growth of considering parameter was observed till 2005 year. Decreasing and preservation of intensity of unemployment among of the graduates of high school is related with formation "order" of employers in necessary specialists in future. Transition to two-stage structure of high education is provided competitive positions to graduates on labour market.

Model of interaction of state, HEI and employers by preparation of modern specialists consists in:

- ◆ Short term of adaptation of graduates by transition their to real labour activity (2-3 months);
- ◆ Formation of management system of preparation of professional specialists in accordance with inquiry of labour market;
- ◆ Forecast of suggesting expenses for training of the future personnel.

Important measure of regulation of these relations is use of methods of econometric regulation of market of educational services development inclusive of influence above mentioned factors.

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