

THE ESSENCE OF EDUCATIONAL MARKET AS A SOCIAL AND ECONOMIC SYSTEM

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Scientific approaches to define the conception of educational market are considered in this article. The author gives her opinion about the educational market as a social and economic system and argues that it has both general system and specific characteristics. The scheme of educational market is presented in article.

Today in the Economics there is no unified methodological approach in determining the notion of the Educational Services Market as a socio-economic system. As a rule, the authors point out the presence of the definite aggregate of mechanisms and institutions that provide the functioning of the Educational Services Market. Sometimes the notion includes much more factors which determine economic behavior of the participants of this market (laws and rules, traditions and so on).

The Educational Services Market is an aggregate of socio-economic relations arising in marketable educational production between all the subjects: educational institutions of all the types, consumers as owners of workforce and funds and also government and various companies interested in buying and selling educational services.

The essence of research of the Educational Services Market as a socio-economic system is not complete without determining its economic

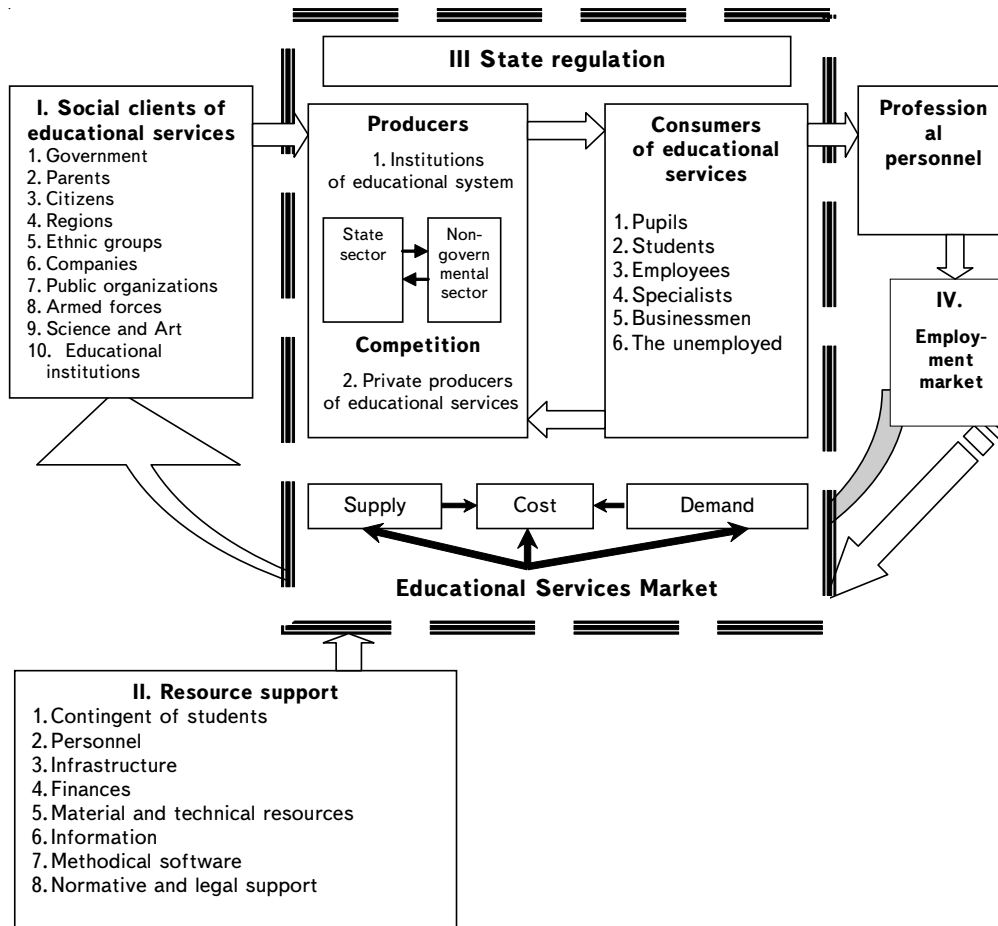


Fig. The structure of the Educational Services Market

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functions, because a function is an important factor of any system. The basic functions of the Educational Services Market are the ones that are connected with the professional personnel training. The functions determine the structure, the functioning and the development of the Educational Services Market as a socio-economic system. The research of the structure has a particular meaning when the attributes and qualities of the system are being determined. The structure of the Educational Services Market is considered in the figure below.

In this scheme there are interrelations between the educational services producers and consumers, social clients of these services, their resource support that are combined by common goals of buying and selling a product of educational services. The Educational Services Market is closely connected with the state and the development of the employment market, with the market state of supply and demand of workforce, with the structure of working places and with the cost of manpower. The functioning mechanism of the Educational Services Market includes direct and indirect connections with the employment market. An objective interrelationship is formed between the consumers of the goods of educational services and the employers. The possibility of mutual adaptation of the two markets

is based on the common interests of the educational services consumers and employers.

Within these conditions the regulation of the structural proportions between the spheres of employment and education for the period of three to five years should have to be the major concern in governmental politics. Solving problems concerning the supply forecast for qualified workforce will give an opportunity to make amendments to the planning system of professional education from the point of view of quantitative and qualitative requirements of the labor market.

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