

THE SCIENTIFIC BASICS OF CO-OPERATION IN ACTIVITIES OF THE HIGH EDUCATION ESTABLISHMENTS AND COMMERCIAL ORGANIZATIONS

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Key words: informative society, human capital, high education establishments and commercial organizations interaction, educational service, organizational legal forms of high education establishments, limiting factors, target preparation, tax remissions, curriculum, internships.

In conditions of building the competitive economy in Russia the innovative collaboration of high education establishments and commercial organizations becomes very actual and creates prerequisites for the development of the human capital of the country and for transfer to informative society. The possible directions of building co-operation in activity of high education establishments and commercial organizations.

Current forms of the high education establishments and commercial organizations interaction should not only satisfy the requirements but also outstrip the requirements of the informative society. Its development is based on the four processes: production of new knowledge; passing new knowledge with getting education and internships; distribution of knowledge via informative and communication technologies; its usage in new producing processes and new types of services.

The main idea of article is a consideration of the ways of interaction of high education establishment and commercial organizations.

The research of the aspects of interaction of high education establishment and commercial organizations includes the following stages:

I) learning the notions of the high education establishments and commercial organizations spheres;

II) consideration of the economic and legal basics of high schools;

III) identification of the scientific basics of interaction of high schools and commercial organizations.

I) The notions of the high education establishments and commercial organizations spheres.

For the formation of the sequential position at considerable problem we should learn and confirm the current terms of the sphere of commercial organizations and high education establishments.

First of all, we will consider the legal basics of commercial organizations performance. According to the article 50 of Civil codex of Russian Federation, the commercial organiza-

tion - is a legal entity striving to get a profit as its main activity¹.

Legal entities (in this case: commercial organizations) can be founded in a form of the partnerships and public companies, production cooperatives, state and municipal enterprises.

Peculiarities of the commercial organizations:

- ◆ have to be registered in a state authorized organ in an order what is defined by the law about state registration of the legal entities;

- ◆ acting on a base of the statute, or foundation agreement and statute, or just a foundation agreement. In a foundation agreement the founder members is obligated to establish the legal entity, define an order of joint activity in a period of establishment, conditions of transfer to it theirs property and participation in its activity. The agreement also defines the conditions and the order of distribution between participations the profit and losers, administration of the legal entity performance, retirement of founder members from the legal entity;

- ◆ main aim of activity is getting profit².

The organization is divided by the forms of ownership into:

- ◆ *private*, they can exist as totally independent or as joint companies and its parts. The companies where share of the state not dominates also belong to private.

- ◆ *state*, where the capital and management totally belong to the state, and also mixed legal entities where the state possesses more over 50% of capital or plays a leader part in administration.

In Russia we have 80% of private companies, 10% of state and municipal, 10% - mixed, joint and others forms of ownership³.

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Here we will consider the set of terminology of the high education sphere.

The crucial aspect under consideration of high education sphere is a handling the notions "education" and "educational service". For systematic consideration of the second notion it is a reasonable to divide it into 2 components: "education" and "service".

From the point of view of etymology under "education" in European languages is implied the creation of personality of the student. For example, the word "education" in English language arose from the verb e-ducere (lat.) - "lead", "take out", so "education" is a direct action what has a concrete target. In a German language the noun Ausbuilding has in its essence the word "Bild" - "image", "picture"⁴. In Russian language the word "education" means creation of image of something or something what was arose from anything⁵.

According to the definition of the United Nations Educational, Scientific and Cultural organization under "education" is understudied a process and result

of intellectual faculties and person's behaviour development when person reaches social maturity and individual growth⁶.

In a law of Russian Federation "About education" it is given the following definition: "education" is direct process of teaching and learning in accordance with interests of person, society, state

what is accompanied by the fact of achievement of educational level what was set by the state⁷.

At the same time the education as a type of activity is a "unit of establishments and organizations what act especially in a educational field, and this activity is targeted at satisfaction the varied people needs in a sphere of educational services, at reproduction and development of work potential of the society⁸.

From the beginning of the 70-th of XX education became considered as a permanent process.

The main type of activity of the educational establishments is a creation and realization of educational services to people. According to F. Kotler "The service is a any action or benefit what one participant can offer to another and what is intangible"⁹. There is no any unified opinion about the notion "educational services" In Table 1 main definitions are performed.

Educational service has its own specific and it performed in following aspects:

1) low extent of tangibility of educational services and difficulty to estimate theirs quality and amount before complete. In education these tasks are supported with educational standards, curriculum and educational programs.

2) the seller loses the right of ownership on his service when it was completely served¹⁰.

3) quality variability what means the variability of first sources¹¹.

Table 1

Definition of "Educational service"

Authors	Definition of "Educational service"
Shetinin V.P.	"system of knowledge, information, skills what is used for satisfaction different people` needs, society and the state [*]
Popov E.N.	"The crucial aspect under consideration of high education sphere is a handling the notions "education" and "educational service". For systematic consideration of the second notion it is a reasonable to divide it into 2 components: "education" and "service"
Saginova O.V.	First of all, we will consider the legal basics of commercial organizations performance. According to the article 50 of Civil codex of Russian Federation, the commercial organization - is a legal entity striving to get a profit as its main activity ¹ . Legal entities (in this case: commercial organizations) can be founded in a form of the partnerships and public companies, production cooperatives, state and municipal enterprises. Peculiarities of the commercial organizations: - have to be registered in a state authorized organ in an order what is defined by the law about state registration of the legal entities; - acting on a base of the statute, or foundation agreement and statute, or just a foundation agreement. In a foundation agreement the founder members is obligated to establish the legal entity, define an order of joint activity in a period of establishment, conditions of transfer to it theirs property and participation in its activity

4) non-keeping of the educational services is shown up by the following way:

◆ from one hand it is impossible to reserve the services and storage it as a material good expecting the demand growth¹².

◆ from the other hand, for people it is a normal to forget received information and knowledge obsolescence.

There is one more special feature of educational services in comparison with the other services: the consequences of consumption of the educational services become a benefit not only for its direct consumer but also for economics in general. In other words, educational services are the socially-important¹³.

//) Economic-and-legal basics of high educational establishments activity.

The main component of the system of high education is high education establishment. In current situation we have two legal forms for it: establishment and autonomous establishment.

Let us consider the legal status and specialties of high schools performance.

Before acceptation the Law № 174-FL from November, 3 of 2006. "About autonomous establishment" the only one type of the legal form of high education establishment was the establishment. According to part 1 of article 8 of the law "About high and post-graduation education" under the high educational establishment is considered the educational establishment what was founded and acting on a legal basic of Russian Federation and has a status of legal entity and realizing the programs of high professional education according to the license образования¹⁴.

High education establishment belongs to non-profit organizations. According to the article 50 of Civil Codex of Russian Federation¹⁵ and article 2 of law "About non-profit organizations", non-profit organization is an organization what has not as a main purpose to get a profit, but it is founded for development of public benefits¹⁶.

The establishment is an organization founded by the owner for realizing administration, social-and-cultural and other functions of non-commercial character and its financed by owner completely or partly (article 120 Civil Codex of Russian Federation, article 9 about non-profit organizations).

///) identification of the scientific basics of interaction of high schools and commercial organizations.

Interaction of high educational establishments and commercial organizations is based on the normative and legal acts in Table 2:

In current economic conditions high schools should improve interrelations with commercial organizations. These basics can be the following:

1) Development of fundamental researches according to the requirements of the commercial organizations;

2) Target preparation and finishing work with gradutors according to requirements of commercial organizations.

1) Development of fundamental researches according to the requirements of the commercial organizations

Nowadays the high institution science needs large investments and orders for its development. The sequence of legal restrictions impede to this:

1) high schools are not considered as scientific organizations and that is why they are out of tax privileged;

2) no laws what stimulate integration of science and education;

3) high schools founded as establishments are out of the right to have small innovation firms for promotion of scientific developments;

4) no official estimation of the quality of scientific researches.

All this factors prevent the growth of amount and quality of researches made by high educational establishments.

At the same time commercial organizations there is a lack of applied scientific researches and qualified specialist for make it done.

It is also necessary to realize the following steps for development of interaction:

◆ create unified data base about scientific projects for its distribution in competition;

◆ start up consulting organizations and centers for work with orders and grants at scientific research;

◆ use profit for refreshing the material base needed for research work;

◆ attract students and post-graduate students to research work what will let to continue their scientific research after graduation.

Legal basic of interaction

Collaboration	Legal basics
1. Practice	- based on agreement between high schools and organizations Federal Law "About high and post-high professional education" Civil Codex of Russian Federation Federal law "About non-profit organizations" from January, 12 of 1996 № 7-FL.
2. Participation	Interaction of high educational establishments and commercial organizations is based on the normative and legal acts in Table 2: In current economic conditions high schools should improve interrelations with commercial organizations. These basics can be the following: 1) Development of fundamental researches according to the requirements of the commercial organizations; 2) Target preparation and finishing work with gradutors according to requirements of commercial organizations
3. Tax privileges	The main component of the system of high education is high education establishment. In current situation we have two legal forms for it: establishment and autonomous establishment. Let us consider the legal status and specialties of high schools performance. Before acceptance the Law № 174-FL from November, 3 of 2006. "About autonomous establishment" the only one type of the legal form of high education establishment was the establishment. According to part 1 of article 8 of the law "About high and post-graduation education" under the high educational establishment is considered the educational establishment what was founded and acting on a legal basic of Russian Federation and has a status of legal entity and realizing the programs of high professional education according to the license

* Russian Federation Tax Codex // www.consultant.ru.

2) Target preparation and finishing work with gradutors according to requirements of commercial organizations.

For realization of this title it is necessary to include in curriculum subjects what employers need.

¹ Russian Federation Civil codex // www.consultant.ru.

² The same.

³ Russia in numbers 2007: Collection of articles/ Rostat. M., 2007.

⁴ Tumans X. What is education today? // <http://shh.neolain.lv/seminar14/vtor.alm.tumans.htm>.

⁵ Ozhegov S.I., Shvedova H.Y. Russian language defining dictionary: 80 000 words and phraseological expressions. Issue 4., M., 1999. 944 p.

⁶ <http://www.unesco.ru>.

⁷ Federal Law "About education" // <http://www.mon.gov.ru>.

⁸ Shetinin V.P. Russian market of educational services // World economy and international relations. 1997. № 11.

⁹ Cotler F. MapMarketing management. Spb., 1998.

¹⁰ Popov E.N. Educational services and market // Russian economic magazine. 1992. № 6.

¹¹ Pankruhin A.P. Philosophical aspects of marketing approach to education // Alma Mater. 1997. № 1.

¹² Pankrukhin A.P. Educational services // Alma mater. 1997. № 3.

¹³ Tambovtsev V. Reforms of Russian education and economic theory // Economic questions 2006. № 1.

¹⁴ Federal Law "About high and post-high professional education" // <http://www.mon.gov.ru>.

¹⁵ Civil Codex of Russian Federation // www.consultant.ru.

¹⁶ Federal law "About non-profit organizations" from January, 12 of 1996 № 7-FL. // www.consultant.ru.

¹⁷ Federal Law "About high and post-high professional education" // <http://www.mon.gov.ru>.

¹⁸ Civil Codex of Russian Federation // www.consultant.ru.