

## EDUCATIONAL SERVICES MARKET MANAGEMENT: INTEGRATION APPROACH

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**Keywords:** integration, educational processes, educational service market, labour market.

The article is devoted to the problem of integration approach to educational service market management, which is determined as the interrelation of educational service subjects. Special attention is paid to the problems of developing horizontal and vertical integration links of educational services and liquidating the contradictions between the development of educational service market and labour market.

Integration is of crucial importance in modern world nowadays. Therefore, education of European economic community was the first step of a new epoch in the history of mankind.

As it follows from definition integration is an objective phenomenon and process of the modern life of mankind which is not univariate, ambiguous, extremely distinguished in the contents, purposes, structure of internal mutual relations, examples of commanding relations, etc. However it's impossible to identify integration with custom unions or trading and alliances. Unions and alliances become out of date, and integration is an objective result of the evolution of global social and economic and political development of 2nd half of XX century. It is possible to distinguish two main principles:

- ◆ sharing principle;
- ◆ the principle of the influence of integration associations.

On the basis of these principles integration structure can be divided into three big groups:

1. Regional and inter-regional integration structures on economic, political-economic, political, military-political, institutionally coordination, etc.
2. International governmental super national structures of coordination type.
3. International nongovernmental structures (trade unions, multinational corporations, etc.)

These types of integration structures allow to make a conclusion that integration structures are the basic and determining direction in social and economic evolution of mankind. Within the limits of integration structures thousands of international governmental and nongovernmental organizations arise and function. In general, they cannot be considered as a component of integration structures, but they are indicators, parameters of the

depth and scope of specified processes. The models of integration structures, despite of large specificity and unique features and characteristics, have a common phenomena which, despite of integration borders, is international by nature and allows to find the compromise within the limits of competition, solve the contradictions.

The process of managing the educational services market assumes finding solutions to the problems of forming the educational space on international, federal and regional levels that assumes the organization of all-Russian education system, the change of state control function. Such complex administrative task cannot be solved by using only one system approach. Therefore it is necessary to use the integrated approach for managing educational service market.

The efficiency of a new control system of educational service market will be determined, first of all, by validity and use of several approaches and methods of management.

The integration approach in management reflects the set of methods and processes of integrating various subsystems of the general social and economic control system.

The use of integrated approach is a necessary condition for forming the market of educational services as the integration into the concepts of reforming the system of Russian education.

The modern paradigm of management causes a new conceptual plan of control system which demands to consider human potential, as the main resource and productive factor.

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