

### RATIONALITY OF HIGHER EDUCATION MANAGEMENT: PROFESSIONAL AND QUALIFICATION ASPECT

#### A. Pochtovyuk

Kremenchuk Mykhailo Ostrohradskyi National University  
vul. Pershotravneva, 20, Kremenchuk, 39600, Ukraine. E-mail: apochtovyuk@yandex.ru

In the article the author has developed a universal indicator that reflects the relationship and interdependence of interests of subjects. It is designated as a vocational qualification match. As a basic condition, combination of interests of professional and qualification compliance affects to the whole system of «employer – the state – Universities – individual». I.e. all variables simultaneously change the action of the figures. This vocational qualification match system provides a balance and contributes to the mission of higher education. The influence of the vocational qualification match can observe the purposes, mechanisms and results activity of the subjects activity. The author denotes the vectors by which the subjects' interests align, which is the main mission of higher education if the rational features of the professional skills correspondence can be observed in the attributes.

**Key words:** higher education institutions, higher education, sphere of higher education, subjects of sphere of higher education, professional and qualification compliance.

### РАЦІОНАЛЬНІСТЬ УПРАВЛІННЯ ВИЩОЮ ОСВІТОЮ: ПРОФЕСІЙНО-КВАЛІФІКАЦІЙНИЙ АСПЕКТ

#### А. Б. Почтовюк

Кременчуцький національний університет імені Михайла Остроградського  
вул. Першотравнева, 20, Кременчук, 39600, Україна. E-mail: apochtovyuk@yandex.ru

У статті автором розроблено універсальний показник, який відображає взаємозв'язок та взаємообумовленість інтересів суб'єктів. Він позначається як професійно-кваліфікаційна відповідність. Як базова умова сполучення інтересів суб'єктів, професійно-кваліфікаційна відповідність впливає на всю систему «роботодавець – держава – ВНЗ – індивідуум», тобто одночасно коригує всі змінні результати діяльності суб'єктів. Професійно-кваліфікаційна відповідність забезпечує рівновагу системи та сприяє реалізації місії вищої освіти. Вплив професійно-кваліфікаційної відповідності простежується у цілях, механізмах та результатах діяльності суб'єктів. Автором наведено вектори сполучення інтересів суб'єктів сфери вищої освіти як головної місії вищої освіти за наявності в атрибутах раціональності діяльності ознак професійно-кваліфікаційної відповідності.

**Ключові слова:** вищий навчальний заклад, вища освіта, сфера вищої освіти, суб'єкти вищої освіти, професійно-кваліфікаційна відповідність.

**PROBLEM STATEMENT.** In the domestic higher education underwent significant changes over the past quarter of century. On the one hand, they reflected the processes taking place in society, and on the other, SHE initiated the recent socio-economic changes in Ukrainian society. As a result, modern HE inherent pragmatic approach in which all stakeholders realize their training needs, and that's why their demands increased for quality education. Individual is interested in acquiring professional qualification qualities that later become popular traded on the labor market. However, choosing the direction of or specialty, he focuses on the prestige of certain professions, not the need on the labor market. In turn, employers dire need for expertise in certain professions and qualifications. However, the annual university graduates swell the army of unemployed. Many people desperated to find work in the profession and qualifications specified in the diploma of higher education, agree to anyone of employment. Professional qualification disbalance of employee's skills and requirements of active position was normal for many enterprises, including engineering complex. The result of the absence of SHE is low productivity and weak motivation for employee. They did not contribute to the commercial success of the company and, consequently, the population density of the state budget. Budget deficit causes underfunding HE despite

the fact that the government order for separate lines of Bachelors, Magistracy and Speciality is not satisfied annually [3]. Thus, there is a circle in which the interests of entities SHE is not fully implemented. It is important in this situation to find methods and mechanisms of the subjects that will achieve the consolidation of their interests.

The purpose of this article is to select qualitative and quantitative characteristics, which can help to measure rationality control of the field of higher education.

**EXPERIMENTAL PART AND RESULTS OBTAINED.** The fact about the relationship of quantitative indicators achieving rational management of HE means that higher education as an economic resource improves skills and generate new ideas. It is the basis for social and economic development and market efficiency. The government, defining state politics in HE and including procurement volumes for training young people has the opportunity to influence on the development of modern society, including the economy, based on objective needs of professionals in the labor market. It is necessary to achieve compliance between the number of areas of training specialties and quality of training in high school with current labor market needs and the knowledge of economy. This benchmark is designated as a professional and qualification compliance (PQC). Primary PQC is laid

at universities that produce the necessary professionals to employers. Thus, the problem of the relationship is possible with indicators using PQC. A. Budyakova investigate the theoretical aspects of vocational qualification balance of labor market [1, 2].

To be a basic condition for the interests of connections, PQC should affect to the entire system "employer - the state - University - individual," i.e. all variables simultaneously changes of the action of the actors. PQC should provide a balance of the system and promote the mission HE. The task is to study the place and role of PQC in each subject ECS. Influence of PQC is traceable in the objectives, mechanisms and

outcomes of the employer, the state, the university and the individual.

Table. 1 shows the evidence of base consideration PQC as a basic component of HE management rationality. According to this table all subjects, except individual, always guided PQC in the stages of goal setting and selection mechanisms for their implementation. Thus to achieve positive results for all subjects requires PQC. This factor is basic, although individuals are often not aware of or ignores it. Especially like the attitude of the individual to the HE traced to the stage of objectives that determine future career and skill level [7].

Table 1 – PQC as a basic component of rational management of HE

Subject	<i>The attributes of rationality</i>		
	Aims	Mechanisms	Results
<b>Employer</b>	The availability in staff demands of professional knowledge and skills	National classification of professions DK 003: 2010 is an attempt to classify and codify requirements for professions [6].	Stabilization of companies develop their capacity in the presence of highly qualified specialists of HE
<b>State</b>	State regulation PQC: hard (medical, pharmaceutical, aviation industries), reference (police, universities) or absence	Fixation in the list of activities that allow retraining or prohibiting it	Highly qualified staff as a guarantee of national security (economic, military, demographic)
<b>HEI</b>	Universities profession filled with meaning and qualified individual (carrier professional skills)	Quality of education standards to accreditation, licensing, etc. Universities identify the areas of training and specialties	The individual consumer turns to professional educational services to carrier professional skills
<b>Individuals</b>	The motives of consumer's behavior professional education services are numerous and diverse, it is difficult to clearly identify priorities	Consumers professional educational services has the right to choose and elect their own specialty; additionally has the right to obtain a second profession, training	Employment chosen profession (specialty), private demand in the labor market

Thus, professional qualification compliance selected as the qualitative and quantitative characteristics, which can measure the rationality of higher education. As a basic condition shuttle interest entities PQC affects the whole system "employer - the state - universities - individual," that simultaneously changes the activity of all subjects.

Fig. 1 shows a combination of vectors interests of ECS as the main mission of HE in the presence of signs of rationality attributes PQC. It is advisable to thoroughly consider the particular relationships shown in figure [8].

It was proved that the combination of interests of subjects is with a time lateness due to the accumulation and distribution of money in the economic system, because training in high school takes much time. As the financial and economic results are proof of the implementation of the mission HE, the introduction of the time factor is required for sequencing studies.

Sequence satisfaction of interests of subjects SHE in time should begin with a basic interest of the employer – vocational qualification of the individual.

Employer's interests catered for PCI maximum level, which creates a high level of productivity of employees (1).

Public interests are met under conditions of growth of revenues from sales of products and based on increase in tax revenues (2). Interests of Universities are contented with continuous growth of the licensed volume and scope of public procurement, which is derived from the funding of (3).

Interests Universities catered for realizing the potential and performance of the state order, determined by the demand for certain areas of training (specialty) (4). The interests of the individual are satisfied for obtaining professional knowledge and skills, depending on the quality of education offered by Universities (5).

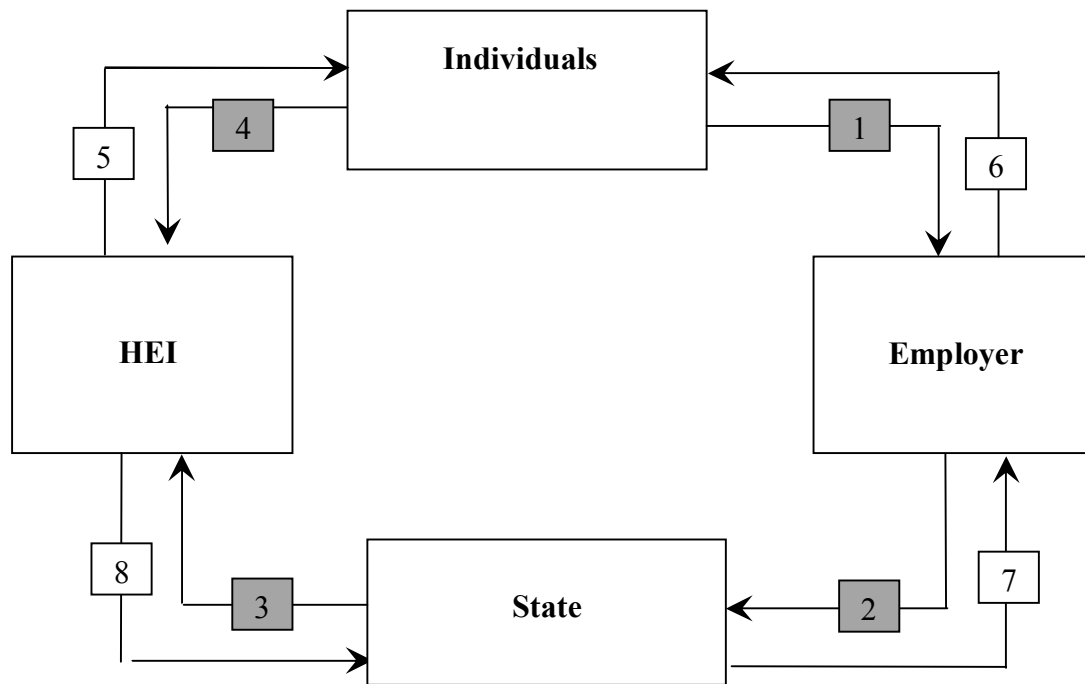


Figure 1 – Sequence meet interests of subjects over time

Hobbies of individual are contained with the high monthly cost for employee which the employer agrees to responsible for professional staff (6). Interests are satisfied by the employer intended use taxes when the state takes obligation to prepare professionals with the right employer HE (7).

State's interests satisfied if subject GDP and living standards growth, which is impossible without the necessary training specialists in economy. It means that government spending money on higher education is economically feasible and have a positive economic effect (8).

**CONCLUSIONS.** The most massive model of interaction of employers and universities are targeted training specialists funded prospective employer. In some cases, employers and universities are jointly developing programs to meet the needs of indispensable particular company. The integration allows employers to participate in the formation and equipping training program, found in terms of their technological specialization "platform" actively acquainted with future graduates, attracting them to internships and participation in projects for its perspective. The organization of close cooperation between universities and employers – is one of the urgent tasks of economic development based on knowledge. This problem includes large-scale emergence of new law and new types of contracts that would help universities in training, and for enterprises – in a snap frames.

Thus, PQC is the beginning of construction to meet interests of the chain, starting with the combination of interests of the employer and the individual (employee).

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## РАЦИОНАЛЬНОСТЬ УПРАВЛЕНИЯ ВЫСШИМ ОБРАЗОВАНИЕМ: ПРОФЕССИОНАЛЬНО-КВАЛИФИКАЦИОННЫЙ АСПЕКТ

**А. Б. Почтовюк**

Кременчугский национальный университет имени Михаила Остроградского  
ул. Первомайская, 20, Кременчуг, 39600, Украина. E-mail: apochtovyuk@yandex.ru

В статье автором разработан универсальный показатель, который отражает взаимосвязь и взаимообусловленность интересов субъектов. Он обозначается как профессионально-квалификационное соответствие. Как базовое условие совмещения интересов субъектов, профессионально-квалификационное соответствие влияет на всю систему «работодатель – государство – ВУЗ – индивидуум», то есть одновременно корректирует все переменные результаты деятельности субъектов. Профессионально-квалификационное соответствие обеспечивает равновесие системы и способствует реализации миссии высшего образования. Влияние профессионально-квалификационного соответствия прослеживается в целях, механизмах и результатах деятельности субъектов. Автором приведены векторы совмещения интересов субъектов сферы высшего образования как главной миссии высшего образования при наличии в атрибутах рациональности деятельности признаков профессионально-квалификационного соответствия.

**Ключевые слова:** высшее учебное заведение, высшее образование, сфера высшего образования, субъекты сферы высшего образования, профессионально-квалификационное соответствие.

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