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POTENTIAL OF REGIONAL EDUCATIONAL MANAGEMENT DEVELOPMENT IN THE EDUCATION ECONOMY

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Statement of the problem. The problem of analyzing the efficiency of educational systems in the region (RES) is always the focus of the theory and practice of regional management. Under education reform and democratic change in the administrative-territorial structure, it has become critical. An economy based on knowledge, permeates all areas of management and requires development of effective and efficient mechanisms for managing territorial transformations in these systems. In this regard, there is a clear need for and feasibility of using new techniques and technology management processes of RES transformation. A comprehensive and systematic approach to solving this problem requires new methodological approaches to assess the potential of regional educational management (REM) as a tool for the efficient implementation of education policy, which can serve as a basis for decision making procedures for the RES functioning.

Analysis of recent research and publications. In Ukraine, the formation and development of the REM vectors is driven by the development of strategic state-building: from the introduction of humanitarian educational paradigm (V.Andruschenko, V.Kremen, etc.), justifying its role in the economy (D.Bohynya, M.Zhurovskyy, O.Hrishnova, I.Lukinov, etc.), to determin its influence on the formation of a new administrative-territorial structure, modelling the regional department of education. It is shown in the research of the O.Amoshi, S.Bandura, S.Vovkanycha, M.Dolishnoho, S.Dorohuntsova, Y.Zhalilo, S.Zlupka, T.Zajac, V.Kutsenko, M.Matviyiva, H.Mikula, M.Pityulycha, S.Pysarenko, U.Sadovoyi, L.Semiv, O.Solohub, M.Chumachenko, M.Shalenko, L.Shevchuk, L.Yankovskoyi, L.Yakovenko and others. However, the theoretical- methodological and methodical providing of REM in the development of the knowledge economy has not found a proper scientific study.

The purpose of the article is to substantiate diagnostic tools for evaluation of REM knowledge economy in Ukraine under the conditions of its formation.

The main material. This study substantiates the usefulness of the index method to diagnose potential of REM. As the search capabilities of complex analysis in some way limited by the lack of appropriate indicators that adequately reflect the phenomenon and simultaneously accounted for in the statistics system of Ukraine, it is suggested to apply the incremental strategy of research focusing on the performance of indirect action. In particular, the idea is implemented by sequential diagnostic potentials of individual REM components (according to the functions performed by RES - personnel, financial, logistical, social contracts for educational services, information and analysis) (1. P. 57-62). The potential of REM determined by the formula:

$$P_{REM} = \frac{Q_{ES} \cdot (100 - \sum F_i)}{100}, \quad (1)$$

F_i – i-group functions and taking into account the importance of weighting coefficients of each of them;

Q_{ES} - volume of educational services by region, ths. of UAH

The results of calculations REM capacity in individual regions of Ukraine showed a significant values asymmetry of virtually all components above all resources potential.

Thus, the highest rate of the human resources corresponds to the city of Kyiv (90%). Rupture of the level of its values to the level in other regions especially significant: in comparison with such areas as the Volyn (37,93 %) and Zakarpattia (39,17 %) in three times. Double gap is typical for most areas (Sevastopol (44%), Rivne (43%), Chernivtsi (43,83%), Khmelnytsk (41,72%), Mykolayiv, Kirovohrad regions (almost 42%) and others. Considerable variation in performance staffing RES dissonant with efficiency REM, hampering the progress of the regional economy based on knowledge.

A similar trend was also recorded in this resource as a component of financial security RES of Ukraine. The difference of the minimum and maximum values of more than 4.5 times (15% and 70 %). The trend towards unequal funding of RES especially poverty due to local budgets of individual regions. Thus, the level of RES funding from local budgets in the Donetsk region is four times higher than in the Chernivtsi region three times - than in Ivano-Frankivsk and Kirovograd regions, half - than in the Crimea, Lviv region. We have observed fairly significant regional differences in terms of financing certain level of specialized care system of REM. The lowest level of funding from local budgets is typical for pre-school, extracurricular and postgraduate education RES. This situation reinforces the trend of deepening disparities in regional development RES.

Attention is drawn to the analysis of indicators such as the level of the components of logistics (Logistic) RES. It showed that this species is most ready resource potential REM to perform its functions in Donetsk, Lviv, Kharkiv and Kyiv (62-76 %). The lowest values of the characteristic are in Sevastopol (8,4%), which recorded ninefold, it has developed with its capital. Double gap in the use of potential functions logistics RES compared to the Donetsk region is observed in Crimea, Luhansk region. In Chernivtsi, Kirovohrad, Volyn, Zakarpattia, Vinnytsia and others regions it reaches triple break.

The analysis showed, that the efficiency of REM features highly correlated with the level of social order region's residents for educational services. In this respect, concening the diagnosis of imbalances in supply and demand of educational services is taking place in the regions of Ukraine. It's has been determined, that the supply of specialists from among graduates of I-II accreditation levels is exceeding the actual demand in the labor market an average of 14 times (for graduates of III and IV accreditation levels - even higher), which means the use of graduates on the profile obtained training.

The level of social ordering function for educational services is the highest in the Donetsk region (67,93 %), Kyiv (57,33 %) and Lviv region (53,5 %). The lowest potential of this function occurs in Zakarpattia (13,32%), Sumy (14,25%), Kherson (13,77 %) and Sevastopol (7,15 %). The level of function in other regions is in the range 18-44 %.

To troubleshoot this kind it is recommended in addition to legal action, proposals to modernize regional economies, enhance work package to develop monitoring professional career graduates RES "underneath". Implementation of measures to track system- level employment and adaptation of graduates in professional environment (in terms of organizational and professional orientation procedure) is needed - at the same manager- leaders NC region. We must enhance coordination bonds between universities and employers through practical training, improvement of existing training programs and to create a database that would have accumulated information on the extent to which the theoretical knowledge and practical skills obtained by graduates of RES, the needs of the regional economy - at manager and heads of state of local governance RES.

A significant determining of the REM potential analyzing has given the information and analytical components of RES, analysis of which shows significant regional differences in coverage - of-school children and pre-school (kindergarten) education. Thus, the best - organized work to provide adult education services is observed in the Zhytomyr region (25,1 %) , the worst - in Ternopil (14%). Other regions of Ukraine demonstrate the value of the index in the range -14,6 - 19%. The coverage of preschool education in Sumy region is the highest (77%) and the lowest is in the Luhansk region - more than 50 %. In the regions of Ukraine, the ratio of children to the number of kindergarten teachers was in the cities of Sevastopol - Kyiv and 7,7 - 9,1, in the Zaporizhia region - 9,9, Dnipropetrovsk - 10,3, Donetsk, Kherson, Chernihiv - 10,5. In terms of enrollment secondary education (as a percentage of total resident population aged 6 – 17 years) Sevastopol is leading. While changes in the quantitative components of tertiary education Ukraine include more positive trend, the quantitative changes of schools that prepare labor are mostly negative. The average occupancy of one school pupils in 2011 was 425 people. This, in it's turn, leads to a

corresponding decrease in the annual number of prepared and issued by educational institutions skilled workers.

Summarizing the results of the study, we can state, that the organization of the REM based on the innovation should always be full of scientific developments in the field of strategic planning and forecasting of regional economies. Thus, the problem of uneven personnel insufficiency, logistical and financial support of RES, lack of consistency in the development of management measures is a major cause of innovative development inhibition in the education system of the region (Fig.1).

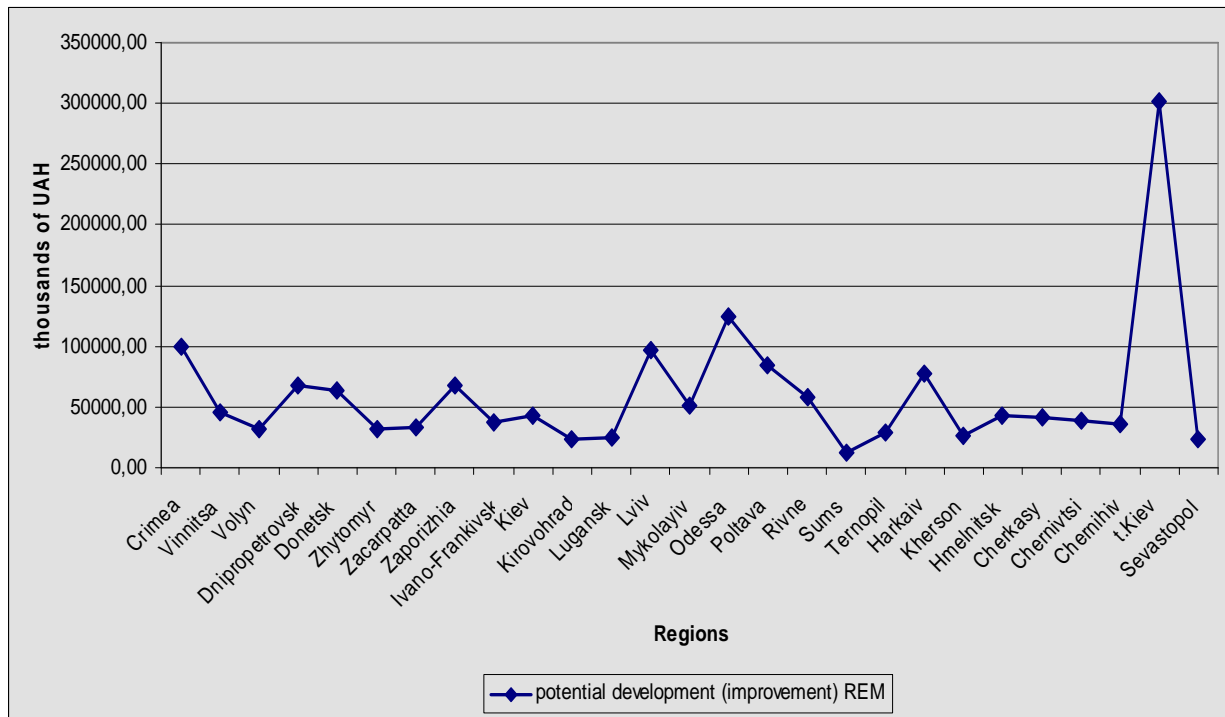


Figure1. Potential of REM development in the regions of Ukraine, 2011 (Authoring)
(Figure 1 is based on sources [1 – 6] and own calculations)

Conclusion. In general, as the REM potential diagnostics showed, there are significant regional variations in the use functions among the regions of Ukraine. Solving the problem of RES resourcing (human, financial, technical) requires an integrated approach, establishing a proper motivational environment, development of fiscal equalization for the definition of financial ratios budget provision of the region, district, city and considering the economic, social and environmental condition capacity of local areas to budgeting amounts of financial resources to meet local needs.

Based on the above stated, it follows that the RES organization management requires new approaches and management decisions making technologies aimed at reconciling the goals and objectives of the education and labor market.

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Г. О. Зелінська, к.е.н., доцент, завідувач кафедри організації праці і виробництва. Івано-Франківський національний технічний університет нафти і газу. **Потенціал розвитку регіонального освітнього менеджменту в контексті економіки знань.** Розкрито діагностичний інструментарій до визначення потенціалу розвитку регіонального освітнього менеджменту в контексті економіки знань через поетапну стратегію організації дослідження з акцентом на показники непрямої дії. Доведено необхідність активних трансформаційних змін у функціонуванні регіональних освітніх систем на основі оновлення інструментів впливу.

Ключові слова: менеджмент, освіта, функції, трансформація, регіональна система.

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Г. О. Зелинская, к.э.н., доцент кафедры организации труда и производства. Ивано-Франковский национальный технический университет нефти и газа. **Потенциал развития регионального образовательного менеджмента в контексте экономики знаний.** Раскрыто диагностический инструментарий к определению потенциала развития регионального образовательного менеджмента в контексте экономики знаний через поэтапную стратегию организации исследования с акцентом на показатели непрямого действия. Доказано необходимость активных трансформационных изменений в функционировании региональных образовательных систем на основе обновления инструментов влияния.

Ключевые слова: менеджмент, образование, функции, трансформация, региональная система.

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G. O. Zelinska, PhD, Associate Professor, Head of the Labor Organization And Production Department. Ivano -Frankivsk National Technical University of Oil and Gas. **Potential of the regional educational management development in the education economy.** The article presents a diagnostic tool needed to determine the potential of regional educational management in the context of the education system economy through a staged research strategy, focusing on the indirect action indices. The necessity of active transformational changes in the functioning of regional education systems based on the updated tools of influence is proved.

Keywords: management, education, function, transformation, a regional system.