

ROLE OF KNOWLEDGE IN THE CONDITIONS OF TRANSITION TO NEW ECONOMY

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The beginning of 21th century was marked by formation of the economy based on knowledge. That the knowledge occupies key positions in economic development, turning to the basic source of cost in a postindustrial information society, considerably changes a formation place in structure of public life. The leading part in formation of the economy based on knowledge, certainly, belongs to the higher school.

Last decade of the twentieth and the beginning of the twenty first century was marked by formation of the economy based on knowledge, prompt transition of some the countries with industrial on a postindustrial stage of development. That the knowledge occupies key positions in economic development, turning to the basic source of cost in a postindustrial information society, considerably changes a formation place in structure of public life. The leading part in formation of the economy based on knowledge, certainly, belongs to the higher school.

There are such changes in our country too. Calls of new time have touched all areas of ability to live of the person. Especially it concerns educations. Development of market relations has caused that fact, that education from the free-of-charge privilege paid by the state, has turned to the goods, to be exact service of non-material character. In the modern world the higher education becomes one of spheres where ideas of marketing actively get, marketing principles and approaches. In conditions of transition to the economy based on knowledge, this process is natural, as high schools, first of all, carrying out social function, provide reproduction of the human capital of a society. Such circumstances lead to deep reconsideration by high schools of principles of their functioning as independent subjects whom educational services of the certain structure render, qualities and volume.

One of the major conditions of successful social and economic development of republic is creation and development of new hi-tech manufactures and intensive technological updating of base sectors of economy. Acting with the message to Belarus people and National assembly of Republic Belarus on April, 20th, 2010, the President of Republic Belarus has noted what to compete in the world market it is possible only the hi-tech goods and services, and for this purpose it is necessary to give to innovative activity of more dynamics [1]. In this connection the major problem of the higher school in the field of scientific and scientifically-innovative activity becomes carrying out of the scientific researches directed on creation of competitive scientific and technical development and high technologies, innovative manufactures, finally - on reception and introduction of new knowledge in manufacture.

In higher educational institutions other approaches to the organization and management of activity which the purpose put increase of their efficiency, abilities to development, increase of competitiveness of high school in the market of educational services and innovations and region, and the country as a whole are formed. Competitiveness of high school is determined, first of all, by a recognition a society of the importance of concrete high school, a demand of its graduates and scientific production. In this connection sees necessary to consider essence of educational services as basic source of knowledge, together with their role, in conditions of new economy.

The role of the educational services offered by high schools, at a stage of transition to an information society is great enough, as construction of such society demands presence in the country of advanced scientific and technical potential. With a view of a demand of educational services offered by high schools and innovations, they is necessary to learn for operating effectively the last, that it is possible to achieve only having full representation that such educational services and innovations, in what their difference from services in general who is their consumer and the producers.

Marketing of educational services was generated on the basis of noncommercial marketing in 60th years in the USA. In 70-80 years of position of this theory have been considered with reference to questions of training of adults and improvements of professional skill. In 1980 German scientific V.Zagers and F.Heberlin have offered the first complex concept of educational marketing concerning industrial improvement of professional skill. Marketing of education by these scientists has been carried to special marketing services.

Studying marketing aspect of sphere of educational services first of all it is necessary to define, that is understood as educational services and the market of educational services, whose needs are satisfied in this market that represents itself as the goods in this market that is understood as strategy of marketing in conditions of the competitive educational environment.

Let's define consumers and manufacturers of educational services.

As consumers of educational services citizens, the enterprises, the organizations, establishments, the state on behalf of various authorities, a society act.

Manufacturers of educational services are educational establishments on three levels of management: school, technical school, high school.

Different authors differently treat concept « educational service » [2, 3]. The some people consider, that the basic service given by high schools is educational program [68]. From our point of view, such definition of " educational service » is not full enough as for preparation of highly skilled experts which would be demanded in the market, presence of good educational program does not suffice. Other authors suggest to consider as a product of high school the specific goods - young specialist [4, 5].

Various sights at some base concepts of marketing with reference to the market of educational services, absence of unequivocal definitions is connected with a statement of various aspects of the given problem.

Summing up, we shall define educational service. From our point of view definition of educational service should be coordinated to stages of its formation.

On "input" educational service is a complex of knowledge, skills, skills and competences, aimed on change of an educational level and formation of vocational training the consumer provided by appropriating resources of the educational organization. On "input" the consumer of educational services is the entrant, the enterprises and the organizations through system of target preparation.

On "output" educational service is a complex of knowledge, skills and competences which the graduate of high school for their application in the professional work possesses. Thus, our way to opinion, on an output the role of a business environment, the state and a society as consumers of educational services, however the carrier and the subject who provides reception of effect from educational service including for itself, the graduate of high school (specialist) is staticized and becomes more active. In figure 1 is presented the author's approach to definition of educational service.

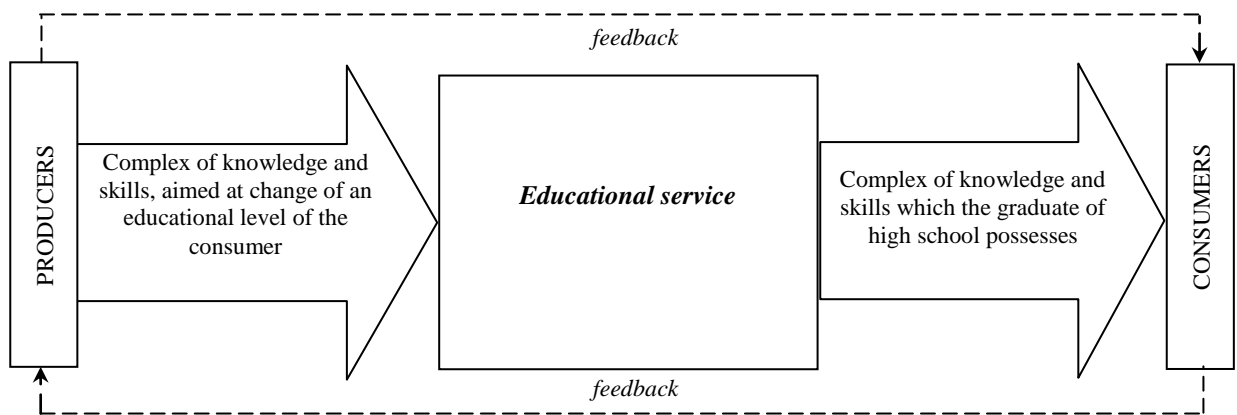


Fig.1 The offered system-process approach to definition of educational service

In conditions of transition to the economy based on knowledge, the role of educational establishments and, first of all, the universities which are carrying out a professional training for new economy in development of the country changes and amplifies. High schools become one of the main participants of development of a science in the country that is caused by influence of a high school science on all the processes occurring in economy. With the purpose of effective influence it is necessary for high schools to spend comprehensive investigation of the processes occurring in economy.

In this connection it is obviously necessary to consider knowledge and an innovation not separately from each other, and through them coevolution. Coevolution of effective educational system and the environment of producers of knowledge on the basis of carrying out fundamental and applied researches will allow high schools to be competitive not only in the regional market of educational services, but also to leave on the world markets of education.

Now the rate on innovative development is a key question which faces to our country. Its decision demands the balanced macroeconomic politics who will be founded on an optimum combination as market mechanisms, and state regulation. For successful realization of the given strategy as shows experience of the developed countries, it is necessary to generate such national innovative system which would become effective model of creation, distributions and uses of knowledge.

In conditions of economy of knowledge reception of new knowledge and technologies, their effective introduction in all spheres of a human life define a role and a place of the country in the world. Knowledge, the science and education also become determining factors of economic growth.

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