

## **DEMOGRAPHY AND SOCIAL POLICY: ANTI-CRISIS OUTINGS**

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### **PROFESSIONAL EDUCATION: TRENDS FOR DEVELOPMENT TO PROVIDE MODERN WORKFORCE**

The modernization of the educational system remains an urgent necessity in response to the challenges and needs of the national economy diversification, the development of knowledge intensive units of its specialization and the transition to a new technological structure in general, the expansion of a competitive presence in the external markets of goods and services, primarily, due to increasing competitiveness of the economically active population and business entities, as well as revival of the processes of the state's joining the socioeconomic world integration processes [1–4].

Taking into account the realities of the market economy, the development of public institute of education, markets of educational services and labour in globalized world, the main task of the spectrum of vocational training levels in Ukraine is to ensure their innovative development within the strategy for improving the quality of educational services, their consumers' competitiveness, the industry itself and the national economy in general.

The innovative changes both in the state educational policy and in the system of vocational training itself are intended to found the basis for increasing the competitiveness of consumers of educational services in the labour market. Among the first ones, improvements in

the mechanisms of implementation of legislative guarantees of consumption of socially necessary goods in the field of education should be noted, in particular:

- ensuring equal starting conditions for getting professional education that is in demand in the labour market (first of all, by the following factors: the quality of secondary education; economic and time access to out-of-school educational and cultural institutions that expand the opportunities and information resources for the preparation of entrants of vocational and higher education institutions; the cost-effective availability of services for vocational education itself and professional development, balancing their supply with the needs of regional economies);

- stimulating a broad access to professional education, including the formation and financing of the state and a certain part of the regional order for the training and professional development of specialists and workers on the basis of vocational and higher educational institutions;

- implementing targeted measures to optimize the spatial characteristics and the organizational and economic mechanism for the development and operation of vocational educational infrastructure in order to comply with the guarantees of social inclusion of vulnerable population strata and optimize the specific expenditures of local budgets.

The complexity (multidimensionality) of the state educational policy also ensures by the implementation of the programs for: diversification of regional economic systems, expansion of their specialization in the regional and national division of labour; strengthening of the innovative incentives for their sustainable development based on increasing and capitalizing the innovative potential of territorial communities; compensation of the negative impacts of free market for vulnerable categories of working-age population (young people first entering the labour market, the disabled, mothers with minors, etc.), employees, and small business owners.

The most socially resonance manifestations of economic instability, which affect the consumption of higher educational services by Ukrainian population, include:

- problematic nature of improving the public mechanisms of financing the corresponding needs under significant fluctuations of exchange rates, high risks of banking institutions functioning, the high inflation, and a significant level of shadow economy, which leads to: underdevelopment of mechanisms of provision of individual loans for higher education, retraining and advanced training (in particular, on a corporate basis, e.g. interest-free with the help of potential employers); small scale of provision of state and non-state targeted educational subsidies (grants); limited practice of returning some part of student tuition payment through the tax bodies;

- unsatisfactory regulation of the started from 2015 process of transition of higher educational institutions of I–II accreditation levels (technical and specialized schools, colleges, etc.) on financing from local budgets;

- threats to the competitiveness of graduates as a result of destruction of mechanisms and complication of the organization of professional practice for students by higher educational institutions.

The effectiveness of the marketing of a vocational education institution within both participation in implementation of the state order and training of specialists on a commercial basis is related to the following measures as to:

- identifying a specific product of a higher education institution and its target audience (consumers, customers, potential employers of trained specialists);

- conducting research and predictive assessments of the educational services market in comparison with the needs of the national and regional labour markets, which increases the validity of identifying promising sectors, specialties, areas of economic activity, where demand for specialists will be formed;

- maintaining contacts with: subjects of educational services market (specialized government agencies, potential employers, recruiting agencies, graduates) to confirm the image and implement

opportunities for improving the financial situation of the educational institution; general public informed about the goals, activity directions, participation of the higher education institution in socio-cultural events, achievements of its scientific schools, cooperation and exchange programs with domestic and foreign educational institutions and public organizations in order to popularize the image and expand the participation of the institution in the socioeconomic life;

- implementing of a consistent strategy of marketing and its organizational and managerial support.

Experience of developed countries requires standardizing and spreading, where the accepted mechanisms to stimulate enterprises for cooperation with higher education institutions and invest into their own human capital, in particular, are:

- provision of tax exemptions, preferential loans for organization of vocational training, state subsidies for employers, which create additional places for professional training and on-job training;

- provision of targeted state subsidies for the on-job training, in particular, within the programs for increasing the competitiveness of sectors of the specialization of territorial economic complexes, rehabilitating and stimulating the development of depressed regions, preventing structural unemployment;

- creation of educational funds regulated by collective agreements, the assets of which are formed at the expense of payroll tax or from state subsidies.

The orientation of the vocational education system on the implementation of the socially oriented economy principles (in particular, ensuring the equity of the population educational opportunities and the educational space integrity) exacerbates the need to:

- optimize financial, budget and fiscal regulators of access of low-income strata and middle-class population to quality vocational training (using educational vouchers, interest-free education loans, state targeted educational subsidies (grants), scholarship fund, etc.);

- implement the state programs for training skilled workers in mass professions (including on the educational and production

basis of economic entities) developed with the participation of sectoral ministries and departments, associations of employers' representatives;

– improve the methods for determining, distributing the prospective parameters of the state and regional orders for the training of skilled workers and specialists in the regions and among institutions of higher, and vocational and technical education of all forms of ownership, as well as technologies of forecasting and explaining this parameters among entrants and broad public.

Necessity for adjusting both the educational guidelines of society and territorial communities and the methods of definition and distribution of the state order for personnel training is increased in the conditions of market mechanisms of formation of demand and supply for skilled labour and blue collar occupations. The rational vector for solving this problem (with balanced consideration of educational and qualification requests of population and employers, stimulation of the processes of improving the socio-humanitarian potential and social capital of the state and regions) should be defined on the basis of systemic modernization of the technical and technological base of national production, diversification and raising the level of knowledge intensity of the Ukrainian economy, entering the different segments of external markets for goods and services of social purpose.

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