PROBLEMS OF FORMATION AND DEVELOPMENT OF PERSONALITY

DOI: 10.23888/humJ20193459-468

ИНТЕГРАЦИЯ РЫНКА ТРУДА И РЫНКА ОБРАЗОВАТЕЛЬНЫХ УСЛУГ КАК УСЛОВИЕ УСТОЙЧИВОГО СОЦИАЛЬНО-ЭКОНОМИЧЕСКОГО РАЗВИТИЯ ГОСУДАРСТВА

INTEGRATION OF THE LABOR MARKET AND THE MARKET OF
EDUCATIONAL SERVICES AS A CONDITION OF SUSTAINABLE SOCIO-
ECONOMIC DEVELOPMENT OF THE STATE

Бекоева М.И.

Северо-Осетинский государственный
университет им. К.Л. Хетагурова

Аннотация:

Статья посвящена особенностям интеграции рынка труда и рынка образовательных услуг как условию устойчивого социально-экономического развития государства. Автором доказывается тот факт, что в условиях рыночной экономики система высшего образования характеризуется развитием интеграционных процессов, которые становятся все более значимыми компонентами мирового рынка труда, способствующими укреплению взаимовыгодных межгосударственных экономических связей. Выступая генерирующим фактором роста интеллектуального потенциала специалистов, рынок образовательных услуг содействует вовлечению трудоспособного населения в непрерывный образовательный процесс, а

Bekoeva M.I.

North Ossetian State University named after
K.L. Khetagurov

Abstract:

The article is devoted to the features of the integration of the labor market and the market of educational services as a condition for sustainable socio-economic development of the state. The author proves the fact that in a market economy, the higher education system is characterized by the development of integration processes that are becoming increasingly important components of the global labor market, contributing to the strengthening of mutually beneficial interstate economic relations. Speaking as a generating factor in the growth of the intellectual potential of specialists, the educational services market contributes to the involvement of the working-age population in the continuous educational process, and subsequently regulates the level

впоследствии регулирует уровень конкурентоспособности человека на рынке труда. В свою очередь, рынок труда оказывает влияние на систему высшего образования, устанавливая социальный заказ на образовательные услуги. Поэтому вуз заинтересован в изучении целевого рынка труда. Основная цель расширения интеграционных процессов – решение проблем, связанных с усилением благоприятной внешнеэкономической политики, направленной на эффективное взаимодействие заинтересованных сторон, поддержку вновь сформированных производственных и научно-технических отраслей. Подобная система интеграции едва ли может вызвать негативное отношение со стороны государственных структур, так как она активизирует инновационные механизмы государственного регулирования занятости трудоспособного населения. Исследование основных стратегических механизмов функционирования международного рынка образовательных услуг, при которых процесс интеграции в области высшего образования может быть эффективным, показало, что формы, методы и условия интеграции во многом зависят от национальной политики страны. В этой связи при разработке национальной политики необходимо проанализировать возможные выгоды и риски, связанные с глобальными неорганизованными интеграционными процессами в системе высшего образования.

Ключевые слова:

интеграция рынка труда и сферы образовательных услуг, экономическое пространство, интеграционные процессы, высшее образование, международное образовательное пространство.

of human competitiveness in the labor market. In turn, the labor market has an impact on the system of higher education, establishing a social order for educational services. Therefore, the university is interested in studying the target labor market. The main goal of the expansion of integration processes is the solution of problems related to the strengthening of favorable foreign economic policies aimed at effective interaction of stakeholders, support for newly formed industrial and scientific and technological industries. Such a system of integration can hardly cause a negative attitude on the part of state structures, since it activates innovative mechanisms of state regulation of employment for the able-bodied population. The study of the main strategic mechanisms for the functioning of the international educational market in which the integration process in the field of higher education can be effective has shown that the forms, methods and conditions of integration largely depend on the national policy of the country. In this regard, when developing a national policy, it is necessary to analyze the possible benefits and risks associated with global unorganized integration processes in the higher education system.

Key words:

integration of the labor market and educational services, economic space, integration processes, higher education, international educational space.

In the context of globalization of world economic processes and Russia's entry into the international labor market, as an equal partner, the key problems of the socio-economic development of the state are the improvement of innovative mechanisms of state regulation of the employment of the working-age population; improving the quality of educational services to ensure the competitiveness of specialists and reduce unemployment. Under the influence of integration on the international labor market, quite substantial programs are being implemented for the investment of educational projects. The Russian labor market is in the initial phase of its development; therefore, it cannot be included in the list of organized and internationally regulated labor markets. This is due to the fact that at present, the Russian labor market is characterized by its spontaneous formation and development of its infrastructure. In this connection, a contradiction arose between the objective need to integrate the labor market with the educational services market and the lack of research reflecting the conditions for implementing effective mutually beneficial contracts.

The problem of the global integration of educational services and the labor market, as the most important condition for the sustainable socio-economic development of participants in the international economic space, is the object of research of such scientists as: D.A. Alferenko, N. Gnevasheva, Y. Gushchina, A. Dzhindzholia, L.S. Kryzhanova, V.A. Chigirinskaya. [1-4]. An analysis of the publications of these researchers suggests that the processes of socio-economic development, being indicators of significant transformations, have led to the need for economic integration of educational organizations and the labor market at the international level. For example, speaking of integration processes in the conditions of transition to a new type of social development of society and the state, D.A. Alferenko emphasizes the importance of a system-activity approach in the preparation of highly qualified specialists. At the same time, as the scientist notes, in the process of preparing competent personnel for all spheres it is necessary to develop and implement innovative technologies for constructive interaction of the labor market and the sphere of educational services [1].

According to another group of scientists (I.V. Baranova, M.I. Bekoeva, M.A. Goncharova, N.A. Goncharova, S.S. Dyshlyuk, N.M. Zolotareva, L. B. Zubanova, V. S. Tsukerman, EM Revzina, IV Ryazantseva), integration processes in the education system are activated more successfully under the influence of such factors as the expansion of export opportunities for educational services [5]; strengthening the relationship and interdependence of national economies [6]; increasing the importance of human capital in the conditions of innovative development [7]; the expansion of the mechanisms of technologization of both production and production relations [8]; liberalization of trade in educational services as a result of increasing the degree of openness of national economies [9]; strengthening the market economy as one of the mechanisms for the development of integration processes [10]; recognition

of higher education as one of the main advantages on the international labor market [11].

The practice of developing and implementing joint educational projects in the Russian system of higher education, write V.Yu. Domozhilov and V.O. Evseev, characterized by the fact that more often they are attended by only two partners [12]. In this case, the choice of a foreign partner, as a rule, is random. The entry of Russian universities into the international educational space will be much more successful in the event of constructive changes in the national education system. For this, it is necessary to open national scientific centers (S.V. Lisov) [13], research universities whose demand for educational services will be high not only among Russian but also foreign employers. Such research centers can be created on the basis of combining several educational organizations, as a result of which a single educational space is being formed.

To improve the processes of expanding the labor market, an integrated approach to the development of integrated schemes of interaction between the labor market and the educational services market is needed with a view to further employing students – future specialists in various areas of training. Assessing the labor market offers, as well as the real opportunities of employers, it is necessary to start creating integrated models of employment corresponding to generalized labor functions, as well as universal and general professional competencies. Such an approach to the formation of personnel policy contributes to the reduction and maximum elimination in the future of disproportions in the modern labor market, strengthening the labor potential of the young generation. It should be noted that only purposeful activity of international educational alliances can accelerate international integration processes.

Each country participating in the international educational space must realize that in the educational services market the consequences of integration processes for partners will be very different economically. The winner will be a “strong” university with a brand, i.e., able to survive in a competitive environment. In addition, the development of the educational services market will lead to a significant gap in the level of material well-being of the teaching staff of an educational organization: qualified personnel have much more opportunities to choose a place and job status, as well as to receive higher salaries, while less successful employees have their material welfare will always remain low.

For students, as direct consumers of educational services, this is a very profitable option, which gives the right to transfer from one university to another, expanding employment opportunities, and obtaining high-quality higher education. F.M. Kadyrova, who proved in her research the fact that any activity on the modernization of the regional higher education system should be viewed through the prism of its maximum adaptation to the requirements of the modern labor market [14].

In order to evaluate the features of the functioning of the international market of educational services in the system of higher professional education, as a process of providing educational services, it seems relevant to analyze the main factors affecting its state and conditions of functioning. The educational environment is the space in which market actors operate, such as providers and consumers of educational services. In other words, this is a space of social and pedagogical relations, which is a complex process, the structural analysis of which acts as the initial position of the formation and understanding of the competitiveness of the provider of educational services. The main activities of the higher education system in the process of integrating the labor market and the educational services market are: the formation of universal, general professional and professional competencies of students by increasing their independent work; the transition of the role of a university teacher from a translator of ready-made knowledge to a tutor; development and implementation of innovative learning technologies; strengthening the competence approach.

Speaking about the factors determining the effectiveness of the integration of higher education in Russia in the rapidly developing market of educational services, it should be noted that the international market of educational services in the system of higher professional education is a system of relations between producers, suppliers and consumers of educational services. In this regard, the most important factors determining the vectors of modern international educational services in the system of higher education development, in our opinion, are: the educational environment of the subjects of the international labor market; quality of equipment and materials used in the provision of services and facilitating the provision of services; material resources in the form of apartments, buildings and other real estate.

Currently in the education system of Russia, as noted by E.V. Alexandrova, S.A. Mokhnachev, V.A. Sokolov and N.P. Shamaev, there is a radical change in the structure of demand for various educational services, its increase in obtaining higher education, retraining and reduction in primary and secondary education due to the unfavorable demographic situation. The university is interested in the fact that its educational programs as fully as possible meet the requirements of the labor market, and graduates learn this program as fully as possible. The labor market determines the basic quality standards of education in the form of changes in the demand for certain specialists, clarification of knowledge and skills that applicants should have for certain vacancies [15].

It should also be noted the desire of participants in the international educational market to maximize the extraction of income and strengthen their position in the labor market, acting as a stimulator for the development and implementation of modified educational programs; implementation of interactive educational technologies; creating institutions that are competitive in the international economic

arena. This suggests that today, with the intensification of the processes of integration of the world economy, there is a need to create more flexible mechanisms for the functioning of educational organizations aimed at expanding their educational services in the context of market relations. The orientation of the educational organization on the state of the labor market, the ability to predict changes, the definition of potential needs and ways to meet them ensures a high level of competitiveness of the university, both in the labor market and in the international economic zone as a whole.

To expand the scale of the international market for educational services, as well as determine the role of individual countries in this market, the key indicator is the level of international academic mobility. By international academic mobility, we mean the movement of any citizen who has an education to another educational organization located in the territory of a member state of the international educational space for study, teaching or research. After completing a period of study, teaching or research, the person returns to the educational organization of his country, or enters into a contract for further training or teaching.

In this regard, the growth in the number of foreign students in the framework of the academic mobility of the project is a priority of the international activities of the North Ossetian State University named after K.L. Khetagurov (SOGU them. KL Khetagurov). Associations of foreign students of Russia successfully function on the basis of NOSU. NOSU named after K.L. Khetagurov closely and fruitfully cooperates with universities in Germany, Iran, China, France, Norway, USA and Japan [16].

In 2016 NOSU named after K.L. Khetagurov and Tehran Alame Tabatabai University signed a cooperation agreement.

In the framework of agreements concluded between partner universities in NOSU named after K.L. Khetagurov implemented the following forms of international student mobility:

- comprehensive education on student exchange programs in a partner institution, offering to explore the development of a set of basic educational programs abroad and focus on recognizing the disciplines studied by students in a partner university without obtaining academic degrees from a partner university;
- education, in which graduates who have successfully mastered the programs of two partner universities receive diplomas in higher education in the relevant direction of both universities;
- education on joint educational programs implemented by partner universities and envisaged the development and implementation of educational programs does not increase the total duration of training.

The most important areas of research activities of the North Ossetian State University named after K.L. Khetagurov in the field of successful integration of the

labor market and the market of educational services, as conditions for sustainable socio-economic development of the state, are: "New materials and nanotechnology"; "Information and communication technologies"; "Biological and medical technologies, technologies of living systems"; "Environmental management"; "Multi-level educational systems"; "Humanitarian and pedagogical technologies"; "Intercultural communications"; "Regional and international relations"; "Regional socio-economic development, forecasting and management technologies" and many more.

Thus, as shown by the analysis of the modern mechanisms of functioning of the international educational services market, the leading generators of the international educational space are the providers and consumers of educational services; activating the processes of integration of the labor market and the market of educational services; the functioning of mutually beneficial conditions for the implementation of joint educational programs; the expansion of national educational markets; The national system of higher education requires a number of structural changes that should contribute to the successful entry of universities in the Russian Federation into a single educational space, which can significantly change the situation on the educational market for the better.

There is no conflict of interests.

СПИСОК ЛИТЕРАТУРЫ:

1. Алференко Д.А. Интеграция рынка труда и рынка образовательных услуг в условиях промышленного региона (на примере Кемеровской области) // Труд и социальные отношения. 2011. №5. С. 55-65.
2. Гневашева В.А. Структурная безработица как следствие отсутствия интеграции рынка труда и сектора образовательных услуг высшего профессионального образования // Экономика образования. 2011. №4 (65). С. 38-50.
3. Джинджолия А., Гущина Ю., Чигиринская Н. Конкурентоспособность вузов в контексте интеграции рынка образовательных услуг и рынка труда // Закон и право. 2007. №6. С. 7-9.
4. Крыжанова Л.С. Интеграция рынка труда и рынка образовательных услуг для обеспечения сбалансированности национального рынка труда // Вестник Кыргызско-Российского славянского университета. 2018. Т. 18, №3. С. 14-18.
5. Баранова И.В. Факторы развития рынка

REFERENCES:

1. Alferenko DA. Integration of the labor market and the market of educational services in an industrial region (for example, Kemerovo region). *Labor and social relations*. 2011; 5: 55-65. (In Russ).
2. Gnevasheva VA. Structural unemployment as a result of the lack of integration of the labor market and the sector of educational services of higher professional education. *Economics of Education*. 2011; 4 (65): 38-50. (In Russ).
3. Jinjolia A, Guschina Yu, Chigirinskaya N. Competitiveness of universities in the context of the integration of the market of educational services and the labor market. *Law and Law*. 2007; 6: 7-9. (In Russ).
4. Kryzhanova LS. Integration of the labor market and the market of educational services to ensure the balance of the national labor market. *Bulletin of the Kyrgyz-Russian Slavic University*. 2018; 18 (3): 14-18.
5. Baranova IV. Factors of development of the educational services market in the regions of Russia. *News of the Volgograd State Technical*

- образовательных услуг в регионах России // Известия Волгоградского государственного технического университета. 2016. №1 (180). С. 77-82.
6. Бекоева М.И. Развитие профессиональной мобильности студентов как условие их адаптации к изменяющимся условиям рынка труда // Балтийский гуманитарный журнал. 2018. Т. 7, №1(22). С. 189-192.
7. Гончарова Н.А., Гончарова М.А. Необходимость интеграции системы образования субъектов РФ в их социально-экономическое развитие // Ученые записки Орловского государственного университета. Серия: Гуманитарные и социальные науки. 2015. №6 (69). С. 234-237.
8. Дышлюк С.С., Рязанцева И.В. Современные тенденции подготовки конкурентоспособных специалистов для рынка труда // Известия высших учебных заведений. Геодезия и аэрофотосъемка. 2013. №2. С. 110-114.
9. Золотарева Н.М. Система подготовки кадров для инновационной экономики России // Инновационные проекты и программы в образовании. 2015. №4. С. 24-27.
10. Зубанова Л.Б., Бетехтин А.В., Цукерман В.С. Человеческий капитал сферы культуры: актуальные ориентиры формирования кадрового потенциала региона // Вестник культуры и искусств. 2018. №3 (55). С. 102-109.
11. Ревзина Е.М. Потребность в формировании новых информационно-коммуникационных моделей интеграции вузов и рынка труда в России // Коммуникология. 2016. Т. 4, №6. С. 186-195.
12. Евсеев В.О., Доможилов В.Ю. Гармонизация технического законодательства России и Европейского Союза в области стандартизации как основа развития экономического сотрудничества // ЦИТИСЭ. 2018. №4 (17). С. 17.
13. Лисов С.В. Интеграция науки, образования, бизнеса как стратегия сбалансированного развития экономических субъектов // Менеджмент и бизнес-администрирование. 2014. №4. С. 112-119.
14. Кадырова Ф.М. Интеграция регионального рынка труда и образовательных услуг на основе проектно-целевого подхода: языковой аспект // University. 2016; 1 (180): 77-82. (In Russ).
6. Bekoeva MI. The development of professional mobility of students as a condition for their adaptation to the changing conditions of the labor market. *Baltic Journal of Humanities*. 2018; 7 (1): 189-192.
7. Goncharova NA, Goncharova MA. The need to integrate the education system of the constituent entities of the Russian Federation in their socio-economic development. *Uchenye zapiski Oryol state university. Series: humanities and social sciences*. 2015; 6 (69): 234-237. (In Russ).
8. Dyshlyuk SS, Ryazantseva IV. Current trends in training competitive specialists for the labor market. *News of higher educational institutions. Surveying and aerial photography*. 2013; 2: 110-114. (In Russ).
9. Zolotareva NM. The system of personnel training for the innovation economy of Russia. *Innovative projects and programs in education*. 2015; 4: 24-27. (In Russ).
10. Zubanova LB, Betekhtin AV, Tsukerman VS. Human capital of the cultural sphere: current guidelines for the formation of the region's human resources. *Bulletin of Culture and the Arts*. 2018; 3 (55): 102-109. (In Russ).
11. Revzina EM. The need for the formation of new information and communication models for the integration of universities and the labor market in Russia. *Communicology*. 2016; 4 (6): 186-195. (In Russ).
12. Evseev VO, Domozhilov VYu. Harmonization of the technical legislation of Russia and the European Union in the field of standardization as a basis for the development of economic cooperation. *CITISE*. 2018; 4 (17): 17. (In Russ).
13. Lisov SV. Integration of science, education, business as a strategy for the balanced development of economic entities. *Management and business administration*. 2014; 4: 112-119. (In Russ).
14. Kadyrova FM. Integration of the regional labor market and educational services on the basis of the project-targeted approach: the language aspect. *Secondary professional education*. 2012; 1: 3-5. (In Russ).
15. Mokhnachev SA, Shamaeva NP, Aleksandrova EV, et al. Interrelations and regularities of regional innovative development.

Среднее профессиональное образование. 2012. №1. С.3-5.

15. Мохначев С.А., Шамаева Н.П., Александрова Е.В., и др. Взаимосвязи и закономерности регионального инновационного развития // ЦИТИСЭ. 2018. №1 (14). С. 1.

16. Северо-Осетинский государственный университет имени К.Л. Хетагурова. Международное сотрудничество. Доступно по ссылке: <https://ru.wikipedia.org/wiki>. Ссылка активна на 21 июня 2019.

17. Нариманова О.В. Концепция Университет 3.0: перспективы реализации в России в условиях новой технологической революции // Личность в меняющемся мире: здоровье, адаптация, развитие: сетевой журн. 2019. Т.7, №2 (25).

Доступно по ссылке:

<http://humjournal.rzgmu.ru/art&id=377>

Ссылка активна на 21 июня 2019.

doi: 10.23888/humJ20192350-363

СВЕДЕНИЯ ОБ АВТОРАХ:

Бекоева Марина Ивановна – кандидат педагогических наук, доцент кафедры педагогики и психологии Северо-Осетинского государственного университета им. К.Л. Хетагурова; 362025, г. Владикавказ, ул. Ватутина, 46. email: bekoevamarina@mail.ru

ДАТА ПОСТУПЛЕНИЯ: 11.05.2019

ДАТА ПРИНЯТИЯ В ПЕЧАТЬ: 27.08.2019

ССЫЛКА ДЛЯ ЦИТИРОВАНИЯ:

Бекоева М.И. Интеграция рынка труда и рынка образовательных услуг как условие устойчивого социально-экономического развития государства // Личность в меняющемся мире: здоровье, адаптация, развитие: сетевой журн. 2019. Т.7, № 3 (26). Доступно по ссылке: <http://humjournal.rzgmu.ru/art&id=387>.

Ссылка активна на чч.мм.гггг. doi:

10.23888/humJ20193459-468

CITISE. 2018. (14). 1. (In Russ).

16. North-Ossetian state university named after K.L. Khetagurov. International cooperation. Available at: <https://ru.wikipedia.org/wiki>/ Accessed: 21 June 2019.

17. Narimanova O.V. University 3.0 Concept: prospects for implementation in Russia under the conditions of a new technological revolution. *Personality in a changing world: health, adaptation, development: a network journ.* 2019; 7 (2). Available at: <http://humjournal.rzgmu.ru/art&id=377>

Accessed:

21 June 2019. doi: 10.23888/humJ20192350-363

INFORMATION ABOUT AUTHORS:

Bekoeva Marina Ivanovna – PhD (Pedagogics), associate professor of the department of pedagogy and psychology; psychological and pedagogical faculty. North Ossetian State University named after K.L. Khetagurov; 362027, Vladikavkaz, 46 Vatutina street. email: bekoevamarina@mail.ru

PAPER RECEIVED: 11.05.2019

PAPER ACCEPTED: 27.08.2019

REFERENCE FOR CITING:

Bekoeva M.I. Integration of the labor market and the market of educational services as a condition of sustainable socio-economic development of the state. *Personality in a changing world: health, adaptation, development: a network journ.* 2019; 7 (3). Available at: <http://humjournal.rzgmu.ru/art&id=387>. Accessed: dd Month yyyy. doi: 10.23888/humJ20193459-468