

*Alma Abdimomynova,
ScD (Economics), associate professor;*

*Ulzhan Berikbolova,
Master of Economics
Kyzylorda State University,
Kazakhstan*

Perspective Directions of Development of the Regional Market of Educational Services

Keywords: *region, human capital, education, market of educational service.*

Annotation: *In article educational services in total with methods of state regulation of the educational competitive environment are investigated, the directions of cooperation of various organizations of education are planned, tendencies of development of the market of these services are defined. It is noted that despite an illegibility of valuable reference points the Kazakhstan market of educational services possesses the considerable potential of development and growth. However high-quality transformations captured not only branch parameters of the higher school, they led and to essential change of the most economic mechanism of functioning of the sphere of the higher education: in all regions arose and the local markets of educational services were organizationally issued. Distinctive specifics of these markets consist that qualitatively defining role plays a segment of paid services here. Research of subjects of the market of educational services and solution of the problem of development of state regulation in the field of education is possible only in interrelation with all segments of labor market. Such interrelation allows to analyse in a new way the developed market condition of educational services, to reveal the main regularities of its development and scientifically to prove a choice of the principles and methods of state regulation that is very actual at the present stage of economic development of the country.*

1. Introduction:

Education is recognized as one of the most important priorities of long-term Strategy «Kazakhstan – 2050». An overall objective of educational reforms in Kazakhstan is adaptation of an education system to the new social and economic environment (1).

The international experience confirms that investments to the human capital, and, in particular, in education, since the early childhood to mature age, promote essential returns for economy and society.

Investments into the human capital are extremely necessary for creation of technically progressive, productive labor which can adapt in quickly changing world. What invest in education, skills and abilities of the population will be successful economies of the future. Education needs to be understood as economic investments, but it isn't simple as costs of social needs.

2. Material and methods

There is a set of the proofs connecting education and economic growth:

- the review of the international researches in macro - and microeconomics testifies that there is a close connection between education, the income and productivity. Thus, big return at investments at earlier grade level is noted;

- researches confirm importance of investments into a development of education.

Besides economic benefits education creates other social benefits, promotes formation of the social capital - societies with a big share of civil participation, high social unity and integration, low crime rate. From the earliest age education plays an important role in formation of social, emotional, and other vital skills. Convincing arguments in favor of further development of all range of educational services consist in it. Cardinal modernization of education is necessary for Kazakhstan: significant and steady increase in investments into education, improvement of its quality.

The higher education plays an important role in ensuring vocational training of competent and competitive experts for all branches of economy of the republic in integration with science and production (2).

In modern conditions (in the absence of the planned order for training of specialists) the Kazakhstan higher educational institutions were involved in competitive fight in the market of educational services, and graduates - in labor market. Therefore for each educational institution the great value is got by work on increase of competitiveness of educational institution. It is provided, first of all, with quality of training of the let-out experts answering to the changing inquiries of employers; work on establishment of partnership with the enterprises; extension of programs of target contract training of specialists; activities for advance of the graduates in labor market.

Today competitiveness of educational institution consists, including, in need quickly to develop actions of positioning in the regional market for attraction and deduction of the certain share of an entrant and student's segment including:

1. Entrants (potential consumers);
2. Students (consumers of educational services of professional education: resident, correspondence, evening, distance learning);
3. Graduates (potential consumers of educational services of professional education: professional development, retraining; second higher and postgraduate education).

Now 148 higher education institutions (9 national, 2 international, 32 state, 12 not civil, 93 private, including 16 incorporated) function in which over 595 thousand people are trained.

Nevertheless most of employers aren't satisfied with quality of training of specialists, released by higher education institutions. Educational programs not always answer expectations of employers and don't correspond to requirements of economy.

In Kazakhstan institutional forms of support of the innovative structures which are carrying out development and providing bringing results of research and developmental works to their practical realization aren't developed. Specific weight of scientific development remains lower than a level accepted in the developed countries, more than ten times.

Achievement of a high level of quality of the higher education satisfying requirements of labor market, problems of industrial and innovative development of the country, the personality and corresponding to the best world practices in the field of education.

Sources of a financing of education in Kazakhstan:

- budgetary financing of the maintenance of public institutions of education;

- budgetary financing of the state educational order;
- income from rendering paid educational services;
- the income from rendering other types of the paid services which aren't contradicting the legislation;
- credits of banks of the second level;
- sponsor's and charitable help, gratuitous assignments and donations, grants;
- means at the rate to 1% of the total amount of the investments determined by model contracts for carrying out operations on subsurface use.

The quantity and level of development of higher education institutions act as one of the most important indicators of scientific and technical, welfare development of the region, its migratory appeal to the population, quality of life. The regions having the developed system of the higher education are more competitive, attractive to investments. The capacity of the higher school is higher, the great opportunities with other things being equal have territories for the accelerated demographic, social and economic and cultural development. In the conditions of reforming of economy use of capacity of the higher school has special value.

Higher educational institutions in big scales carry out retraining of experts that allows reducing structural unemployment. Higher education institutions are some kind of incubators of high technologies, scientific and staffing of economy of the region. On the other hand, various level of social and economic development of regions predetermines also different opportunities of development of system of the higher education. The certificate to that is uneven distribution of higher education institutions across the territory of Kazakhstan, various numbers of students on 10 thousand inhabitants, amount of specialties and structure of specializations, qualitative structure of scientists and teachers (3).

It is possible to carry to prerequisites of formation of regional educational system:

- territorial remoteness of regions, variety of their social and economic conditions, national and natural and raw features;
- the deterioration of financial and economic position of higher education institutions determined insufficient and not in full by the state budgetary financing and its delays;
- the decrease in number of the nonresident students who are trained in capital higher education institutions, caused by sharp deterioration of a standard of living of the population, a sharpening of housing problem, migration restriction, etc.;
- need of creation of conditions for general availability of professional education;
- need of providing with experts with higher education of regional economies;
- integration processes between educational systems of different level;
- requirement of entry into world educational community of educational institutions as the full partner;
- aspiration to creation of the regional educational infrastructure providing the solution of problems of education due to integration of material, intellectual and information resources of the region.

We will allocate the main directions of interaction of the higher school as social institute and region:

1) Development of system of the higher education can't come separately from needs of society, out of needs of the region. Regional conditions leave a mark on functioning and

improvement of the higher education, define the strategic directions of development of branches and training.

2) Social and economic development of the region is closely connected with existence and functioning of system of the higher education in it.

The need of the region for this social institute is caused both need of reproduction of intellectual resources, and use of high school potential for identification and the solution of the major regional problems.

The special regional role of system of the higher education is also seen in this two-unity. Higher education institutions have to be not only the classical centers of science, education and culture, but also actively to react to the happening social and economic changes, to see prospect of development of the region and to build, at least on a branch sign, scientific and technical policy.

Thus, the happened legislative, social, economic changes in life of the country created conditions for realization of processes of regionalization of education.

In our opinion, that formation and development of regional education systems doesn't conduct to destruction of uniform educational space of Kazakhstan since the last is formed through the state educational standards, uniform requirements to training process, the objective procedures of licensing, certification and accreditation realized by the Ministry of Education and Science of the Republic of Kazakhstan, collaboration of council of rectors and regional councils of rectors of higher education institutions, joint interuniversity scientific programs and researches is essentially important.

The graduates of comprehensive schools and teenagers who stopped training for various reasons can become a negative factor of impact on development of the market of educational services. As a result of decrease in solvency of the population (owing to reduction of GDP, recession of industrial production, unemployment growth, etc.) trained on an off-budget basis in the public and non-state educational institutions won't be able to pay education.

Regional labor markets are characterized by a number of the disproportions of supply and demand of a labor resource amplifying in connection with the negative phenomena connected with an economic crisis. Feature of modern regional labor markets are today: discrepancy of supply and demand of a labor resource in labor market by professions, specialties, qualifications of workers; decrease in population, occupied with economic activity; excess of number leaving from the enterprises and the organizations of workers over the number of the accepted; activation of process of release of workers. Therefore reduction of number of students will take place against growth of number of the unemployed.

These problems in the regional market have objective character and can't be resolved without improvement of functioning of labor market and its interaction with professional education, in questions of reproduction and rational use of a labor resource. Expansion of communication communications between all participants of labor markets and educational services can be realized through systematic carrying out a number of actions: round tables with representatives of regional labor market and educational services for the purpose of formation and introduction of joint strategic decisions within activities for interaction; the organization of corporate programs of training, the organization the master-classes with the order in the market of education; organization of popular scientific lectures, festivals, forums and other forms of promoting of information, etc.

The coordinated regional educational policy pursued together with educational institutions, the enterprises and the regional power for formation of demand for educational services according to modern development of economy of the region can will consist in expansion of activity in the below-mentioned directions:

1. Vocational education of jobless citizens and unoccupied population.

One of important real factors of active policy of assistance of employment of the population. Feature of a vocational education of these persons is that, on the one hand, is the integral component of all education system. On the other hand, the vocational education is determined by the factors defining features of modern Russian labor market, including discrepancy of educational needs of the personality to demand of labor in the conditions of crisis. Therefore a main goal of a vocational education of jobless citizens and the unoccupied population is increase of their competitiveness and ensuring receiving a skill level adequate to requirements of regional labor market. The accent of activity when training has to be on receiving new demanded specialty, in the form of passing of short-term programs: vocational training for the accelerated acquisition of the skills necessary for performance of a certain work, group of works; training of the persons having professions of workers, to the second (adjacent) professions for expansion of their professional profile, opportunities for combination of professions; professional development of persons from among workers and experts for ensuring growth of professional skill by the professions which are available for them, specialties, development of progressive technology, the organization of work and other questions on a profile of professional activity, etc. That is, professions on which training is carried out, have to correspond to real dynamics and requirements of labor market.

2. Consulting and educational support of enterprise shots.

This direction is urged to solve the major economic and social functions. In the field of economy is a development of a manpower of society, increase of professional mobility; in social area - increase of professional stability and competitiveness of businessmen in labor market that has to be considered as a security measure from unemployment. As a rule, needs of businessmen in the market of educational services are shown in increase of the qualification in that area in which they already work, or in mastering knowledge in other areas which they have no today. Therefore it is necessary to pay attention to implementation of the special information events, in the form of behavior of special seminars, conferences, briefings devoted to questions of small business and directed on an explanation of information on influence of crisis on activity of small enterprises about features of management in the conditions of crisis and etc. (4).

3. Conclusion:

These directions of educational services are perspective as the organizations exist in the environment consisting of a set of elements: the market, with its offers and inquiries, tax and legislative requirements; partners in relation to whom the organization has the obligations; activity of competitors; consequences of economic crises, etc. The new relationship of educational institution with environment connected with the effective adaptation to the changing conditions can be the basis for long and successful existence of educational institution of professional education.

Thus, the regional market of educational services is the open system supported to influence of many factors of environment therefore all institutes operating in this market have to correct mechanisms of its regulation as influence methods, optimum in the current period

can't be those in the subsequent period. New activities can serve as the information mechanism of coordinating of volumes and profiles of preparation of labor resources.

References:

1. *The message of the President of the Republic of Kazakhstan «Strategy – 2050»: a new political policy of the taken place state. 2012.*
2. *State program of a development of education of the Republic of Kazakhstan for 2011-2020 years. Astana, 2010.*
3. *Churkina VL. Market of educational services: regional aspect: Creative economy, 2012, №2; 114-112.*
4. *Kuz'mina AA. Development of the regional market of services: Achievements of modern natural sciences, 2009, № 10; 80-87.*