

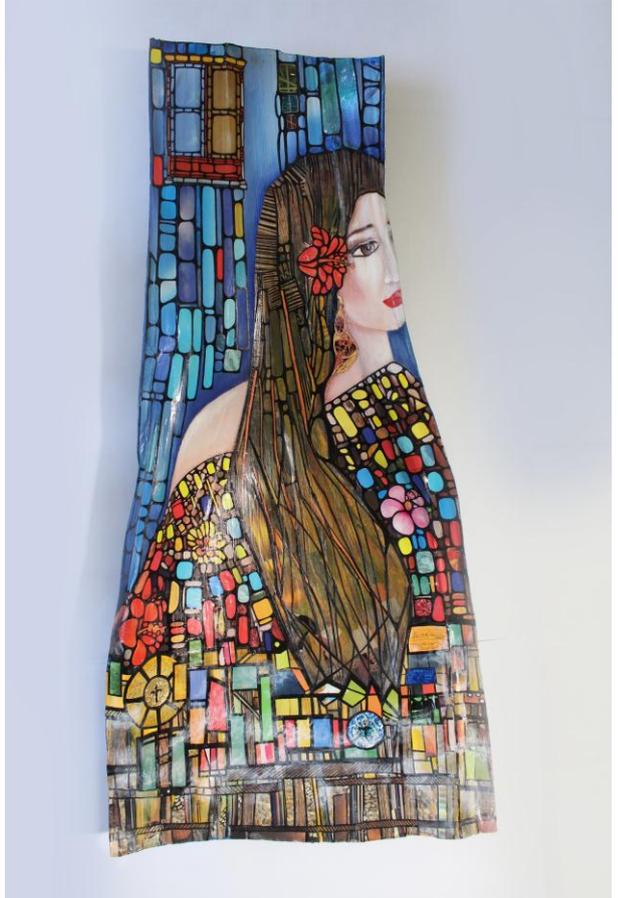
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Universidad del Zulia
Facultad Experimental de Ciencias
Departamento de Ciencias Humanas
Maracaibo - Venezuela

Labor field and educational services: interaction of two markets within professional education

Ilyina I.V.¹

¹Doctor of Pedagogical Sciences (Grand PhD in Education), Professor of Department of Continuing Professional Education, Kursk State University
info@kursksu.ru

Tsakhaeva A.A.²

²Doctor of Psychological Sciences, Professor, Dagestan State Pedagogical University
dgpu2016@gmail.com

Smelov P.A.³

³Ph.D. (Economics), Associate Professor, Plekhanov Russian University of Economics
ypr.90@mail.ru

Zaytseva O.Yu.⁴

⁴PhD in Psychology, Head of the Department of the Psychology and Pedagogic of Preschool Education., Irkutsk State University, isupress@isu.ru

Panfilova V.M.⁵

⁵PhD, Docent, Kazan Federal University
public.mail@kpfu.ru

Eshinimaeva-Shagdarova E.T.⁶

⁶PhD in Law, Senior Teacher of the Department of Constitutional Law and Constitutional Proceedings of the Law Institute, Peoples' Friendship University of Russia (RUDN University)
rector@rudn.ru

Abstract

The aim of the study is to investigate serious marketing research of educational services market from professional educational institutions that should lead to perfection of managing educational services via qualitative comparative analysis as a method. In result, the system of professional education is a non-linear open system having a dynamic interaction with the surrounding world being able to conduct self-analysis, quantitative and qualitative enrichment and permanent transformation which continuously take place in outer and inner environment. In conclusion, modern education is characterized by a wide choice and high competitiveness of educational services being rendered by state and non-state educational institutions.

Keywords: Professional education, educational services, institutions.

Campo laboral y servicios educativos: interacción de dos mercados dentro de la educación profesional

Resumen

El objetivo del estudio es investigar el serio estudio de mercado del mercado de servicios educativos en instituciones educativas profesionales que deberían conducir a la perfección de la gestión de los servicios educativos a través del análisis comparativo cualitativo como método. En consecuencia, el sistema de educación profesional es un sistema abierto no lineal que tiene una interacción dinámica con el mundo circundante, pudiendo realizar un autoanálisis, un enriquecimiento cuantitativo y cualitativo y una transformación permanente que tiene lugar continuamente en el entorno externo e interno. En conclusión, la educación moderna se caracteriza por una amplia selección y una alta competitividad de los servicios educativos prestados por instituciones educativas estatales y no estatales.

Palabras clave: formación profesional, servicios educativos, instituciones.

1. INTRODUCTION

The current situation demands serious marketing research of educational services market from professional educational institutions that should lead to perfection of managing educational services, methods for search and enrollment of applicants, qualitative change of educational technologies (Sergeeva et al., 2018). Marketing and marketing activity has already become an integral part of work in a lot

of Russian companies and organizations. Production incorporations and banks, trade and intermediate firms open marketing departments and search for specialists. Educational institutions have not so far fully realized the need for marketing activity (Sergeeva et al., 2017a).

Professional education goes through a transition to a market-oriented system of rendering educational services that is why it is necessary to introduce the system of marketing in the field of education (Wang et al., 2017). Nowadays marketing services are set up in a lot of professional educational institutions. Formation of the educational services market became possible alongside with the formation of market relations in the Russian economy. The aim of marketing is the coordination of professional educational institution possibilities with the society requirements (Mukhin et al., 2017). The main directions of professional educational institution marketing service activity are conducting marketing research; realization of educational services, advertisement activity and publishing activity.

2. RESEARCH METHODS

Buying educational service the customer increases the cost of his/her commodity manpower in the labor market; that is why the state of educational institutions directly depends on the state of the branch for which they prepare specialists (Bourina & Dunaeva, 2017). There arise undulated processes of demand change due to the influence of the labor market on the educational services market. Demand for

educational services is formed under influence of changes in the labor market and subsequent change of the public opinion about the prestige and profitability of the profession (Mukhin et al., 2017). Assisting to the employment of their graduates, professional educational institutions can set minimum and maximum tasks. The first is to establish and maintain the backward communication with potential employers. The maximum task includes receiving funds for development from potential employers. Meeting the enterprises' requirements in young specialists, the organizations of professional school system receive the possibility not only to increase their incomes but finally to strengthen their state in this system. It is required to consider the following directions while studying the competitiveness in the educational services market (Sergeeva et al., 2017b):

- The demand for the educational services market, including applicants desire to get a professional education; incomes and possibility to pay for education;

- Offer of the educational services market, including the number of professional educational institutions both state and non-state ones, branches, representations of other cities, the scope of education, forms and periods of education; other conditions having competitive advantages of professional educational institutions;

- Research of the offered specializations structure in the educational services market; All-time research of the

educational services market, analysis of all its components dynamics – demand, offer and prices give a possibility to correctly determine the strategy in the field of marketing and management on which depend the efficacy of educational organization activity management. The main tasks of educational marketing in the region while setting up marketing services are as follows (Sergeeva et al., 2017c):

- Research of the regional labor market to determine the most required professions and perspectives for the development of the given requirements in connection with economic restructuring;
- Studying the educational services market, consumers' demands for these services;
- Involvement of educational services' potential consumers (Lyakhova et al, 2018).

3. RESEARCH RESULTS

In Agapova's opinion, educational service is a personified education, education of a separate person according to his/her individual skills, possibilities, desires (Sergeeva et al., 2017d). The need for educational services is a man's desire to get an education as a service according to his/her abilities and possibilities. Education is

aimed at teaching a person to cope with problems facing mankind in a modern world. Education embraces all age categories of learners from which a professional society stratum is formed, science, culture and art are developed. If the educational system is rather developed, it renders services to all categories of customers and consumers of education.

We revealed three specific features of educational services rendered by educational institutions:

- 1) The intangibility of educational services;
- 2) Integrity with a concrete physical person;
- 3) Non-stability of educational service quality;
- 4) The impossibility of keeping the educational service.

Educational service includes the following components: the goal, desired result; training tasks providing the goal achievement as every method of education should be accompanied by determination of parameters. Besides, each service should have certain limits, content, cost and other parameters from the point of view of a customer and a consumer. The subject of a service should satisfy certain requirements and the service itself should be structured in a certain way. First of all, there should be a real reachable goal of education: what a customer may have as a result of the service rendered. One and the same goal can be reached in different ways; different training tasks can be applied

for the realization of the goal. In this case, each method of training will have its own parameter values: the cost of education, duration, the amount of knowledge. The educational sector integrates different components of training activity into the unique society sub-system. At the same time, it is the ground for interacting the training process, training activity. Professional education takes a special place in the educational system being an individual sub-system of education which realizes the functions inherent in it by specific techniques. In Zykov's opinion (Neverkovich et al., 2018), the system of professional education is formed on the basis of regional labor markets requirements for training specialists and qualified workers.

Relying on the author's position, we singled out the following important characteristics:

- The system of professional education is an open system having a dynamic interaction with the surrounding world. Such a system tends to increase complexity and differentiation.
- The system of professional education is non-linear, there is no rigid determination, and it is not possible to definitely predict a final result in it.
- The system of professional education is to some extent self-organizing, being able to conduct self-analysis, quantitative and qualitative enrichment, the permanent transformation which

continuously takes place in the outer and inner environment.

The main goal of the market economy is to gain profit. The labor market is a field of buying and selling on the basis of agreed conditions between a labor force buyer – employer and a seller of a person's skills which are later used in the process of material production. The main market characteristics are the following: a producer's freedom of choice for commodities and goods supplied to the market and organizational forms (economic, technological and others) of their production, and consumer's freedom to select commodities and goods being bought; freedom of price formation for commodities and services in the period of fluctuating demands and services; free competitiveness of producers' commodities. One of the problems for the further development of professional education system, the growth of its final performance is to determine rational ways, means and methods to include it into the market economy relation system being formed: to determine rational ways, forms and methods of market relation system distribution among the professional education system. We defined the following activity aspects of the educational institution within the market economy:

1. Only (mainly) those educational services should be rendered (produced) which are in demand and will be demanded in a regional market with accounting period of time for rendering services. According to it, reconstruction of a potential and all the system of educational institution work should be performed.

2. The range of educational services is rather wide and intensively renewed accounting the requirements of the public, scientific –technical progress. Accordingly, the processes and technologies of rendering services are flexible and easily reworked.

3. The prices for educational services are formed under a considerable influence of a regional market, its competitors, and the value of financially reliable demand. In this case, the main component of an institution price policy is not the selling price itself for an educational service, but also the values of predicted effect and required additional consumers' expenses to use the services, including the processes of their mastering.

4. The communication activity in the region is very active and aimed at concrete target groups of educational service consumers, at possible intermediates. Promotion and sales of educational services are decentralized.

5. Strategic solutions among educational institution authorities are prepared and adopted by the people competent in educational services market trends, issues of the regional economy. In view of this, the position of a deputy director in marketing including running the commercial institution activity should be introduced in the institution.

4. DISCUSSION

The joint public interest demands support of education as one of the most important system-forming factors of a social life, absolutely required for its normal functioning and development. In view of this, the Institute of education enters the so-called public sector of the economy, which deals with public benefits in contrast with the market ones. The society in the name of a state takes the functions of education financing at the expense of funds received from economic subjects and separate persons in the form of taxes (Sukhodimtseva et al., 2018). It predetermines a considerable role of a state in running a professional education, in maintaining certain proportions of its functioning. Ignoring this relation, as domestic practice shows, leads to a lot of negative phenomena. For example, paid education has rapidly been developed in last years, mainly in professions and specializations having the demand in the period of market expansion; in the field of particular market types of economic activity – management, marketing, finance and credit; in the field of legal activity and some other spheres where a high demand for specialists was followed by high salaries (Tatarinceva et al., 2018a; 2018b; 2018c).

However, now overproduction of specialists in this group of specializations is growing up and a population purchasing power to get such an education is not likely to be kept in the current scale. Therefore, it is required to study the tendencies of professional education development to correlate them with the development of educational services market. Domestic and western experts note that in

the XXI century the advantage will be in economically developed countries training educated and highly qualified specialists who present an intellectual potential of the country. According to their data, education provides, as a rule, up to 40% of economic growth rates. The content of marketing as a market philosophy for an entrepreneur is first of all expressed by the fact that a consumer's demands are of primary importance. In this case we do not speak about an average consumer (besides the strategy for a mass, non-differential marketing) and moreover not about the society as a whole, but about concrete consumers' target groups, clearly defined market segments having special demands and possibilities in relation to the demand for commodities and services (Wang et al., 2017). It is new and unusual for all the branches of the national economy, but particularly for the field of education, including professional school. It is here that the governmental-paternalistic approach related to all the participants of a training process manifested itself in nearly all the aspects and for a long time as it formed the whole generations. It was embodied in declarations of priorities for the national economy, the society as a whole, branches of the economy as the leading consumers of professionals. In reality, the state managerial bodies' autocratic requirements were behind such kinds of declarations, that exclusively themselves set up, financed educational institutions, dictated them their will and required for the models for training specialists. The person's educational requirements as the unique final consumer of educational services were actually ignored.

5. CONCLUSION

Our scientific-pedagogical specialists, as a rule, do not have enough a real practice and a psychological state of mind to participate in the realization of marketing principles: psychological tiredness, the pessimism of intellectual specialists adversely affects them. All the more, there is a necessity to set up specialized marketing sub-divisions in professional educational institutions. Services, marketing departments could be responsible executors, customers and coordinators of marketing researches and formulations interacting with co-executors both in professional educational institutions collectives (i.e. with faculties, chairs, separate scientific workers and teachers) and outside them. It should be noted that modern education is characterized by a wide choice and a high competitiveness of educational services being rendered both by state and non-state educational institutions. There exist a rather big number of educational institutions in many regions which give a possibility to receive a secondary vocational education, higher or additional education with granting a state diploma for the same specializations. However, marketing is a particularly actual for the system of education in a region as it is able to help to solve acute contradictions between economic crisis state and high rates of educational field growth, between the demand and actual offer for educational services, between state and non-state education, to determine rational proportions between humanitarian and technical specializations, national economy requirements and production of specialists by educational institutions.

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