

**11) EVALUATION OF CHANGES IN THE MARKET OF AGRARIAN EDUCATIONAL SERVICES AND THEIR
IMPACT ON COMPETITIVENESS CRITERIAFORMATION**

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Abstract

The market of higher educational services is undergoing constant changes. Being competitive for a modern agrarian university means promptly responding to these changes while remaining committed to its primary purpose: to train highly qualified professionals. Every higher education institution strives to become the best. The mechanism of the market of higher education institutions services functions on the basis of well-known regulators: demand, supply, prices and competition. The shift in supply-demand disparity towards supply overload has been observed in the educational services market for the past 10 years. This phenomenon is caused by demographic, economic and social characteristics of the national higher education system.

The consequences of demographic fluctuations and the features of inter-settlement migration in Ukraine are illustrated by population dynamics by type of settlement, which is characterized by the youth moving from rural to urban areas. The criteria for choosing a higher education institution considered by rural graduates are important for agricultural institutions, since rural graduates choose agricultural specialties more often than city-dwellers. It should be noted that state support for rural entrants encourages them to choose the specialties in the area of Agriculture and food production owing to the rural coefficient, which raises their competition score by multiplying it by 1.05.

Over the past 5 years there has been an increase in the demand for educational services in Ukraine among foreign students, as opposed to a decrease in the demand for educational services for Ukrainian students.

The university prestige is a decisive factor in the choice of high school entrants. The main guideline of leading universities is providing students with practical skills and experience in real-world production environment.

The mandatory component of a modern agricultural institution management is the ability to provide a quality assurance system.

While developing an internal quality assurance system for universities, it should be borne in mind that the quality of higher education is ensured at the educational programs level, and the quality of educational activity - at the structural subdivision level.

Introduction

Agrarian education is an essential component of the higher education system in Ukraine designed to promote the recruiting potential of the industry, to provide high quality training, to affect directly the optimal solution of many problems of the agro-industrial complex.

Evaluation of changes in the market of agrarian educational services and their impact on the formation of competitiveness criteria will contribute to finding the guidelines for solving the main problem of the modern university: how to become and remain a competitive institution in the market of educational services.

Having identified the main stakeholders it is necessary to investigate what is the determining factor in choosing the educational institution.

Material and Methods

As of early 2019, according to Statistical And Analytical Studies Of The Activities Of Agricultural Educational Institutions (2018), there are 22 agrarian higher education institutions in Ukraine, including 17 universities, of

which 12 have the status of "national", 1 - research, 2 - academies. There are 3 institutes, 85 colleges and technical colleges, 21 colleges and technical colleges that have the legal entity status within the structure of higher education institutions.

The average share of rural youth studying full-time makes 50%, although the analysis reveals that the total number of agricultural universities decreased significantly (up to 35%) over the last three years (Table 1).

Table 1. Rural youth share for the whole contingent of agricultural universities in Ukraine in 2016-2019 (calculated by the author according to Statistical and analytical studies of the activities of agricultural educational institutions (2018)).

| № | Academic year | Number of universities, units | Number of students, persons | Number of rural youth, persons | Number of rural youth, % |
|---|---------------|-------------------------------|-----------------------------|--------------------------------|--------------------------|
| 1 | 2016-2017 | 23 | 123 560 | 60 590 | 49.04 |
| 2 | 2017-2018 | 23 | 117 008 | 46 604 | 39.83 |
| 3 | 2018-2019 | 22 | 118 666 | 40 896 | 34.46 |

The main stakeholders in educational activities are: entrants, students, teachers, employers. Conducting a survey is necessary to find out what factors are decisive in choosing the higher education institution through.

Results and Discussion

The results of the survey Monitor 1st Year Students' Expectations Of Educational Services And Quality Satisfaction With The 2018 Induction Campaign BNAU (2018) showed that the greatest influence on making a decision to enter the Bila Tserkva NAU was caused by good comments about the university (57.3% of the respondents) and the opportunity to study abroad (53.3%) (Fig. 1).

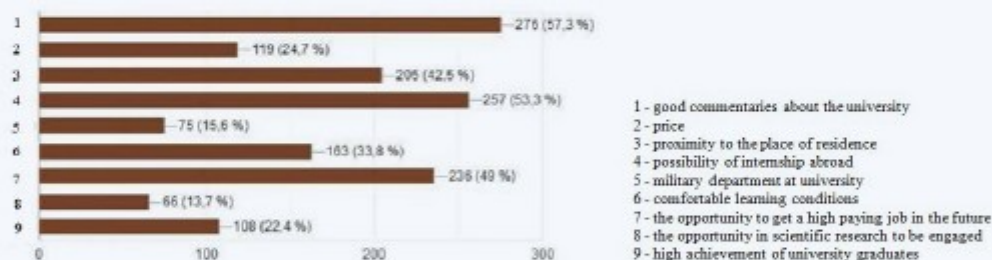


Figure 1. Factors influencing the choice of university entrants (made by the author according to BTNAU data)

52.9% of the surveyed employers praised the quality of the graduates training, 35.3% - rated it as sufficient. At the same time, 76.5% of employers' representatives noted that graduates needed additional training.

When making managerial decisions ensuring the quality of learning activities and competitiveness increase, it is necessary:

- to monitor the quality of the educational process in order to have information on the situation;
- to be aware of the weaknesses and strengths;
- to identify the causes of shortcomings and prerequisites for success;
- to make a forecast and monitor the effectiveness of innovations;
- to make adjustments if necessary.

Conclusions and Outlook

University entrants consider the prestige of the university as a decisive factor in choosing the higher education establishment. An internal assurance system is a mandatory component of a modern agricultural institution management.

Effective management of education and agrarian universities educational activities quality is possible under functioning of 10 standard processes according to the Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG-2015) (2015). Every higher education institution is autonomous to determine the criteria for assessing the quality of the educational process as well as to develop regulations and orders for its provision.

References

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