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ANALYSIS OF THE MARKET OF EDUCATIONAL SERVICES IN UKRAINE

In Ukraine it is possible to consider the period of origin of educational establishments as the beginning of existence of the system of education. Modern educational system in Ukraine is represented as preschool, universal, middle and higher education.

Therefore, there is a direct necessity of research of modern tendencies of formation and development of the market of educational services for Ukraine, and also development of measures, aimed at the increase of efficiency and development of its activity – this factor determines relevance of study of this theme.

Appearance of commercial relations in the field of education, formation of network of private educational establishments caused the formation of market of educational services, which functions according to principles of enterprise and laws of commodity production. Exactly this system of commodity-money relations is formed between the subjects of educational process for achievement of certain goal.

The purpose of research is an estimation of the modern state and prospects of development of market of educational services in Ukraine,

and also analysis of directions of optimization and ways of overcoming existent problems in the field of education.

Perfection of market of educational services is necessary pre-condition of practical realization of purpose of the state.

In accordance with statistical information, in the country functions 505 higher educational establishments of I–II level of accreditation and 349 of III–IV level of accreditation.

Market relations increasingly engulf not only higher, but also elementary, basic, vocational and postgraduate education. Thus, a leader according to the volumes of realization of scientific services is higher education, the indexes of which in 2014 made 2430 thousands of persons, that is 50 times more than preschool education, 4 times more than basic education and 2.7 times more than postgraduate and vocational education together.

It is worth noting that the basic factor of development of the market of educational services in Ukraine is an index of solvency of population. However, a problem consists in the fact that today in Ukraine there is a tendency to

the decline of standard of living of population and solvency, which is evidenced by volume of eventual consumer charges, including education.

The period of 2008–2013 was marked by the growing level of financing of all levels of educational sphere. For the improvement of activity of market of educational services, it is necessary to create informational and analytical environment of the proper sphere of enterprise.

Analyzing the market of educational services in Ukraine, it is possible to assert on presence of some problems.

It should be noted that the modern market of education did not grow into the valuable sector of economy. However, the number of specialists and professionals educated in Ukraine has a positive dynamics. In fact, plenty of foreign students in higher educational establishments of Ukraine testify the sufficient level of knowledge and skills, which form student's competence.