

Название публикации:

Marketing support for the functioning of a regional educational cluster in the conditions of growing competition in the educational services market

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Аннотация:

New economic conditions for the functioning of Russian universities objectively suggest an increasing role of marketing approaches in the field of education, which is closely linked to such objective trends as the development of market relations in higher education, high competition between universities in the market for educational services, reduction of enrolments, reduction of budget financing, commercialization of education, as well as the differentiation of requirements imposed by potential consumers of these services while increasing the standards of their quality. The current mechanism of state regulation in the field of education is far from perfect. As a negative trend, first of all, one should note the decline in the availability of education, weak consideration of both the needs of the regional market and the promising directions of economic development in the regions and the country as a whole. As part of an internal grant with the financial support of the Federal State Budgetary Educational Institution of Higher Education "Plekhanov Russian University of Economics", the authors of the article gave a marketing assessment of the impact of the university's activity on regional development; found the dependence of the level of an employee's income on the level of his or her education, as well as the level of productivity of his or her labor; identified the need to create educational cluster structures as an effective marketing mechanism for interaction between the regional labor market and the market for educational services; the most important components of the marketing support for regional and educational clustering were indicated, and an algorithm and priority directions of its effective functioning were elaborated. © IAEME Publication.

Ключевые слова:

Development of Human Resources in the Region, Educational Management Mechanisms, Regional and Educational Cluster, The Bologna Agreements