

МЕХАНІЗМИ ПУБЛІЧНОГО УПРАВЛІННЯ

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ANALYSIS OF THE EFFICIENCY OF EDUCATIONAL SERVICES MARKET REGULATION

The effectiveness of state regulation of the market of educational services in Ukraine involves several stages. Each of them regulates a certain component of the effectiveness of state regulation.

By government regulation we mean an alternative mechanism that compensates for market inefficiency. The basis for government intervention are market gaps, errors.

The market and the state are not without flaws: the choice between the market and the state is only a choice between different degrees and types of imperfection. However, in a real mixed economy, state regulation is a typical phenomenon, so there are grounds for its analysis and evaluation.

There are the following types of efficiency of state regulation: economic, social, adaptive.

Economic efficiency presupposes the conformity of the obtained result to the set socio-economic goal and the methods by which it is achieved.

Social efficiency implies a social, or social, succession of political and economic measures taken by the state, as the influence of most instruments of public policy is twofold and contradictory.

The adaptive efficiency of state regulation is subject to both static and dynamic analysis.

Static analysis considers adaptive efficiency in the narrow sense as a response to developments in the economy, as well as change. Dynamic analysis covers a broader aspect: the subject is the active activities of the state aimed at preventing problems that arise.

The effectiveness of the state in the market of educational services depends not only on the increase in budget allocations, especially since public revenues and the public sector always have relative growth limits.

The highest form of state regulation is state programming, as it involves the integrated use with a global goal of all elements of state regulation of the economy: political, economic rules and contracts.

An example of state programming is the structural reforms that are being carried out in Ukraine today. An important component of structural reforms is education reform.

Public administration is carried out through the process of interaction between objects and subjects of public administration. The subjects of public administration are the executive authorities, and the object is the system they govern, in those who are subject to the will of the subjects and their decision.

Key words: market of educational services, state regulation, efficiency, public administration, education systems.

Formulation of the problem. Among the many events of the twentieth century. there was one that is of great importance in the development of mankind, formed and formed the science of management, which is developing rapidly and has penetrated into almost all areas of human activity, including and in the field of education. That is why the theory and practice

of educational management in Ukraine is experiencing a period of accumulation of various facts and their understanding in the context of national culture.

As you know, the current areas of activity in the field of higher education and science of Ukraine are the European level of quality and accessibility of education, its spiritual orientation, democratiza-

tion, development of society on the basis of new knowledge.

The problem of improving the efficiency of management has always been and remains relevant. Economic change requires adjustment of approaches at all levels of education.

Scientific management of education requires, first of all, serious information support, which reflects the key aspects of the educational process and is the basis for the formation of scientifically sound, objective and operational management influences, management decisions.

Analysis of recent research. Due attention is paid to the problem raised by us, in particular: methodological principles of modern philosophy of education are improved (V. Andrushchenko, G. Vasyanovich, I. Zyazyun, V. Kremen, V. Ognevyuk, P. Saukh), problems of state management of modern education system are considered. (V. Beschastny, V. Halperina, V. Zhuravsky, V. Krasnyakov, K. Korsak, V. Lugovyi, S. Nikol-aenko, V. Ogarenko, L. Prokopenko), the issues of information support of educational institutions management were reflected in the works (Y. Atamanchuk, V. Bondar, G. Yelnikova, Y. Konarzhevsky, V. Maslov, V. Pikelna, T. Shchamova and others).

Formulation of the goals of the article. The purpose of the article is to study the effectiveness of state regulation of the market of educational services in modern conditions.

Presenting main material. The analysis of the effectiveness of state regulation of the market of educational services involves several stages.

First, it is necessary to formulate a definition of the effectiveness of state regulation in general. Second, identify the types and criteria for the effectiveness of state regulation. Third, in accordance with the selected types and criteria to assess the effectiveness of state regulation of the market of educational services in Ukraine. Fourth, based on the evaluation, develop recommendations for improving efficiency.

By government regulation we mean an alternative mechanism that compensates for market inefficiency. The basis for government intervention are market gaps, errors. Along with this phenomenon, there are "failures" or "fiascos" of the state, which were first analyzed by supporters of the theory of social choice. Failures (fiascos) of the state are cases when the state is unable to ensure the efficient allocation and use of public resources.

Traditionally, the failures of the state include the following situations: mismatch of budget reve-

nues and expenditures, high probability of achieving results other than those set, uneven distribution of resources, limited information needed for decision-making, imperfect political process, limited control over bureaucracy, inability to fully anticipate and control and the long-term consequences of its decisions.

In addition, the failures of the state include the lack of clear criteria for efficiency. If for any firm a clear criterion of efficiency is profit, then the activities of government agencies are evaluated on the basis of independently developed criteria, which on the one hand, can not but complicate the analysis, but, on the other hand, makes it relevant [1, p. 43].

Thus, both the market and the state are not without flaws: the choice between the market and the state is only a choice between different degrees and types of imperfection. However, in a real mixed economy, state regulation is a typical phenomenon, so there are grounds for its analysis and evaluation.

Theoretically, we can distinguish the following types of effectiveness of state regulation: economic, social, adaptive.

Economic efficiency presupposes the conformity of the obtained result to the set socio-economic goal and the methods by which it is achieved.

Social efficiency implies a social, or social, succession of political and economic measures taken by the state, as the influence of most instruments of public policy is twofold and contradictory. There are quite a number of different notions of justice in society, which limits the scope of maximizing the economic efficiency of government decisions and creates the problem of choosing between efficiency and justice. All other things being equal, different businesses can evaluate government performance on the basis of their own different criteria. Thus, the state, represented by the legislature, is forced to seek a compromise between various aspects of justice, which often reduces the economically optimal allocation and use of public resources. Therefore, when developing new models of economic policy, it is necessary to take into account the social climate.

The adaptive efficiency of state regulation is subject to both static and dynamic analysis. Static analysis considers adaptive efficiency in the narrow sense as a response to developments in the economy, as well as change. Dynamic analysis covers a broader aspect: the subject is the active activi-

ties of the state aimed at preventing problems that arise [1, p. 46].

The economic basis of state regulation is the part of gross domestic product (GDP) that is redistributed through the state budget and extrabudgetary funds and state property. The inefficiency of state regulation of education is manifested in insufficient budget funding, because other things being equal, the efficiency of state economic regulation is higher, the higher state revenues and the greater the share of GDP redistributed by the state in favor of education.

The efficiency of the state in the market of educational services depends not only on the increase in budget allocations, especially since public revenues and the public sector always have relative growth limits. In addition, international experience shows that the largest investments in education are ineffective if they are not associated with the necessary organizational and substantive changes.

The highest form of state regulation is state programming, as it involves the integrated use for global purposes of all elements of state regulation of the economy: political, economic rules and contracts. As a rule, programs provide socio-economic development in the desired direction. Programming allows to use all means of state regulation and to avoid contradictions and inconsistencies of regulatory measures of separate state bodies.

The programs define strategic goals, tactical tasks, necessary financial resources, as well as the expected results of solving the tasks (including both direct and final results), the timing of their implementation (during which period a socially significant effect or problem must be achieved), target groups are defined, a system of quantitatively measurable indicators (indicators of social and economic efficiency) and their target values for monitoring and evaluation of the level of achievement of goals and objectives are described [1, p. 48].

An example of state programming is the structural reforms that are being carried out in Ukraine today. An important component of structural reforms is education reform.

Public administration is carried out through the process of interaction between objects and subjects of public administration. The subjects of public administration are the executive authorities, and the object is the system they govern, ie those who obey the will of the subjects and their decision.

Knowledge of the basic characteristics of objects and subjects of public administration

greatly facilitates the process of making managerial decisions [2, p. 26].

One of the factors of successful functioning of the education system is the willingness of heads of educational institutions to act optimally in the specific educational environment of the region on the basis of theoretical understanding of the essence of the management process as a whole system.

Such readiness presupposes the formation of awareness of the essence of regional educational policy; development of managerial and organizational skills, which in combination with others ensure the successful performance of professional functions in specific, including specific, educational conditions; study of the peculiarities of the organization and implementation of the management process at its various levels; formation of the ability to effectively solve management problems based on the conditions of the multicultural environment of a particular region; awareness of ethical aspects of taking into account regional educational needs of the population in professional activities; equipping with the ability to creatively use the most rational means of organizational, pedagogical and managerial activities [3, p. 63].

Conclusions and suggestions. Thus, the analysis of the field of educational services showed that theoretically it is a complex mechanism of state regulation with closely related elements. Achieving our goal is directly related to how fully these elements of innovation will be implemented and used. Using the results we found, we evaluated the effectiveness of state regulation of the market of educational services. Thus, assessing the economic efficiency of state regulation of educational services on a scale: high-medium-low, we can talk about low economic efficiency.

Democratic principles in the management of educational services are still underdeveloped, and this applies primarily to self-government. In this aspect, it is necessary to legislate a fairly broad participation of various segments of the educational community in governance, in particular in the discussion and examination of laws and other regulations on education; in the development of educational programs, model curricula, state educational standards; in the management of the actual educational organizations and institutions; in license, attestation examination.

A study of the management system of educational services in Ukraine allows us to conclude that it is still far from perfect, and, above all, this

is due to the shortcomings of the legal framework of public education management.

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Атаманчук Ю. М. Аналіз ефективності регулювання ринку освітніх послуг

Ефективність державного регулювання ринку освітніх послуг в Україні передбачає кілька етапів. Кожен з них регулює певний компонент ефективності державного регулювання.

Державним регулюванням ми називаємо альтернативний механізм, який компенсує неефективність ринку. Основою державного втручання є ринкові прогалини, помилки.

Ринок і держава не позбавлені недоліків: вибір між ринком і державою – це лише вибір між різними ступенями та типами недосконалості. Однак у реальній змішаній економіці державне регулювання – типове явище, тому є підстави для його аналізу та оцінки.

Розрізняють такі типи ефективності державного регулювання: економічний, соціальний, адаптивний.

Економічна ефективність передбачає відповідність отриманого результату поставленій соціально-економічній цілі та методам, за допомогою яких він досягається.

Соціальна ефективність передбачає соціальну послідовність політичних та економічних заходів, уживаних державою, оскільки вплив більшості інструментів державної політики є двояким і суперечливим.

Адаптивна ефективність державного регулювання підлягає як статичному, так і динамічному аналізу.

Статичний аналіз розглядає адаптивну ефективність у вузькому розумінні як реакцію на розвиток економіки, а також зміни. Динамічний аналіз охоплює ширший аспект: предметом є активна діяльність держави, спрямована на запобігання виникаючим проблемам.

Ефективність держави на ринку освітніх послуг залежить не лише від збільшення бюджетних асигнувань, тим паче, що державні доходи та державний сектор завжди мають відносні межі зростання.

Найвищою формою державного регулювання є державне програмування, оскільки воно передбачає комплексне використання з глобальною метою всіх елементів державного регулювання економіки: політичних, економічних норм та контрактів.

Прикладом державного програмування є структурні реформи, які сьогодні проводяться в Україні. Важливою складовою структурних реформ є реформа освіти.

Державне управління здійснюється через процес взаємодії об'єктів та суб'єктів державного управління. Суб'єктами державного управління є органи виконавчої влади, а об'єктом – система, якою вони керують, у тих, хто підпорядковується волі суб'єктів та їх рішенням.

Ключові слова: ринок освітніх послуг, державне регулювання, ефективність, державне управління, системи освіти.