

FEATURES OF COMPETITIVENESS MANAGEMENT OF THE UNIVERSITY

*Nechitailo Yu., undergraduate,
Kharkiv Petro Vasylenko national technical university of
agriculture*

In today's world, competition and competitiveness are key concepts in studying and evaluating the performance of any enterprise or organization. The presence of competition in the market of goods or services in which the enterprise operates, requires it to provide some competitiveness or, otherwise, threatens to supplant it from these markets. Competition and competitiveness are the main content of the functioning of an economic system based on market mechanisms, the key categories in the general scheme of categories of market economy.

The problem of managing the competitiveness of institutions of higher education in recent years has been actively researched by scientists from different scientific fields.

The following concepts should be considered for the university. Competitiveness of educational services is a set of indicators that characterize the degree of its attractiveness in the market of educational services. The higher the competitiveness of the educational service: quality, market demand, the ratio of the cost of providing it with the proceeds from it, the effectiveness of promotion, innovation of the educational program, etc., the higher the competitiveness of the university.

Competition between higher education institutions is a set of actions aimed at gaining a competitive advantage in gaining a strong position in the educational services market.

Competitive advantage is associated with the development and implementation of a marketing complex that outperforms the competitor marketing complex in one or more areas if we look at this with marketing point of view.

The analysis of literary sources [1-5] revealed the lack of a unified approach to the definition of the concept of "competitiveness of the university", but the terminology, the same

understanding of meaning are important not only from a scientific point of view, but also to obtain a practical result.

Modern scientists characterize the competitiveness of the university as its true and potential opportunities to provide an appropriate level of educational services that meet the needs of society in the preparation of highly qualified specialists, as well as the need for the development, creation and sale of scientific, methodological and scientific-technical products, as at present, and in the future [1, 3].

According to the definition of other authors [2, 4], "competitiveness is a property of the university, which determines the share of the relevant market of educational services belonging to this university, and the ability to prevent the redistribution of the market for the benefit of other entities." This definition takes into account the dynamic nature of the competitiveness category. It can be argued that competitiveness is a leading indicator of economic and economic activity of the university, which determines its present and prospective status in the selected market segments.

We propose to consider the competitiveness of the university as its complex characteristic for a certain period of time in a specific market, reflecting the advantage over competitors in a number of determinants - financial, economic, marketing, logistical, personnel and socio-political, as well as the ability of the university to crisis-free functioning and timely adaptation to constantly changing conditions.

Nowadays, the sphere of education is developing extremely dynamically, acquiring new qualities, in conditions when the demands of the society for the quality of education are increasing, the technologies of education are constantly updated, the economic conditions of higher education institutions are changing rapidly, the universities are granted the right to autonomy, the competition in the educational services market is aggravated. This causes the problem of finding new sources of competitiveness for higher education institutions.

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Scientific supervisor - Zaika S., Ph.D., Associate Professor.

РОЛЬ МАРКЕТИНГУ В СУЧАСНИХ УМОВАХ ГОСПОДАРЮВАННЯ

*Нікітенко К.С., к.е.н., доцент,
nikitenko0506437139@gmail.com*

Херсонський державний аграрно-економічний університет

У складних економічних умовах, що склалися, велика кількість українських підприємств зіткнулися із проблемою виживання. Кожне підприємство намагається знайти свій вихід із складної економічної ситуації. Одні намагаються почати випуск нового товару і активно його рекламують, інші скорочують свою діяльність на ринку чи закриваються, треті намагаються знизити затрати за рахунок скорочення чи не виплати заробітної плати персоналу. І тут простежується одна проблема – збереження старих методів управління підприємством, які ще збереглися за радянських часів.

Щоб вирішити поставлені проблеми, на підприємствах необхідно реформувати систему управління, створити