

будуть зацікавлені висококваліфіковані робітники медичних закладів (лікарі, середній медичний персонал, менеджмент, тощо), з іншого боку – інвестори, а з третього – державні підприємства. Таким чином, ми зможемо втримати цінні кадри медичних закладів в системі сфери охорони здоров'я, зберегти надбаня у вигляді вже існуючих державних закладів охорони здоров'я, наблизити досягнення цілей державного регулювання в сфері охорони здоров'я населення шляхом залучення кваліфікованого менеджменту та інвестицій, які мають на увазі не лише залучення коштів, а й активну участь досвідчених профільних інвесторів у розвитку підприємства.

В результаті приходимо до висновку, що ефективне втілення медичної реформи може бути здійснено лише в тому числі за наявності наступних умов співпраці між державою та бізнесом шляхом створення державно-приватного партнерства різноманітного формату, що також сприятиме підвищенню рівня управління, залучення інвестицій, утримання кваліфікованих кадрів та втілення інновацій для надолуження технічного й технологічного відставання у порівнянні з розвинутими країнами світу.

Література:

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Nanka O. V., Professor

Zaika S. O., Candidate of Economic Sciences, Associate Professor
Kharkiv Petro Vasylenko National Technical University of Agriculture
Kharkiv, Ukraine

MANAGEMENT OF INNOVATIVE DEVELOPMENT OF THE UNIVERSITY

The role of universities in public life is constantly changing. From ordinary institutions of higher education, they are becoming the leading educational, scientific, innovative and cultural centers of modern society.

Modern universities are integrated scientific-educational and innovation complexes, capable to provide dynamic growth of the country's economy, to act as centers of innovation, technological and social development.

In the current economic climate, competition in the educational services market is intensifying. The replacement of the strategy of prestige of higher education with the strategy of its lifelong availability for those wishing to acquire new knowledge and competencies, has led to a significant increase in the number of applicants for educational degrees. At the same time, it is generally accepted that, in most cases, the level of training of higher education institutions of specialists does not meet the level of requirements required by today's economy. Therefore, ensuring sustainable competitiveness in the market of educational services is possible only under the condition of innovative development of a higher education institution, which envisages training in a constantly changing environment and is able to generate innovative thinking in the student.

Innovative development of educational activities should allow the university not only to improve the quality of training and competencies of graduates, but also to give it some economic independence, which is an important condition for survival in the modern market of educational services. In this regard, the methods of managing the innovative development of the university require serious study.

The analysis of the activity of higher education institutions shows that in today's socio-economic conditions, the most successful are those pursuing an active innovation policy, introducing new technologies for managing innovative development of educational activity, introducing modern educational programs into the educational process, expanding the range of educational, scientific and technical and consulting services and more [2].

In today's socio-economic context, a new type of innovative university is being formed, which plans its development strategy based on its own competitive advantages. Modern innovation-oriented institutions of higher education should independently identify the key points of reforming their own educational processes that require innovative approaches, and make every effort to successfully implement them. The use of innovative methods of managing the educational activity of the university will allow to change qualitatively the content of teaching, to stimulate and activate cognitive activity of students, to develop a high degree of independence in the acquisition and application of knowledge and skills.

Studying different approaches to managing the innovation development of higher education institutions makes it possible to highlight its priority areas:

- orientation of higher education institutions to the transition from the educational concept of acquiring the knowledge, skills and competences

required to work under certain standard conditions to the necessary competencies – acquired in the process of learning integrated personality abilities, consisting of knowledge, experience, values and attitudes that can to be fully implemented in practice;

- formation and development of new educational technologies on the basis of principles of fundamentality, individualization, creativity and self-development of personality and activation of creative abilities;

- formation and effective utilization of strong intellectual potential of the university, capable to initiate and realize innovative projects of different complexity and orientation;

- intensive development of distance and inclusive forms of students' education, creation of technologies of continuous education;

- training of specialists capable of innovative activity and scientific research [1; 3].

Management of the university's innovative development is the most important component of managing a modern higher education institution, which accounts for a large part of management functions, the main ones being: social, related to meeting the educational needs of the individual and passing on cultural and educational traditions to the next generations; professional, related to meeting the needs of the labor market in highly qualified professionals and the transfer of professional knowledge; educational related to the training of professionals ready for innovation [5].

Nowadays, innovation is one of the determining factors for the sustainable economic development of the university. At the same time, the main directions of formation of innovative development of educational process at the university are:

- accessibility to higher education for all citizens, regardless of their place of residence and well-being;

- the use of innovative teaching methods that ensure its high quality;

- enhancing creativity in the educational process to train competitive professionals.

An innovative educational process at the university must develop students' personal qualities and develop both general and professional competences that determine their readiness for professional activity. The university should stimulate students' pursuit of knowledge, awareness of the need for continuing education, and provide an opportunity to adapt to rapidly changing economic and social conditions. The development and implementation of new educational technologies, modern teaching methods and programs should be aimed primarily at the free development of the individual, the development of entrepreneurial activity, the ability to quickly adapt to the intense changes in the modern world, to solve complex professional problems [2-4].

Fundamental changes in contemporary socio-economic development require a significant increase in creative potential and competitiveness of graduates.

In addition, higher education institutions are in a highly competitive environment and are forced to rethink traditional approaches to managing the educational process in the light of current time requirements. The solution to this global problem is determined by the implementation of a number of measures to improve the higher education system, among which the problem of the efficiency of university management and the quality of training of specialists is of particular relevance [3].

Ensuring the quality of specialist training has always been and remains one of the most important challenges facing higher education institutions when providing educational services. Therefore, the creation of a quality management system in accordance with the requirements of international ISO standards, focused on meeting the needs of all interested parties, is a prerequisite for the functioning of a competitive university, with quality management becoming a decisive element in the system of innovation management of the university.

Only a higher education institution with a proper material base, highly qualified teaching staff, as well as an effective quality management system can ensure the release of competitive professionals, the main criterion for which will be the quality of their knowledge and skills and acquired in the course of training competence.

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