

ASSESSMENT OF COMPETITIVENESS OF UNIVERSITIES IN THE REGION AND FORECASTING THE PROGRAM OF GROUPS OF UNDERGRADUATE

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Abstract

To control the cost of contract training, the level of strength of its competitive position is of paramount importance. There is a direct dependence - the stronger the competitive position of contractual training of one type or another, the higher will be the highest possible threshold for the cost of contract training in terms of its value. The strength of the competitive position is, in turn, determined by the level of its competitiveness. As you know, the competitiveness of a particular product is determined by the totality of its properties that are of interest to the consumer and provide satisfaction of this need. In determining the set of competitiveness of contractual training to be evaluated and compared within the group of bachelor's programs of technical direction, we will proceed from the fact that some of the parameters characterize the use of educational services and the other part its economic properties. Analysis of the business space of universities showed that they all have partnership relations with profile enterprises, which ensures a sufficiently high level of employment of graduates.

Considering the fact that studying in a university is an important factor in the formation of professional capital, training itself can be considered as an object of investment. In this case, the question of the profit of invested capital comes to the fore, which initiates the interest of consumers of educational services to the level of material well-being that they will receive, thanks to the training in the university.

Keywords: contract training, competitive position, business space of universities, professional capital

1. INTRODUCTION

To control the cost of contract training, the level of strength of its competitive position is of paramount importance. Here there is a direct dependence - the stronger the competitive position of contractual training of one type or another, the higher will be the highest possible threshold of the cost of contract training in terms of its value.

The strength of the competitive position of the university, in turn, is determined by the level of its competitiveness.

As is known, the competitiveness of a particular product (product / service) is determined by the totality of its properties (parameters) of interest to the consumer and ensuring satisfaction of this need.

In determining the set of competitiveness of contractual training to be evaluated and compared within the group of bachelor's programs of technical direction, we will proceed from the fact that some of the parameters characterize the use properties of the educational service, and the other part - its economic properties.

Estimation of the degree of satisfaction of contract training within the group of undergraduate programs of technical direction needs of consumers will be carried out with the help of a composite parametric index I_n , which can be calculated by the formula:

$$I_n = \sum_{i=1}^n a_i * I_i^n, \quad (1)$$

a_i – The specific weight of the i -parametric index, reflecting the degree of importance of this parameter for the consumer;

I_i – The value of the parametric index of the i -th parameter;

n – The number of parameters of the educational service being compared.

It should be noted that the values of I and, respectively, I_n should not exceed unity, since there is no point in offering a product that would satisfy the demand by more than 100%. Similarly, a composite index of competitiveness on economic parameters is calculated. (I_e).

2. OPINIONS AND DISCUSSION

Calculation of composite indices for consumer and economic parameters makes it possible to calculate the integral indicator of relative competitiveness for contractual training within the group of bachelor programs of technical direction offered in comparison with similar educational services of universities - competitors:

$$K = (I_n + I_e) / 2 / (I_n + I_e) / 2 \quad (2)$$

The main role in ensuring a strong competitive position of the university is played primarily by the possibility of employing graduates, i.e. Their initial competitiveness in the labor market.

The level of initial competitiveness of graduates was determined by the following indicators:

- availability in the business space of the university of potential jobs at enterprises of the appropriate profile;
- the proportion of graduates who have been trained in any direction of a group of bachelor's programs of technical direction, employed in accordance with the received qualifications.

Table 1 - Results of the assessment of the initial competitiveness of graduates (2015 release on the basis of employment for 2016)

Name of university	Number of profile partner enterprises		Share of graduates who have studied in the direction of the group of undergraduate programs	Integral level of initial competitiveness of graduates
	Measurement	%		
1	7	10	88,6	62,3
2	5	7	90	62,3
3	35	51	98,8	83
4	13	19	87,9	65,3
5	47	68	99,6	89,1
6	69	100	99,7	99,8

Analysis of the business space of universities showed that they all have partnerships with profile enterprises, which ensures a sufficiently high level of employment of graduates.

Considering the fact that studying at a university is an important factor in the formation of professional capital, self-education can be regarded as an object of investment. In this case, the question of the profit of invested capital comes to the fore, which initiates the interest of consumers of educational services to the level of material well-being that they will receive, thanks to the training in this institution.

The level of potential material well-being of graduates was determined by comparing the average salary in bachelor's programs with the average wage by region.

Table 2 - Level of potential material well-being of graduates

Region	Average salary according to specialties	Average salary in the region, rubles	The level of potential	well-being,%
1	38 000	23 000	1,65	100
2	22 000	25 700	0,86	52,1
3	22 000	21 000	1,05	63,6
4	34 000	22 800	1,49	90,3
5	35 231	33 237	1,06	64,2
6	59 000	60 000	0,98	59,4

The analysis showed that, basically, the level of the average salary of energy specialists is higher than the average wage by industry in the respective regions.

In assessing the quality of education, we will take into account two single indicators - the level of satisfaction with the quality of education of graduates and the level of satisfaction with the quality of education of employers. Both indicators are considered to be equivalent. The evaluation score of the quality of education is defined as the integral level of cumulative satisfaction of graduates and employers with the quality of education.

Table 4. Assessment of the quality of education in higher education institutions

Name of the university	Alumni satisfaction level,%	Satisfaction level of employers,%	Integral level of satisfaction,%
1	92	76	84
2	82	72	77
3	84	78	81
4	86	78	82
5	82	58	70
6	92	89	90,5

The analysis showed that, on the whole, the integral level of satisfaction of the main target groups is at a sufficiently high level. I would like to note that the level of employers' satisfaction with the quality of education in higher education institutions is somewhat lower than the level of satisfaction of graduates, which indicates that the universities and enterprises are not closely cooperating. It can be assumed that universities pay insufficient attention to the study of the requirements of modern business practice, employers, in turn, place high demands on universities.

Since the higher educational institution is not only a zone for obtaining knowledge, but also a medium for living, potential consumers, making their choice in favor of one or another university, take into account such an important factor as its infrastructure.

Table 5. Assessment of the infrastructure of universities

Name of the university	Integral level of satisfaction,%
1	98
2	78
3	92
4	80
5	100
6	100

The analysis showed that applicants evaluate the infrastructure of higher education institutions above the average.

Table 6. Assessment of the image of universities

Name of the university	Integral level of satisfaction, %
1	98
2	71
3	100
4	89
5	100
6	100

The strongest competitive advantage is the image and condition of the infrastructure, the weakest is the expected level of well-being of graduates.

3. CONCLUSION

A distinctive feature of universities is the output with the same product in two interrelated markets: the market of educational services and the labor market, which actualizes the issues of managing valuation-exchange relations between subjects of the contract training market about the equivalence of resources spent on the production of educational services, . Questions of managing the cost of contract training in higher education.

The more effective the model of management of the cost of educational services, the greater the chances for a higher educational institution to optimize the cost-income ratio in the framework of production activities.

This competitive advantage is the second most important factor that determines the integral level of the university's competitiveness, which indicates the need to develop a number of measures that promote the level of balance of resources spent on the production of educational services and the acquisition of educational services and benefits expected as a result of their acquisition.

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