

Cumulative Index

Competitive advantages of the national higher education system in the context of globalization

Iryna Kalenuk, Antonina Dyakon

Pages 7-10

The article reveals the essence and types of competitive advantages of the national higher education system. It features the analysis and assignation of priorities of formation of functional and structural competitive advantages of the higher education system in the context of increase of the number of external and internal challenges for development.

Keywords: higher education system, competitive advantages, globalization, university ranking

Risks in the system of education: assessment and management

Oleg Kuklin

Pages 11-18

In the article the relevance of educational risk-management has been revealed. On the basis of the analysis of the wide range of political, economic, global, demographic, technological and other risks it has been proved the necessity of educational risk-management on different levels in education: micro level, regional level, meso level, macro level and meta level. The peculiarities of educational risks connected not only with direct economic losses but with strategic losses have been disclosed. The system of external risks is thoroughly clarified and some possible mechanisms of reaction to them are proposed. Presents current regulatory institution of higher education degree of risk and grounds for the necessity of their changes.

Keywords: higher education; educational risks; universities; educational risk management

University autonomy

Olga Verdenhova

Pages 19-22

The article explores the concept of university autonomy, its types and forms of realization in modern conditions. The parameters for determining the level of autonomy and criteria for its evaluation are analyzed. The types of autonomy are characterized and options discussed for its implementation in the world praxis.

Keywords: autonomy, types of autonomy, levels of implementation of university autonomy, evaluation criteria for university autonomy

The university' international scientific activity

Anastasia Dyachenko

Pages 23-27

The modern tendencies in research activities of higher education are analyzed in the article. The especial accent is put on the analytical characteristic of the structure and dynamics of different forms of the universities' research activities in developed countries. The author puts the emphases on the prospects of business sector financing in universities' research activities.

Keywords: University, Higher Education Sector, Business Sector, Diversification, Research Activity, Mobility.

Assessment of the special physical and the specific technical preparedness of basketball players

Milena Aleksieva

Pages 28-32

The purpose of this study is to optimize the training process of the best basketball players (16-years-old) from the national team – cadets of Bulgaria, through analysis and evaluation of their special physical fitness and specific technical-tactical preparedness. Subject of the study is the basketball game in between growing up competitors-boys. Object of the study is the main signs of the special physical fitness and specific technical-tactical preparedness in the basketball in the age of 16. Contingent of the study is 18 basketball players, listed in the composition of the Bulgarian national team for the respective age group under study. For achieving the objective and tasks of the study, data for 14 indicators are registered (for physical preparedness - 9 indicators and for technical-tactical preparedness - 5 indicators).

Keywords: basketball, growing up players, physical and technical-tactical preparedness, assessment, optimization

Possibilities for coping with professional stress in teachers

Luybomira Popova

Pages 33-35

The dynamics of contemporary life combined with the nature of a teacher's profession result together in an impact on physical and mental wellbeing, caused by professional stress. This article's purpose is the analysis of the essence and the symptoms of the "Burnout" syndrome, observed in teachers - a profession which is among those at the highest risk of it. Techniques for coping are presented. The emphasis falls on inner strategies - an individual relying on their own resources.

Keywords: teachers, stress, professional stress, syndrome "Burnout", techniques, strategies, coping

Preparation of future designers at the college of artistic profile to the development of professional career

Alieksieieva Svitlana

Pages 36-39

In the article is exposed the problem of use of the acmeological technologies for training of future designers to the development of a professional career in the system of vocational education, analyzed career and professional plans of young people, their ideas about professional career, criteria of its successful realization. The use of these technologies in educational process is considered to be effective as personality zones of development of future specialists become the object of technology.

Keywords: technologies of developing education, technologies of personal orientation to education, method of projects, game modelling, training technologies, technologies of career coaching

Directions of expansion fiscal space in terms of financial instability

Diana Osetska

Pages 40-43

The paper identifies substantial reasons, the principles, conditions and institutional mechanisms for expanding fiscal space as a reflection of the objective need for development and modernization of the financial system of Ukraine in the European integration. The basic directions of expanding fiscal space in the context of revenues based on innovations in tax legislation. By applying institutional approach, theoretical principles and practical recommendations to improve the sustainability of public finances in the process of expanding the fiscal space are grounded. The research outlines the political and institutional changes that can help expand the fiscal space, particularly as a result of administrative reform with the reduction of wasteful expenditure, tax reform, which has a stimulating effect, fiscal reform, which introduces new fiscal "rules". Attention is paid to the formation of fiscal space in Ukraine to macroeconomic stabilization and economic reform for economic growth. It is proved that due to the expansion of fiscal space in national economies new approaches to unification of formal and informal regulatory rules should be implemented both in scientific and in economic aspects.

Keywords: fiscal space, public finance, sustainability of public finances, fiscal policies, investments, institutional mechanism

Decent work and human development: Interrelation and interdependence

Olena Grishnova, Olena Brintseva

Pages 44-49

The article theoretically investigates the interrelation between decent work and progress in human development and substantiates the connection statistically in the case study of Eastern European countries. Decent work foresees not only increase of educational and health opportunities, but also the human development revealed directly in the process of work, acquiring new knowledge and skills. Creating the conditions for productive employment is one of the most important areas of the decent work principles' implementation in the context of continuous human development, as well as expanding opportunities for high-quality education and healthcare.

Keywords: decent work, human development, productive employment, education, healthcare, fields of expanding human development opportunities

Educational factors providing professional mobility of workers

Andrii Shegda

Pages 50-52

The essence of professional mobility has been defined in the article. The role of education in the system of causes of occupational mobility has been presented. Current trends of the professional mobility on the national labor market have been analyzed.

Keywords: professional mobility, labor market, education, competence

Sequence of benchmarking stages for small enterprises

Alyona Kos

Pages 53-57

The basic definition of benchmarking and how benchmarking is used on the enterprises is considered in this article. It was researched and analyzed the sequence of actions of benchmarking applying and the main elements of this method. Analysis of obtained information allows to conclude that benchmarking is a tool for increasing the competitiveness of enterprises, which helps the company to react quickly to changes in the market of goods and services.

Keywords: enterprise, competitiveness, analysis of enterprises, the company is the leader, benchmarking, business strategy, trade secrets, information gathering

Conceptual principles of socially responsible enterprise marketing management (as example, sales of painting materials)

Marina Klimchuk, Mariia Shehda

Pages 58-61

Actuality of theme. In today's business becomes especially important concept of social responsibility, based on the principles of increased attention to social problems both customers and personnel. The main purpose of business activity - profit - achieved through the research needs of potential and actual customers, identify the public interest and the desire to satisfy them. The idea of social responsibility is an integral feature of the system of business in modern business practice of advanced countries.

Scientists who researched social - responsible marketing are K.Keller, O.Hrishnova, A.Fedorchenko, P.Orlovoyi and others.

Keywords: Social - responsible, socially - responsible business, enterprise, painting materials, market, customer, information