

ресурсів за критеріями стійкості, платоспроможності та ділової активності, які розглядаються через показники структури капіталу, ліквідності та оборотності, що дає можливість кількісно оцінити вплив якості управління фінансовими ресурсами на рівень рентабельності та динаміку розвитку підприємства.

Стратегія управління фінансовими ресурсами транспортних підприємств включає визначення методів формування фінансових ресурсів, цілей їхнього використання, часових характеристик, важелів і прийомів управління рухом фінансових ресурсів та капіталу, визначення спеціального функціонального “стратегічного набору” (як структури специфічних фінансових стратегій), а також розробку фінансових планів.

Стратегія управління фінансовими ресурсами транспортного підприємства забезпечує формування та ефективне використання фінансових ресурсів, виявлення необхідних напрямків інвестування та зосередження фінансових ресурсів на цих напрямках. Стратегічне управління фінансовими ресурсами неодмінно має враховувати відповідність фінансових дій економічному стану та матеріальним можливостям підприємства, загрози з боку конкурентів, забезпечувати правильний вибір напрямків маневрування фінансовими ресурсами задля досягнення поставленої мети.

Здійснювати управління фінансовими ресурсами необхідно з урахуванням ризиків, що зумовлюються нестабільністю економічного розвитку, зростанням конкуренції на товарних і фінансових ринках, посиленням глобалізаційних процесів та дефіцитом інформації. Це потребує створення відповідної підсистеми контролю ризику обраної стратегії та особливо управління ризиком втрати фінансової стійкості підприємства.

### **Література**

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## **THE GLOBAL TENDENCIES OF HIGHER EDUCATION DEVELOPMENT AND STRATEGIC PRINCIPLES OF THE MODERN UNIVERSITY**

Among the many factors that determine the increasing of the international competitiveness of countries in the last decade are becoming ever more defining the innovative activities and creativity that create on the qualitative basis the additional competitive advantages, which attest the experience of the highly developed countries. According to this assistance to formation the highly competitive economy

on the basis of the innovation development is becoming a key objective of the most governments. An important prerequisite for ensuring the international competitiveness of the country is its institutional component, which is forming in a various types of infrastructure – from production to market.

The formation of post-industrial society in developed countries allows to distinguish among others the factors that make them the dynamic competitive advantages – is primarily promotion the development of the intelligence nation that is the defining prerequisite for leadership in the future. No accident among the “The Golden Rules of the competitiveness countries” International Institute of Management experts provide notability the investing to the development and support of the national education system, which directly contributes to the increasing economy, which are based on the knowledge. According to the data, the states with the steady development of education and innovative systems, with the effective mechanism of the commercialization of knowledge are becoming global leaders with high competitive status today.

Under the current conditions of the competitiveness becomes a universal requirement that are put forward by the open economy to any subject of the international economic relations, including universities, which are increasingly using competitive strategies to improve and maintain their position in the educational market and market knowledge, which have become global character today.

The strategic principles of activities of the modern university include: perfect understanding and analysis of the external and internal environments; proper formulation of the university’s mission and the relevant strategies; developing an effective decision-making; expansion the corporate culture of the university and culture of quality; ensuring transparency and accountability of the university to the community.

In developing the strategy of the university is important, therefore, to take into account as factors of the local environment and objective factors the functioning of the global education market, and regularities and specific of its functioning in the future.

Considering the objective regularity, which is inherent of developed countries in the world and is related to an aging population, experts OECD in the research “Higher Education 2030” predict that the critical period for the sector of higher education, especially in countries – OECD may prove in 2015-2020 when the predictable cost on the high school in relative terms and the related public spending will being become shorter.

In the research OECD consider two possible development scenarios of the global education market. Thus, the first of them, which takes into account the factor of gradual slowdown or even a possible reduction in intake of students to the higher education universities, experts predict the reduction in the total cost on the higher education by 2020 from 1.6 % to 1.4% of GDP.

More optimistic is the second scenario, which is modeled, proceeding from the assumption, that the recruitment of students to universities in the next 5-10 years to grow, although much slower than before and provides less sharp reduction in appropriations for the high school level are likely to be restored in the long term. The

average total cost of higher education will be reached by 2015, under this scenario, of 1.7% of GDP, and by 2020 – will be reduced to 1.6% of GDP; the average public spending will be reduced to 2.6% of GDP, but will be grown in the future.

In either case, the mentioned tendencies should be considered when developing a new national strategy for the development of higher education in Ukraine. In our view, today the global tendencies in higher education may also include: growth in the number of subjects in the educational market and increasing intensity of competition on it; the global nature of the demand on the educational services and growth; strengthen coordination and cooperation between business and higher education institutions in training specialists and transnationalization of university education; diversification of educational services and improvement of their quality; deepening international scientific cooperation between universities; diversification of sources financing of the educational institutions and change their structural composition; development of new innovational pedagogical technologies; deepening the process of humanization in high school.

The modern world-class universities are becoming today the main participants of the national innovation system. They contribute to the quality of economic growth and the formation of the intellectual capital of the nation through the spreading knowledge, research and technology transfer, and provide high quality knowledge of graduates. The universities also act as the institutional middlemen for the cooperation of educational and scientific institutions of business and government. The aim of cooperation is combining efforts for the intensify innovation and solving interdisciplinary tasks of Education.

The world leader in higher education traditionally for decades is USA where today there are more than half of the top 100 universities in the world. In the USA, there is not the Federal Ministry of Education and other central authorities which carried a single national control over universities. The individual states take on the different degrees control over education, but in general, universities have the right to operate with a fairly high degree of autonomy and independence (autonomy).

The European higher education lag behind the USA. To overcoming this breakdown the Bologna Process is directed, which, however, had not completed by 2010 as planned. The new benchmark has become 2020, which will have completed the creation of total European mechanism to ensure quality in accordance to the generally accepted standards.

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## **НАПРЯМИ ПІДВИЩЕННЯ ПРОФЕСІЙНОЇ МОБІЛЬНОСТІ МАЙБУТНІХ ФАХІВЦІВ У СУЧАСНИХ УМОВАХ**

Виховання високопрофесійних фахівців – складова частина формування ефективної національної економіки. Тому пошук нових концепцій і технологій