

IRSTI 06.77.61

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The interaction of the labor market and the higher education system in contemporary conditions

Abstract. To solve the problem of balancing the labor market is an important condition for the effective functioning and development of the national economy is to solve the problem of balancing the labor market. The consequences of the mismatch between the structure of demand for human resources and the structure of its supply are unemployment, decline in the standard of living, deterioration in the moral climate in society, and its stratification. At the same time, the shortage of labor in certain specialties affects the results of enterprises. The article is devoted to the problems of interaction between the higher education system and the labor market. Based on the use of the methodology for applying public-private partnership mechanisms, the areas of cooperation between employers and educational institutions are identified.

Key words: labor market, higher education, human resources, employment, market economy.

DOI: <https://doi.org/10.32523/2079-620X-2019-4-93-99>

Introduction. The development of the higher education system takes place in rather difficult conditions in Kazakhstan because of the processes of globalization and integration of the global educational space.

The integration of education and business is becoming a decisive factor in the preparation of competitive human resources demanded by the labor market.

Integrated educational structures provide high-quality training for new personnel in demand on the domestic and foreign labor markets, and technical and technological changes in the production process, based on the application of the latest knowledge and skills; contribute to the economic growth of the state. However, in contemporary circumstances, the lack of highly qualified specialists in the labor market is one of the factors hindering the full economic development of the country. As a rule, the main reason for these circumstances is the insufficient level of specialist training that does not meet the requirements of the modern labor market.

The innovative development of the state leads to the emergence of high-tech sectors of the economy, which in turn places higher demands on university graduates, who in the new conditions must have high competencies. Thus, the search for areas of interaction between the labor market and the higher education system in the preparation of highly qualified human resources becomes relevant.

Source review. The widespread use of information and communication technologies, the high-tech structure of modern production predetermine the need for such qualities as the ability to make innovative decisions, think analytically and creatively. Many authors [1-3] indicate that the employee's behavioral and moral characteristics (ability to work as a team member, decency, organization, etc.) become no less significant. All these points, in our opinion, determine the fact that in modern economic science the object of research is not just labor force, but human resources. This, according to many scientists [4-6], confirms the importance of the worker in the process of social production and, in turn, indicates the increasing role of higher education in the preparation of highly qualified human resources. Thus, we can attribute higher education to the phase of the formation of human capital, although education takes place in all other phases of the reproductive process.

At the same time, a review of the scientific sources [5,6] showed that economic relations at the

stage of formation of human resources in the higher education system are not limited to providing training for potential employees, raising and improving the qualifications of employees, as well as training highly qualified personnel for constantly changing production conditions. According to many authors [2,3], it should also be taken into account that the distribution of individual labor force over individual production sections takes place both at a separate production (enterprise) and throughout the entire economic system (country). The distribution of labor in society, as well as the exchange of activities of workers in the country and the enterprise, turns them into a single effective production force of the state. A quantitative characteristic of a single production force in the ore market is human resources [4]. In the process of expanded reproduction of labor, its distribution can be carried out in the form of personnel distribution: through the need to work out the training costs invested by the investor.

One of the features of the process of reproduction of human resources through the higher education system is the need for a certain, sufficiently significant period of time to prepare the necessary personnel. The learning process as a stage in the preparation of labor resources is determined by the prevailing conditions of material production [5,6]. The purpose of production determines the economic possibilities of its development and the tasks of education, since the income created in the production sphere is the source of the functioning of the higher education system. In our opinion, that is the reason why in the context of the formation and development of the knowledge economy, the requirements to the employee and, accordingly, to the higher education system are expanding. In this regard, the higher education system also needs large resources for normal functioning.

Research methods. The fundamental statements and conclusions of leading scientists specializing in the problems of the interaction of the labor market and the higher education system served as the basis of the research. The analysis was based on a set of methods and techniques used in economics and management, as well as economic sociology. In the article the methodology of applying mechanisms of public-private partnerships, which allowed to determine the areas of cooperation between employers and educational institutions were used.

Results and discussions. Nowadays, when preparing future specialists in higher education, it is necessary to take into account the importance of developing promising sectors of the economy, and it is also necessary to conduct an ongoing analysis of the competencies of future specialists.

Today, the following tasks are recognized as the most important:

- improving the quality of vocational education;
- institutional reform of the education system;
- development of a modern system of qualitative continuing professional education (CPE);
- increasing the investment attractiveness of the education system.

In Kazakhstan, the development of the higher education system takes place in a competitive environment. Due to economic modernization, the priority goal of any university in the country should be to have highly competitive specialists graduated. Alumnus should have a wide range of professional qualities, such as:

- adaptation in the social and professional fields;
- the ability to make independent decisions;
- stress resistance;
- ability to work in a team, etc.

The main criterion that links these and other qualities of a professional specialist is “competence”.

Achievements of modern science and practice present new requirements for a specialist, which must be taken into account in educational programs for training students.

An effective and rational way to increase the competitiveness of a specialist in the labor market is to introduce international educational programs into the studying process of a higher

institution to expand the range of educational paths.

Higher education should be the main mechanism for introducing promising students to science and also be the channel for the entering of qualified personnel in various sectors of the country's economy and in the system of research institutions.

One of the most important strategic tasks of the education system should be an increase in interest and the level of motivation for learning, the development of creative thinking, the ability to solve problems and non-standard tasks.

The choice of a system of instruments, forms and methods of teaching is today one of the important steps in organizing the educational process at a university. The modern and creative approach of the teacher to the educational process should be productive, educational in nature, and not only aimed at enhancing the cognitive activity of students. In modern conditions, there is an urgent need to change methods and forms of organization of the educational process in a university. The basis of professional training of students should be a competency-based model with a maximum focus on individualization of education.

Practice shows that serious employers willingly cooperate with leading universities and look forward to highly competitive specialists, taking part in joint scientific and educational projects. Thus, one of the directions for improving the quality of human resources should be the creation of a system of public-private partnership between employers and educational institutions, which will ensure the further development of higher education and the country's economy as a whole (Figure 1).

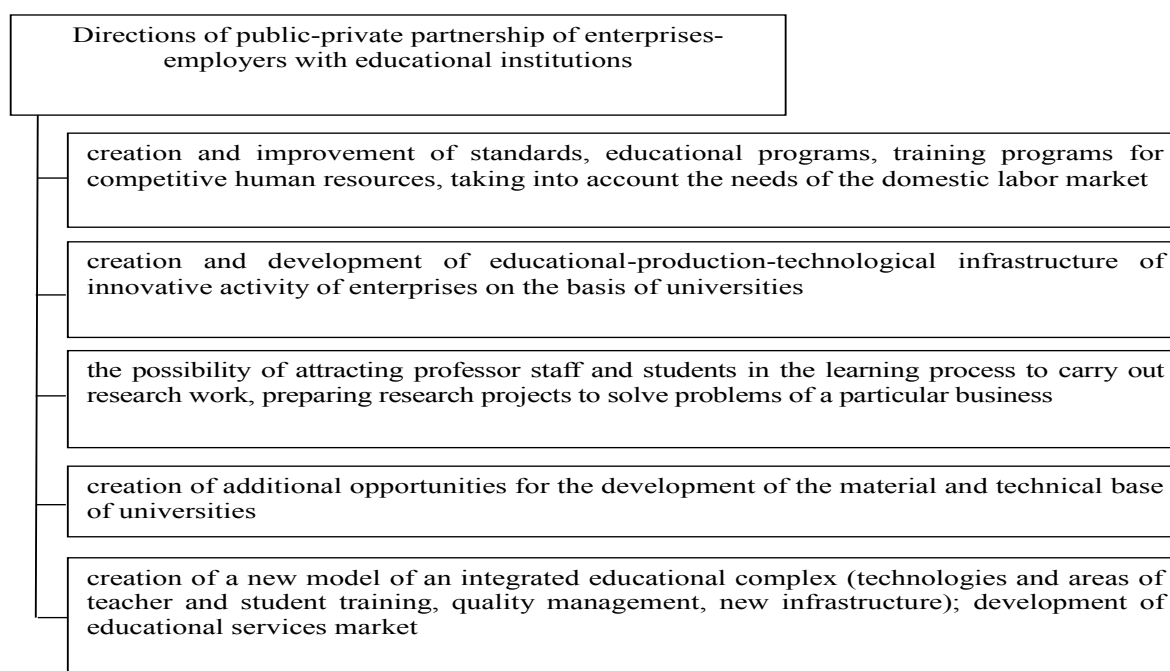


Figure 1. Public-private partnership of an educational institution with enterprises-employers
Note - Compiled by the authors

The new mechanism of sustainable development of the higher education system, taking into account the above areas, in our opinion, should solve the following strategic tasks:

- the expansion of educational and scientific research activities of universities and other organizations of the higher education system based on the development of scientific schools and practice;
- The interaction of basic scientific research and university's vocational education;
- Strengthening the relationship of practice-oriented and scientific research components of

the university;

- in order to achieve the goal of higher education, the introduction of a competency-based approach that allows you to link professional competencies that meet modern realities and market requirements;

- increasing the level of training of competitive human resources in demand on the domestic labor market.

In modern conditions, there is a need to create a “road map” of public-private partnership between an educational institution and employing enterprises in the formation and development of human resources, for which it is necessary to write down in detail the expected results of multilevel interaction of the labor market and the higher education system (table 1).

Table 1

Subjects of PPP and expected effects of interaction based on the results of the implementation of organizational and educational support

Subject of partnership	Expected interaction results
Student’s personality	<ul style="list-style-type: none"> - reducing the cost of retraining. - professionally self-identified person. - professional adaptation of a future specialist.
Professors	<ul style="list-style-type: none"> - development of a training system that is sensitive to the demands of the labor market. - refresher training through industrial internships. - exchange of experience with specialists from production.
Employer, professional community	<ul style="list-style-type: none"> - optimization of costs for training (retraining) of personnel in the enterprise. - growth in labor productivity. - increase production efficiency. - reduction of production costs.
State	<ul style="list-style-type: none"> - financial safety of citizens. - reduction of unemployment rate. - reduction in the cost of retraining. - improving the quality and standard of living of the population
Note - Compiled by the authors	

Accordingly, the interest of employers itself and professional communities to participate in interaction with the education system consists, first of all, in the benefits (results) that they will receive from the implementation of the mechanism of public-private partnership of the educational institution with enterprises-employers in the formation and development of human resources.

Conclusion. One of the ways to improve the quality of human resources is the creation of a system of public-private partnership between enterprises-employers and educational institutions, which allows for the further development of the education system, the labor market and the country’s economy as a whole.

In modern conditions, there is a need to create a “road map” of public-private partnerships between educational institutions and enterprises-employers in the formation and development of human resources. The goal of creating a “road map” is to implement a program of strategic development of public-private partnerships between educational institutions and enterprises-employers in the formation and development of human resources that are in demand in the modern labor market.

In the system of higher education, it is also important to attract additional resources to increase its role in the formation and development of competitive human resources that are in demand on the labor market.

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Қазіргі жағдайдағы еңбек нарығы мен жоғары білім жүйесінің өзара байланысы

Андатпа. Ұлттық экономиканың тиімді жұмыс істеуі мен дамуының маңызды шарты еңбек нарығының тепе-теңдік проблемасын шешу болып табылады. Адам ресурстарына сұраныс құрылымының оны ұсыну құрылымымен сәйкес келмеуінің салдары жұмыссыздық, өмір сапасының төмендеуі, қоғамдағы моральдық климаттың нашарлауы және оның стратификациясы болып табылады. Сонымен қатар, белгілі бір мамандықтардағы жұмыс күшінің жетіспеушілігі кәсіпорындардың жұмыс нәтижелерінен көрінеді. Мақала жоғары білім жүйесі мен еңбек нарығының өзара әрекеттесу мәселелеріне арналған. Мемлекеттік-жекеменшік серіктестік тетіктерін қолдану әдістемесін қолдану негізінде жұмыс берушілер мен оқу орындары арасындағы ынтымақтастық бағыттары айқындалады.

Түйінді сөздер: еңбек нарығы, жоғары білім, адами ресурстар, жұмыспен қамту, нарықтық экономика.

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Взаимодействие рынка труда и системы высшего образования в современных условиях

Аннотация. Важным условием эффективного функционирования и развития национальной экономики является решение проблемы сбалансированности рынка труда. Следствием несоответствия структуры спроса на человеческие ресурсы структуре ее предложения являются безработица, снижение качества жизни, ухудшение морального климата в обществе, его расслоение. Одновременно дефицит рабочей силы по отдельным специальностям отражается на результатах деятельности предприятий. Статья посвящена проблемам взаимодействия системы высшего образования и рынка труда. На основе использования методологии применения механизмов государственно-частного партнерства определены направления сотрудничества предприятий-работодателей с образовательными учреждениями.

Ключевые слова: рынок труда, высшее образование, человеческие ресурсы, занятость населения, рыночная экономика.

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