

DEVELOPMENT OF HIGHER EDUCATION INSTITUTIONS IN THE CURRENT CONDITIONS

DESENVOLVIMENTO DAS INSTITUIÇÕES DE ENSINO SUPERIOR NAS CONDIÇÕES ATUAIS

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Abstract. The dynamic development of modern pedagogical science is characterized by the search for basic approaches to building the educational process in higher education. It is aimed at educating and training a professionally competent, proactive, creative specialist with highly developed personal and creative skills. Such a specialist should be endowed with a sense of duty and responsibility to society. Moreover, he or she must be able to quickly adapt to the modern world, characterized by an increased role of the individual, and intellectualization of his or her activities in the face of rapid changes in the development of science and information technology. The article aims to identify the patterns and clarify the main vectors of higher education development, given the conditions and current requirements. In the course of the study, the analytical method was applied to study the scientific literature on the development of HEIs. To study and process the data, the authors employed such methods as analysis, synthesis of information, induction, deduction, systemic and structural, comparative, logical, and linguistic methods, abstraction, and idealization. Moreover, the authors of the study conducted an online survey to clarify the most important issues related to the peculiarities of the development of HEIs practically. Based on the results of the study, the main most important vectors of higher education development were identified, and the opinion of scientists and heads of HEIs on key practical aspects of higher education development was investigated.

Keywords: autonomy, consumption of educational services, higher education, requirements to higher education, self-government of universities, the latest pedagogical technologies.

Resumo. O desenvolvimento dinâmico da ciência pedagógica moderna é caracterizado pela busca de abordagens básicas para a construção do processo educacional no ensino superior. O objetivo é educar e treinar um especialista profissionalmente competente, proativo e criativo, com habilidades pessoais e criativas altamente desenvolvidas. Tal especialista deve ser dotado de um senso de dever e responsabilidade para com a sociedade. Além disso, deve ser capaz de se adaptar rapidamente ao mundo moderno, caracterizado por um papel crescente do indivíduo e pela intelectualização das suas atividades face às rápidas mudanças no desenvolvimento da ciência e da tecnologia da informação. O artigo pretende identificar os padrões e esclarecer os principais vetores de desenvolvimento do ensino superior, dadas as condições e exigências atuais. No decorrer do estudo, o método analítico foi aplicado para estudar a produção científica sobre o desenvolvimento das IES. Para estudar e processar os dados, os autores empregaram métodos como análise, síntese de informações, indução, dedução, métodos sistêmicos e estruturais, comparativos, lógicos e linguísticos, abstração e idealização. Além disso, os autores do estudo realizaram uma pesquisa online para esclarecer as questões mais importantes relacionadas às peculiaridades do desenvolvimento das IES na prática. Com base nos resultados do estudo, foram identificados os principais vetores mais importantes do desenvolvimento do ensino superior e investigada a opinião de cientistas e dirigentes de IES sobre os principais aspectos práticos do desenvolvimento do ensino superior.

Palavras-chave: autonomia, consumo de serviços educacionais, ensino superior, requisitos para o ensino superior, autogoverno das universidades, as mais recentes tecnologias pedagógicas.

INTRODUCTION

The accelerated development of new knowledge and technologies, the reduction of state subsidies for educational needs, and the growing need of the population to improve their well-being by obtaining higher education are exacerbating the problems and challenges of our time and, among other things, dictating requirements and defining new vectors for the development of HEIs.

The theoretical part of this study substantiates the relevance of the research topic, investigating the main components and factors that contribute to the development of higher education in modern conditions.

The practical part of the study includes clarification of the primary postulates that should be considered when organizing the educational process in HEIs. In this part, the main trends in the reform of higher education in the world in recent years and its development vectors that determine the increasing role of higher education in the socioeconomic sphere are considered. Attention is paid to the main development problems faced by HEIs in modern conditions. The authors identify the ways to overcome the existing problems in the development and formation of HEIs nowadays.

Based on the results of the study, conclusions have been drawn on the above issues. In particular, the main postulates that need to be considered when organizing the educational process in HEIs are identified. These are ensuring the intellectual development of the individual, mastering effective methods of independent cognitive activity, and fostering high moral and spiritual qualities and professional competence in students. The main trends in the reform of higher education in the world in recent years are the creative nature of knowledge acquisition and the increased differentiation and individualization of the educational process through the development of variable educational programs. At the same time, the main vectors of higher education development have been identified, which determine the increasing role of higher education in social development. These include diversification of sources of funding for educational activities, changing requirements for the content, methods, and forms of the educational process, changing organizational forms, and globalization of education. Among the main development problems faced by HEIs in the current environment, the survey conducted has made it possible to identify the growing expectations of students, activities in the global context, and new requirements for the introduction of sustainable research. Accordingly, the main directions for further development of HEIs and ways to overcome the existing problems in the formation of HEIs today have been identified. These include exploring alternative ways to create a creative environment in which researchers can develop their practical skills, as well as creating and developing the reputation and training concepts of institutions that meet the needs of employers and are funded by them.

The research aims to determine the position of scientists and heads of HEIs on the peculiarities and components of factors, as well as trends in the development of HEIs in terms of their compliance with the requirements and conditions of today.

LITERATURE REVIEW

Higher education institutions occupy a special place in the global educational system. The efficiency of the global economy and, consequently, the level of social development depends on the vector and effectiveness of their activities (Haleem et al., 2022).

Contemporary globalized economies are driven by new knowledge and technologies. The world is becoming increasingly competitive, which is changing the nature of the attitude to human labor, and with it the requirements for professional training. The modern employee must constantly update their knowledge and skills. Reducing the "life cycle" of knowledge and professions requires further individualization of the higher education system, constant updating of educational programs, and the introduction of modern educational technologies (Verde & Valero, 2021).

On the other hand, today so much knowledge and information has been accumulated in every field of science that it is simply impossible to absorb it all while studying at an HEI. Furthermore, new knowledge is created every day, new information messages are disseminated, and it is impossible to master all knowledge and keep track of all important information. Under such conditions, future specialists must be able to search for, process the necessary knowledge and information in a specific practical situation, and formulate ready-made solutions. That is why the role of higher education is not only growing rapidly but also changing, as sustainable skills and abilities to work with new knowledge and information are formed during studying at the HEI (Heilporn, Lakhali & Bélisle, 2021).

It is worth noting that, despite the need to train a large number of specialists, the higher education system today can offer a person a full range of individualized (considering their preferences and inclinations) forms and methods of education (Hod & Katz, 2020).

The modern world has entered the post-industrial era, where knowledge and information are becoming the most important means of supporting sustainable development. Nowadays, all countries are more than ever dependent on the impact of global challenges and global economic trends, which is explained by the globalization of socioeconomic systems (López et al., 2018).

Modern paradigms of socio-humanitarian development recognize the human being as the most important social value. Moreover, the development of the creative abilities of a person following his or her preferences is now strongly supported, if it does not contradict the laws and norms of morality. Therefore, at the state level, appropriate conditions are being created for the formation of a network of higher education institutions that provide various opportunities for mastering various professions. Under such conditions, the problem of qualitative organization of retraining and professional development of personnel, and the orientation of educational institutions to train specialists capable of managing new technological processes, is becoming increasingly obvious. Such specialists should have not only basic knowledge but also be able to work in non-standard situations, be creative and apply the experience of past generations in new conditions (Mumford & Dikilitaş, 2020; Salikhova et al., 2020).

Only with a radical "modernization" of the content and teaching technologies will the higher education system be able to train modern specialists. To do this, it is necessary to ensure the continuous development of new and improvement of existing curricula that would integrate different vectors of learning (Zhao et al., 2020).

Today, developed economies are constantly increasing spending on education, as education, especially higher education, has become an important factor in the implementation of economic growth strategies. The education system in general, and higher education in particular, is no longer perceived as a sphere of non-productive consumption in prosperous countries. It is increasingly being recognized as the most effective investment in human capital that brings economic and social benefits to the country and stimulates its comprehensive progress (Tait, 2018; Wang et al., 2020).

MATERIALS AND METHODS

A practical study of the peculiarities of the modern development of higher education was conducted by interviewing 237 scientists and 211 heads and managers of departments of 26 HEIs in Chernivtsi, Sumy, Zakarpattia, Kyiv, and Rivne oblasts of Ukraine. The study was conducted using the Survio service.

RESULTS

The authors considered the increased attention to the quality and content of education, as well as the emergence and active development of the latest information and management technologies in higher education around the world. Higher professional education is a level of professional education aimed at training specialists in a certain scientific field, based on already received secondary, general or secondary professional education.

Higher education is obtained by a person in a higher educational institution and is the result of a consistent, systematic, and purposeful process of assimilation of knowledge, skills, and abilities in a certain field of activity. Higher education is a process that ends with obtaining a certain qualification. Until the middle of the 20th century, only a few percent of young people aged 18 to 23 received higher education at universities and other higher educational institutions of a similar level. In the future, an administrative, military, technical, and scientific elite was formed from them. In the second half of the 20th century, the number of students increased tenfold, and along with conservative universities, new ones appeared, including polytechnic institutes or higher professional schools. Thus, in the historical context, the concept of higher education has lost its ambiguity. Today, under this definition, we understand medium and long-term education, which culminates in the receipt of a bachelor's degree or a diploma of higher levels, in particular, a master's degree and a doctor of science.

Therefore, at the beginning of the survey, the authors identified the primary postulates that should be addressed when organizing the educational process in HEIs (Figure 1).

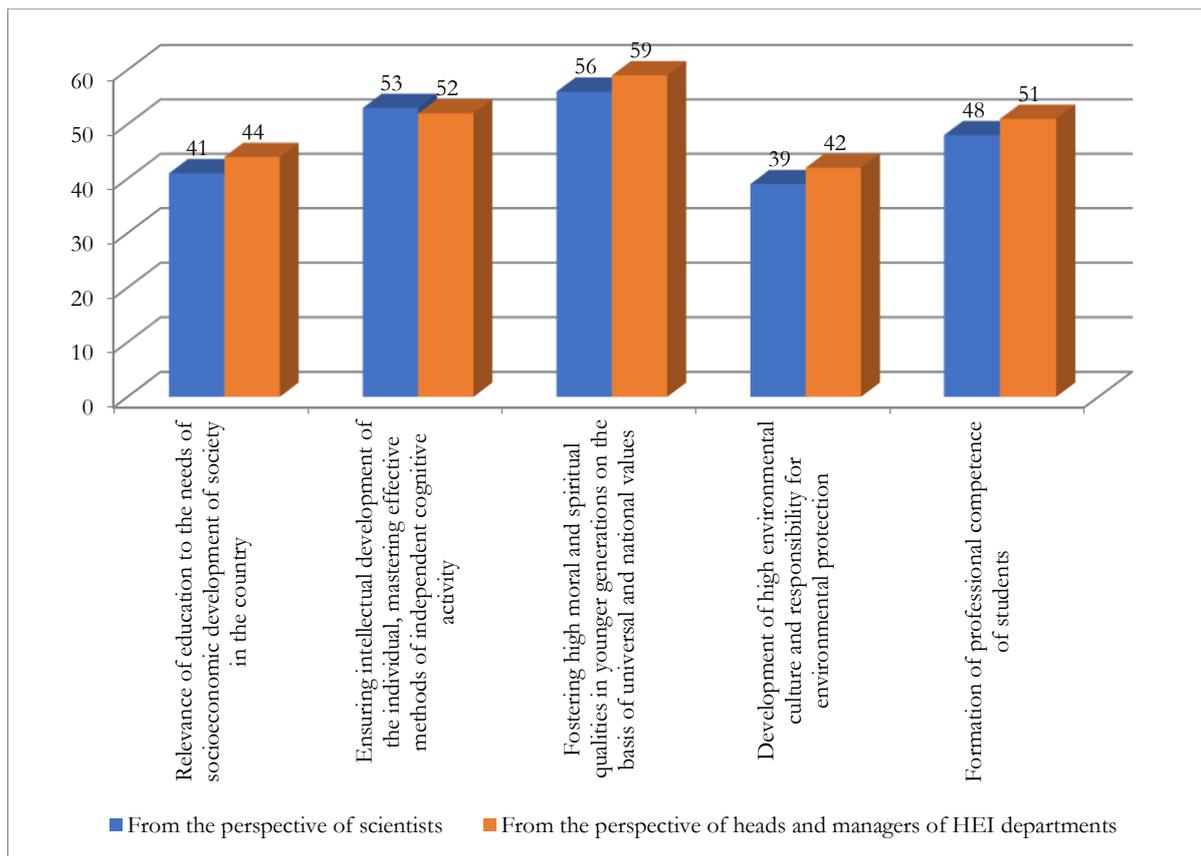


Figure 1. Priority postulates to be considered when organizing the educational process in HEIs, %
Source: built by the authors.

As can be seen from Figure 1, the most important postulates on which educational activities in HEIs should be based are ensuring the intellectual development of the individual, mastering effective methods of independent cognitive activity, fostering high moral and spiritual qualities in younger generations in line with universal and national values, and forming the professional competence of students.

During the survey, respondents identified the following main trends in higher education reform in the world in recent years (Figure 2).

As can be seen from Figure 2, within the framework of higher education reforms taking place in the world, one can state the development of all the trends that were suggested for evaluation by the survey participants to a certain extent. However, the most pronounced are the creative nature of knowledge acquisition, which lays the foundation for future research and project activities, and the increased differentiation and individualization of the educational process through the development of variable educational programs.

An important result of the survey is the identification of vectors of higher education development that determine the increased role of higher education in social development (Figure 3):

- diversification of sources of funding for educational activities (from predominantly state funding to a wide range of sources of income for HEIs and the actualization of the issue of increasing the efficiency of using these funds);
- changing requirements for the content, methods, and forms of the educational process (more active use of the competence approach, taking into account and fostering the need to develop new skills, the ability to be lifelong learners, the ability to work with large amounts of information, ICTs, creativity, and team spirit);
- change in organizational forms of educational activities (concentration and centralization of higher education activities, diversification of education: parallel learning, network universities, distance learning); globalization of education (formation of the global market for educational services, increase in the number of foreign students, the emergence of transnational and cross-border education, increased competition, and the emergence of global university rankings. Getting an education in European-type countries has a significant number of advantages. The

main ones include recognition of diplomas in all European countries and beyond, competitiveness in the labor market, high-paying positions in prestigious global companies, a large selection of accredited higher education institutions, a wide range of specialties for foreign students, a large number of free programs or scholarships for study offered by higher education institutions, accessibility and quality of education).

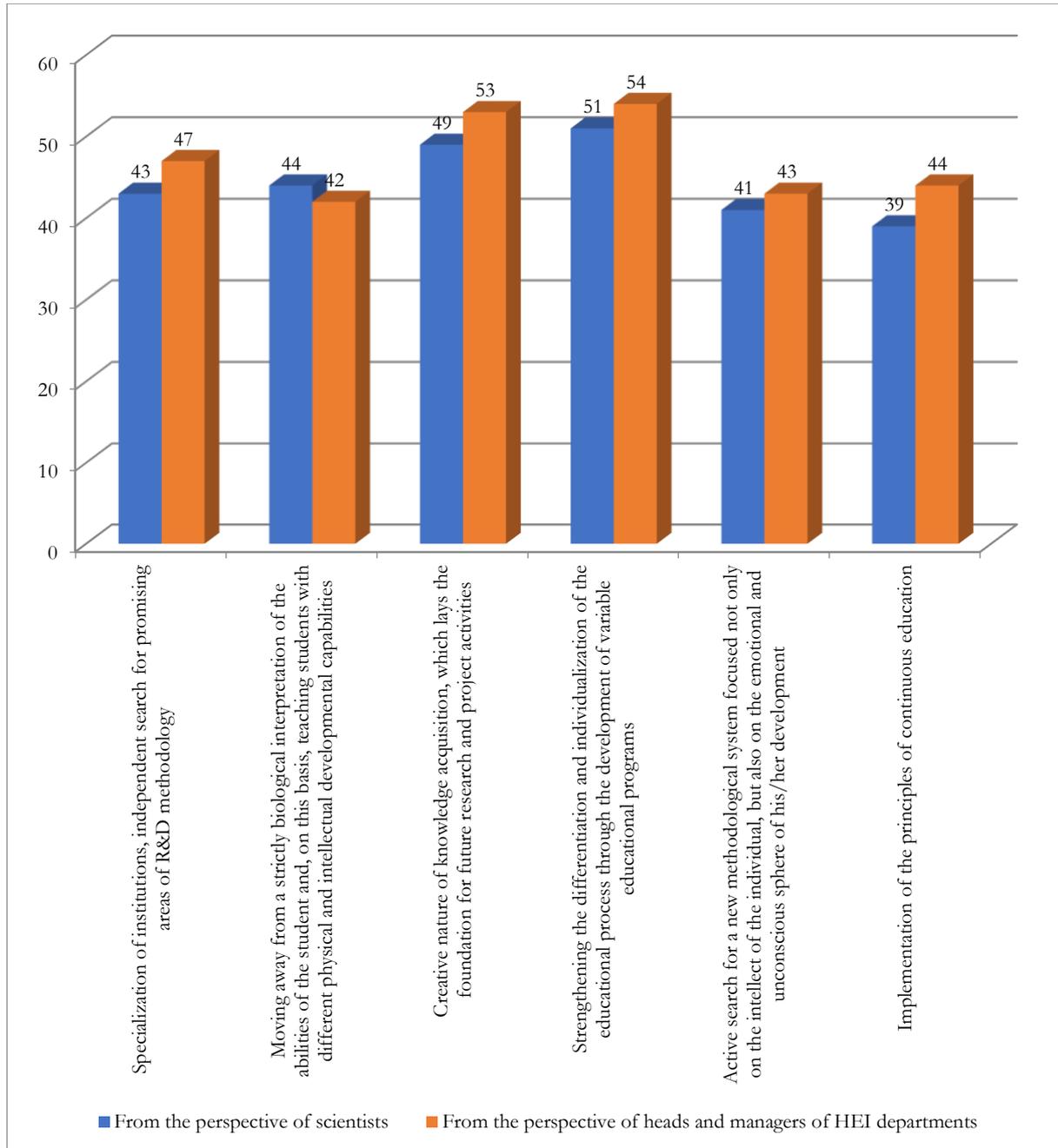


Figure 2. The main trends in higher education reform in the world in recent years, %
Source: built by the authors.

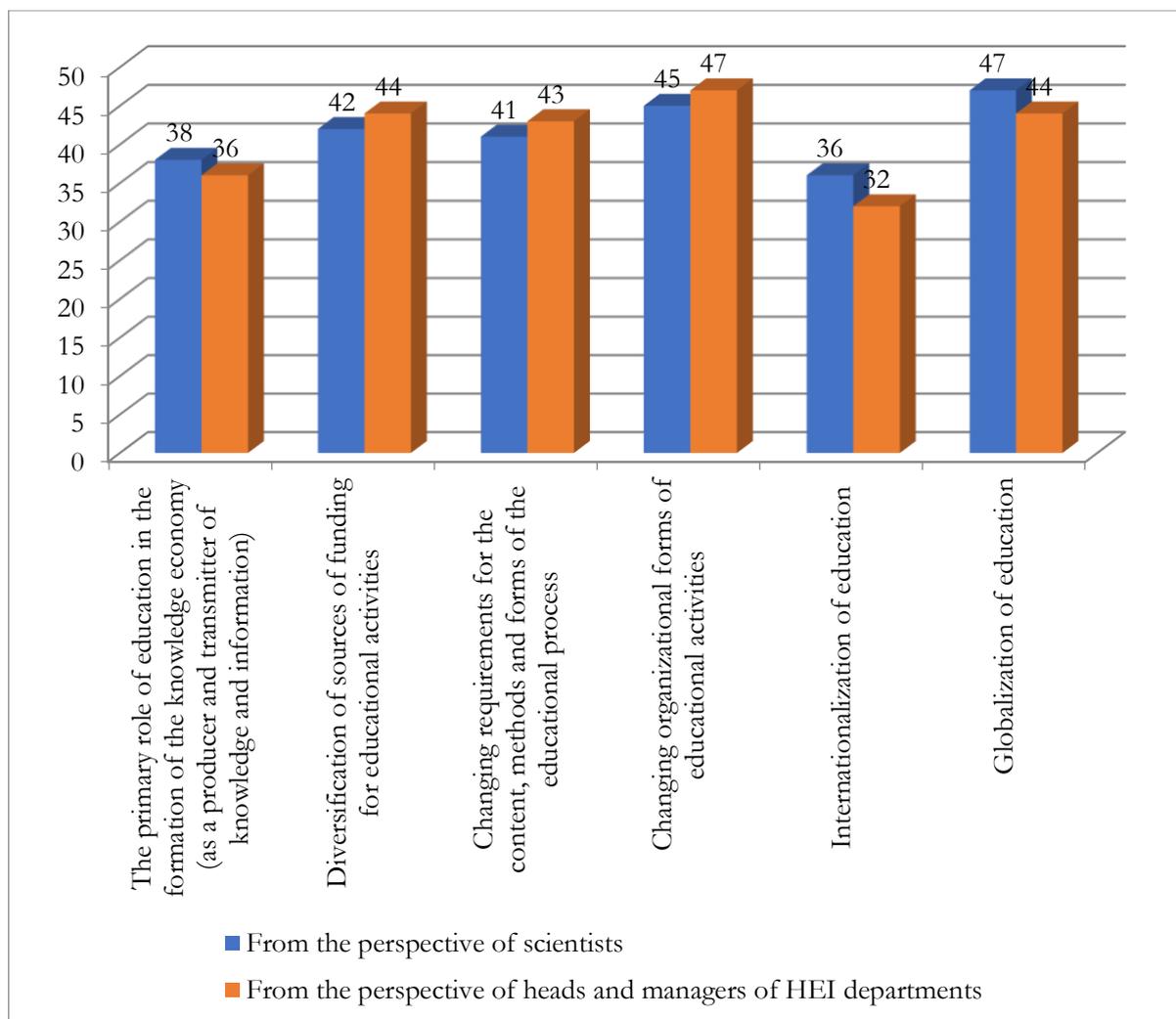


Figure 3. Vectors of higher education development that determine the increasing role of higher education in the socioeconomic sphere, %
Source: built by the authors.

Analyzing the scientific views on the activities of the world's leading universities in the UK, Canada, Australia, and the USA, the respondents identified and assessed the severity of the main problems that HEIs face in modern conditions (Figure 4):

- rising expectations of students: the rapidly increasing competition for graduates and the rising cost of higher education are forcing universities to review the entire educational process;
- operating in a global context: increasing student mobility and the expansion of the higher education market require universities to create a convincing competitive advantage that goes beyond the local context;
- introducing sustainable research into the components and qualitative elements of the educational process.

The survey participants' analysis of the current problems of higher education in different countries allowed us to conclude the most effective directions for further development of HEIs and ways to overcome existing problems in their formation.

As can be seen from Figure 5, according to the survey participants, the optimal development of HEIs nowadays requires exploring alternative ways to create a creative environment where students can develop their practical skills as well as build and develop their professional reputations. Equally important is the rapid development of training concepts that meet the needs of employers and are funded by them. A clear logic is followed here. Since the acquisition of higher education involves considerable financial contributions from students, the requirements for higher education will be directly proportional. Each

student, in addition to the funds he invests in obtaining higher education, spends a lot of time on this process. He wants to be sure of the quality of the educational process. The best insurance that a student can get in the process of studying is the interest of employers in specialists of the profession that the student acquires. That is why we consider the issue of interaction between a higher education institution and potential employers to be quite justified. It is much easier for every student to obtain a higher education when he is sure of the relevance of the profession he is acquiring. In addition to the calm psychological state of the student, the higher educational institution receives a motivated beginner who will actively work on improving his knowledge, abilities, and skills in his chosen field of activity. Thanks to the guarantees from the employer, the student can focus on the in-depth study of professionally important subjects, improving his skills, which are necessary and important for the improvement and improvement of the field of activity he has chosen for himself in the future.

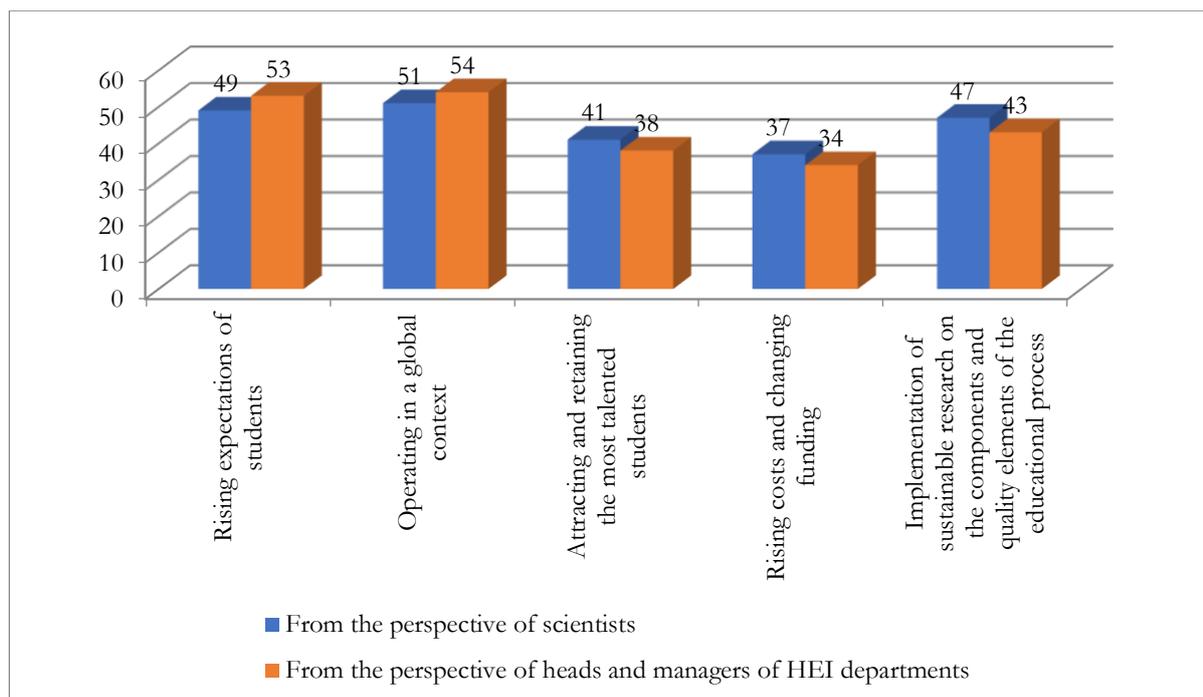


Figure 4. The main development problems faced by HEIs in the current environment, %
Source: built by the authors.

DISCUSSION

In today's environment, the role and importance of education and science in the world are constantly growing. Today, higher education is one of the priority areas of development in the education sector. It has managed to take its rightful place in the global community, to be competitive and an important component that shapes and dictates the development of all spheres of social life without exception (Akour & Alenezi, 2022). Thus, a person who has obtained a higher education claims a relatively better place in social relations, a more prestigious place of work, and a decent salary. Since higher education has become an integral part of an ambitious person, the requirements for it have also changed. Students show initiative in choosing forms of educational activity, higher educational institutions have to keep up with the times and respond to applicants' requests.

The role of higher education as a factor in the socioeconomic transformations of our time is manifested, among other things, in the aspect of ensuring the livelihood of each person, in particular by increasing his or her value as a laborer. Modern people understand that they can realize themselves as individuals only through education, and mastering advanced knowledge and technologies (Cheung et al., 2021).

Numerous studies of the role of knowledge accumulation in the economic development of economic sectors and the personal development of a specialist are spreading around the world, which is reflected in the theory of human capital (Chen et al., 2021).

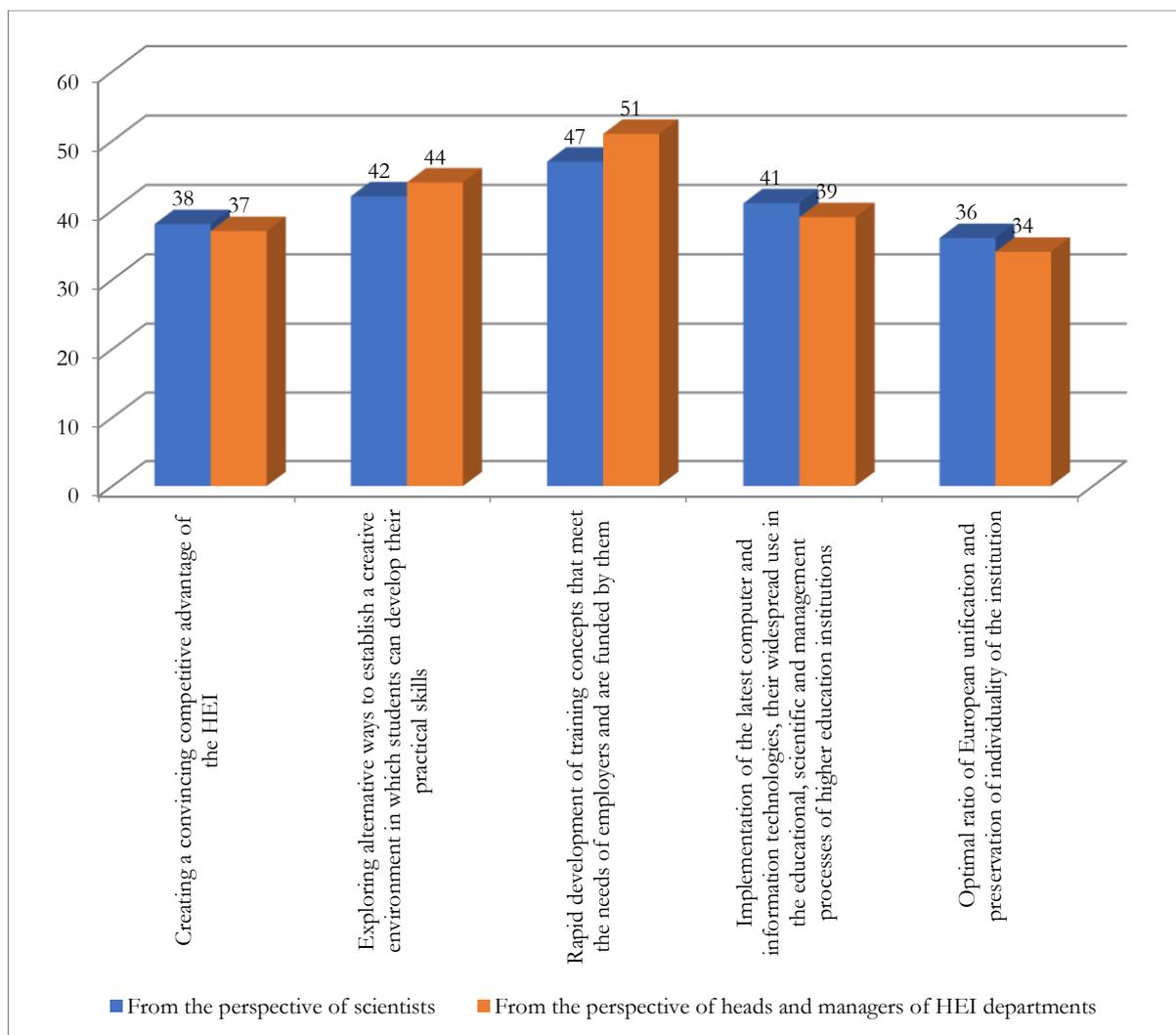


Figure 5. Ways to overcome existing problems in the development and formation of HEIs in modern conditions, %. Source: built by the authors.

Education plays a leading role in the creation of human capital, and educational services directly shape human capital. The focus on sustainable development of society requires continuous investment in human capital society. This ensures the dynamics of progressive changes in the economy and other spheres of public life. The objective basis for such changes is the intellectualization of labor, which fits organically into the economic system and is aimed at the continuity of education and continuous professional development of employees. Thus, higher education is becoming an essential factor in social stability and effective employment (Raffaghelli et al., 2020). Already today it is becoming clear that lifelong learning is a real practice that allows a person to be competitive in the labor market. The intellectual development of the individual encourages the constant improvement of professional skills, the acquisition of new skills, and access to a qualitatively new level of work.

Higher education contributes to economic growth through its impact on labor productivity, increased national income, poverty reduction, productive and consumer culture, along with the improved quality of life (Widyasari et al., 2019).

In modern conditions, the prevailing opinion in scientific works is that human capital is an inherent personal property of a person. It acquires the form of capital as of the long historical development of social relations because of the use of these skills under certain conditions of a developed market economy. Given the above, the main result of training a modern specialist in the process of higher education is the ability to perform highly professional activities independently. This result will be achieved only if future specialists know modern technologies that will be mastered in the course of practical training. In this regard, the role of cooperation between universities and employers should be reassessed,

and new forms and methods of such interaction should be found (Arruabarrena et al., 2020; Xu, Wu & Ouyang, 2023; Boya-Lara et al., 2022).

Today, scholars identify the main trends in higher education that characterize the development of the global educational system. These include decentralization and democratization of management, expansion of autonomy, and self-governance of universities with the simultaneous strengthening of social control over their work. Moreover, these trends include the admission of students to study according to the principle of independent assessment of knowledge, student loans, and the movement toward market models of organization, management, and financing of education (Martínez et al., 2020; Bali & Caines, 2018).

Given the global trends in the modern development of the economic and social sphere, an important feature of the development of education is the need to build the learning process in HEIs based on the achievements of science and using the latest information and pedagogical technologies.

CONCLUSION

Thus, the analysis of the scientific literature on the topic of the study and the results of the questionnaire survey made it possible to identify certain facts. In particular, the modernization of the higher education system in the context of modern globalization processes is aimed at developing fundamental science, and the values of world culture, and focusing on the ideals of democracy and humanism, which are necessary for the existence and development of civil society. Therefore, in the context of socioeconomic transformations, the role of higher education is increasingly important. In today's information society, the higher education system is designed not only to provide the national economy with qualified personnel but also to develop sustainable skills in working with new knowledge and information. The market for educational services is developing rapidly around the world, especially in the field of higher education. Therefore, universities are facing new challenges that require the use of effective competitive tools for their comprehensive development.

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