

EDUCATIONAL OUTSOURCING AS A MECHANISM OF THE INTERNATIONAL COMPETITIVENESS OF THE RUSSIAN HIGHER ECONOMIC EDUCATION ASSURANCE

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The present stage of the society development is connected with the attempts of the higher education system, which is a separate branch of the global economy, to enter the international market [1]. It can be characterized by the high rates of development, and is accompanied by the increasing number of people who wish to study abroad, and by the brisk development of the international organizations and institutions working in the sphere of education. Educational entrepreneurship is one of the most effective technologies to ensure the international competitiveness of the Russian economic education. This technology makes it possible to build a competitive form of training providers, strengthen their financial stability and implement various models of educational services. The main component of this technology (along with increased transparency and introduction of institutional innovation) is the effective use of educational outsourcing.

Outsourcing (outer-source-using – the use of an external power / resource) is a transfer of the specific business processes or functions of an organization to another company, specializing in the relevant field. The last fulfills the service on the basis of contract [2]. The outsourcing of education is both, an innovative technology to attract external resources for education, and educational technology which works in the new economic practice-oriented learning environment [3]. Outsourcing in education is a collection of various forms of cooperation between the participants in the implementation of the organizational and managerial functions of educational institutions, providing them with the necessary materials, resources, technology, etc. In carrying out the marked functions, outsourcing companies in the field of education contribute to the realization of a common educational goal to meet the needs of educational services. The introduction of outsourcing forms of cooperation with various educational institutions of economic and financial structures is highly relevant because of the underdeveloped infrastructure. The experience of its application gained by the information intermediaries in the educational market requires a special study.

The reasons businesses and organizations have resorted to the educational outsourcing are the growing complexity of business processes, the desire to get the best quality of performance, but at the same time reduce their own costs, the ability to free up resources to focus on core activities and the urgent need for new professional knowledge and competence [4].

Within the educational outsourcing, an institution is able to focus all its resources on the educational activities, transferring the remaining functions (including counseling, supporting) to the professional partner. In other words, the subject formulates educational goals to the service provider. The right to control and choose the way of implementation are given to the outsourcer. The scope of educational function of outsourcing involves the professional support of the methodical and organizational systems of practice-oriented education and its economic infrastructure on the basis of the long-term contract. The educational outsourcing fosters professional adaptation of the recipient of services by improving the quality of the basic competencies and the development of the infrastructural and specialized competencies. The result of the educational outsourcing use is expressed in the intellectual capital of the education system augmentation and increase of the efficiency of its further use. The development of educational outsourcing contributes to the formation and development of competitive forms of educational institutions, strengthen their resource sustainability connected with the overflow of the financial, material, human and intellectual resources between the outsourcer and the educational entity through a competitive choice of a partner and market valuation of the educational services quality.

Further, the outsourcing forms of interaction between the educational entities and their partners can be converted into an open educational alliance that allows to manage the competitive advantages within the integration and interaction of the educational outsourcing subjects. Open education alliance will contribute to intensifying the formation of the educational subjects' basic financial and economic competencies, the exchange of information, experience, knowledge, increasing the synergistic benefits of the alliance members. The use of the competitive advantages of the alliance members' educational programs extends the possibility of the investment in human capital return [3].

In the Russian system of higher economic education the idea of outer organizations working in the mode of outsourcing, is justified by the need to improve the quality of teaching of particular subjects, i.e. those disciplines the teaching process of which requires additional informational and behavioral environment. The contradictoriness of the Russian model of the educational outsourcing is that, on one hand, the institutional inertia of the professional suppliers of educational services is in force. On the other hand, it lacks the integrated concept, allowing entering of the new priorities, that meet the post-industrial information society requirements, in the educational process without abandoning the traditions and dignity of Russian education. In addition, the market range of the educational outsourcing use in the field of the higher economic education is determined by the risk of the loss of the competitive advantage in the educational market. Besides the dynamic and uncertain market environment management determines the size and the level of costs which ensure its effective management and forecasting.

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