

UDC 378:351

DOI: <https://doi.org/10.24195/2414-4665-2018-4-12>

**Oleksandr Naumov,**  
*Doctor of Economics, professor,  
 Jiangsu Normal University,  
 101, Shanghai Road, Tongshan District, Xuzhou, Jiangsu Province, P. R. China,*

**Serhii Kuznichenko,**  
*Doctor of Law, professor,  
 Institute of Legislation of the Verkhovna Rada of Ukraine,  
 Nestorivskiy lane, Kyiv, Ukraine*

**Iryna Markina,**  
*Doctor of Economics, professor,  
 Poltava State Agrarian Academy,  
 1/3 Skovorody Str., Poltava, Ukraine,*

## BALANCE OF LABOR MARKET IN THE CONTEXT OF DOMESTIC EDUCATION DEVELOPMENT

*The article deals with the issue of the balance of the labor market in the context of the development of the education system in Ukraine. The labor market is always dynamically developing, and an important issue today is the employment of people and the professional orientation towards the future, which is based on the analysis of the needs of specialists. The main factor causing imbalances in the labor market is the cyclical nature of the development of the market economy, which, in turn, causes the corresponding fluctuations in aggregate supply and aggregate demand for labor. Overcoming the imbalance in the domestic labor market requires the creation and provision of a system for collecting and analyzing information on the professional qualifications of the workforce to develop forecasts of the development of the domestic education system. The purpose of the article is to substantiate the theoretical, methodological and practical principles of the development of the domestic system of education by ensuring the balance of the labor market. The necessity of designing and implementing a system of forecasting the professional structure of the labor market is grounded on the basis of quantitative and qualitative surveys of employers and experts in the field of employment. It is noted that one of the important areas of labor market balance in the context of the development of the domestic education system is to improve the marketing activities of educational institutions. The key indicator of the competitiveness of higher educational institutions in the domestic and world markets is the correspondence of educational programs and curricula of training specialists to the real requirements of time. The assessment of the quality of educational services of higher educational establishments of Ukraine is made and the most effective sources of finding job are determined. The main problems in the employment of the graduates of higher educational institutions are determined, in particular, the lack of vacancies in the specialties acquired, the lack of experience or the entire lack of practical experience in the specialty.*

**Keywords:** *higher education, labor market, educational process, competitiveness of education, balance, employment.*

### Introduction

In the epoch of globalization and the formation of an economy of knowledge, strengthening the integration of the markets of educational services and labor are a major factor in successful socio-economic development. Business and education cease to be self-sufficient and are increasingly dependent on each other. Knowledge is an indisputable factor in the success of functioning of any economic system, both at micro, macro, and global levels. One of the main conditions for the successful development of enterprises is the continuous improvement and modification of human potential by means of education. At the same time, G. Becker noted that young professionals are more inclined to active training in the workplace as well, compared with workers of other age groups (Becker, 1962). Higher education, in addition, serves as a “guarantee of professional, entrepreneurial success and a

means of social protection against the spontaneous fluctuation of the labor market, since the higher the educational level of the employee is, the more likely he or she is not to be unemployed” (Strielkowski & Gryshova, 2018).

Therefore, in order to solve the personnel, socio-economic and regional problems of the real and financial sectors of the economy, the development and modernization of the existing system of training personnel, the search for new technologies of integration of higher educational establishments and enterprises is necessary.

The global innovation development leads to innovative changes in the structure and functioning of labor markets, and the transformation of labor markets, in its turn, certainly affects the emergence of a critical mass of representatives of innovation, capable of influencing the possibilities of innovative shifts in the state, its competitive positions (Semikina, 2014).

At the same time, the professional qualification level of workers serves an important factor in the formation of the middle class (Naumov & Kovalenko & Savin, 2017), which makes it possible to ensure sustainable socio-economic development of the country.

Instead, over the past few years, the imbalance in the educational services market and labor market has been intensified in our state. Therefore, the human capital created by the national system of higher education does not find adequate opportunities for the implementation in the labor market. This is, firstly, the employment of specialists with academic degree in the workplaces, which do not require it, attracting them to low-skilled occupations. The most common reasons for such a situation are either poor quality of professional training of such specialists, or the lack of real opportunities for the employment due to the lack of vacancies or their poor quality. Secondly, the employment does not take place in the specialty of specialist jobs, where relatively better working conditions, higher wages, career advancement opportunities are offered.

The group of factors of negative influence includes inefficiency of the system of vocational education, preservation of the gap between the existing requirements to the professional qualities of specialists and the possibilities of the domestic educational system to meet these requirements, existing problems in the field of employment, activation of international labor migration, including the departure of the skilled employees from the country and the entry of mostly low-skilled ones (Shestakovska, 2015).

As it is noted by I. Gryshova, T. Shestakovska, in today's conditions it is necessary to take into account, firstly, the promising changes in the structure of the economy, including the development of industries with high information capacity and the corresponding need for personnel, and secondly, to provide possible proposals in the professional structure of employed manpower. The development of the post-industrial economy also involves the development of the service sector, and hence the further increase in the need for a low-skilled workforce (Gryshova & Zamlynskyi & Shestakovska, 2017).

According to L. Lisogor, in order to form an effective system for forecasting the future needs in specialists in the labor market in the context of ensuring the innovative transformation of employment in Ukraine it is expedient to facilitate the establishment of coordination links between the most interested entities in forecasting future needs in an educated and highly skilled workforce at the national level; to improve methodological approaches in forecasting the needs of the economy in the labor force by types of economic activity and professions; to improve the information provision of the forecasting process by surveying employers on the perspective needs of educated and highly skilled workforce (Lisogor, 2016).

The ensuring of the balance of the labor market in the context of the development of domestic education requires the introduction of strategic planning of the train-

ing of specialists in higher education. It should be borne in mind that the task of identifying the need for specialists with academic degree in the nearest and more distant prospect is rather complex and requires comprehensive and thorough substantiation, taking into account the opinion of enterprise managers, the management of educational institutions, the leading state authorities and local self-government (Baimuratov, 2015). Forecasting labor supply at the labor market and labor supply indicators should be based on the economic and statistical analysis of the trends in the labor market and taking into account predicted macroeconomic indicators.

#### **Aim and Tasks**

The paper aims to substantiate theoretical, methodological and practical principles for the development of the domestic system of education by ensuring the balance of the labor market.

The following tasks, the fulfillment of which allows to reach the goal, are set: - identifying current state of labor markets and educational services,

- formulating methodological principles and carrying out an experimental study concerning possibilities of balancing the labor market with a view to the development of higher education in Ukraine.

#### **Research Methods**

An empirical study was carried out using a methodology that combines the approaches of various methods of expert evaluation in a comprehensive way, in particular, a combination of procedures for individual and collective evaluation was used. A pilot sociological survey of graduates of higher educational institutions of Odessa, Kharkiv and Kyiv regions was carried out, which made it possible to assess the quality of educational services and identify existing problems in the employment of graduates. During the compilation of the questionnaire, closed and open questions were used: the assessment of the quality of domestic education; the desire to study abroad; the sources of job search in employment; the reasons of employment not in the specialty; satisfaction with existing working conditions; the assessment of career opportunities; self-development opportunities; the suggestions for solving employment problems.

During the questionnaire, the respondents were asked to identify problem issues in the employment of graduates and to evaluate the employment of graduates of higher educational institutions. The respondents of this questionnaire were the following categories: full-time students (9%), correspondence (distance) students (5%), entrepreneurs (15%), unemployed people (officially is not employed at work) (15%), employed persons (working informally) (50%), registered at the employment center (6%).

#### **Results and Discussion**

The labor market is always dynamically developing, and an important issue today is the employment of people and professional orientation towards the future, which is based on an analysis of the needs in professionals, specialists, and workers' personnel. In the process of prepar-

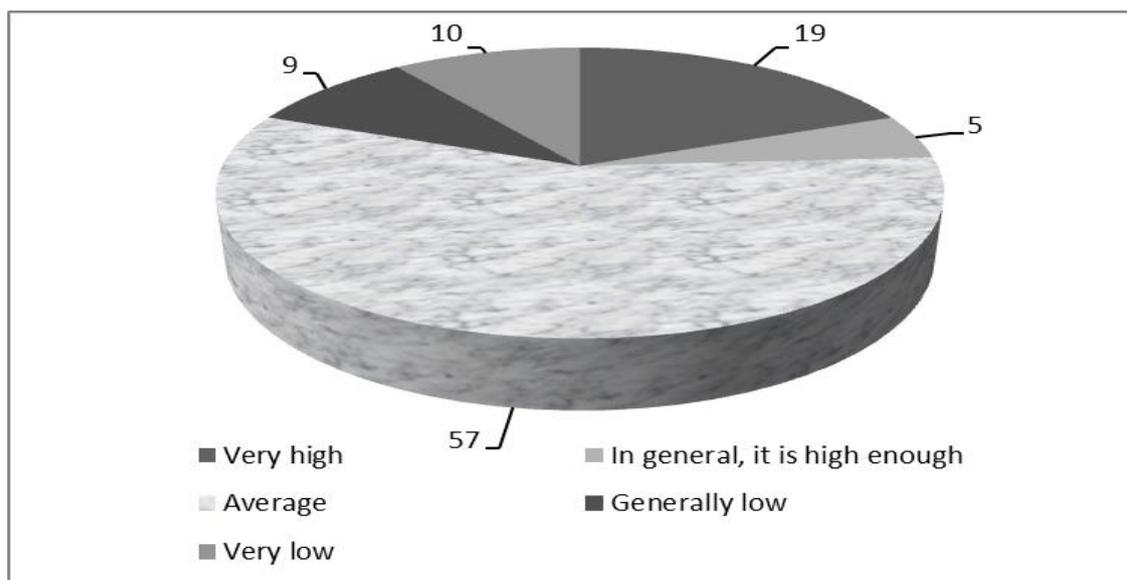
ing the forecast, the situation in the labor market should be analyzed, the professions, which will be demanded should be determined. This information should become important and necessary in the formation of the state order for training specialists and in the future it will be useful for employers and job seekers.

Overcoming the imbalance in the domestic labor market requires the creation and provision of a system for collecting and analyzing information on professional qualifications of the workforce to develop forecasts of the development of the domestic education system. However, dynamic changes in the labor market significantly limit the possibilities of implementing the quantitative strategy of forecasting supply and demand.

These circumstances largely determine the prospects of developing and implementing a system of forecasting the professional structure of the labor market on the basis of quantitative and qualitative surveys of employers and experts in the field of employment. Therefore, it is advisable to use a combination of sociological methods in the activities of the basic and regional employment centers to collect and analyze information on the current and future

personnel needs of the economy, identify main problems, trends and factors of influence, as well as expert definition and the assessment of the baseline scenarios of the development of the situation in the labor market (Shestakovska, 2015).

Thus, the basis for determining the need for specialists should become the forecasts of Ukraine’s development for 15-25 years and calculated on the basis of trend models changes in personnel needs by types of economic activity (industry, construction, financial activities, public administration, etc.). At present it is urgent to conduct surveying for more information. In particular, according to the results of student youth surveys, the hierarchy of groups of values was determined by their significance: professional and family values are the most important ones, then there go financial values, and after them - intellectual, followed by social, physical, spiritual and social values, respectively. During the questioning, the respondents were asked to assess the level of education provided by the modern Ukrainian educational system. The results are shown in Fig. 1.

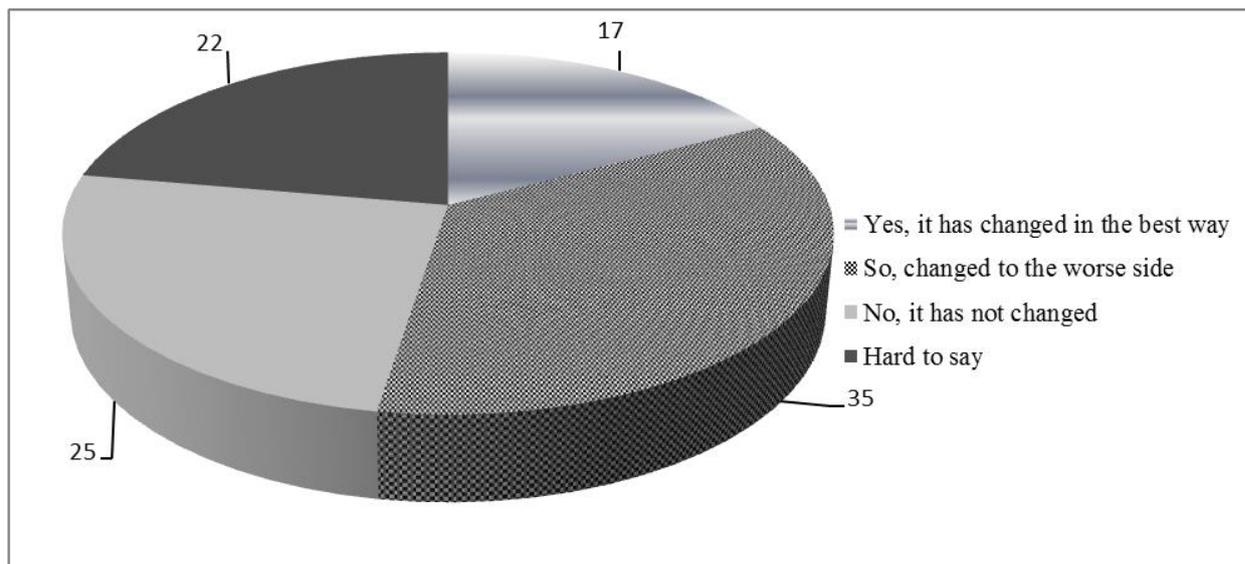


**Fig. 1. Respondents’ Assessment of the Level of Education Provided by the Modern National Education System**

According to the data shown in Fig. 1, the modern Ukrainian educational system provides an average level of education. At the same time, it should be noted that 19% of the respondents consider the level of higher education to be high. However, 5% of the respondents char-

acterize the level of education in higher education institutions as very low.

So, to the question “In your opinion, has the quality of university training over the last 5 years changed and, if so, in what direction?” The following answers were given (Figure 2).



**Fig. 2. Respondents' Assessment of the Quality of the Training of Graduates of Domestic Higher Educational Institutions Over the Past 5 Years**

A quarter of the respondents have an idea of the deterioration of university training, and a third of its immutability. Only 17% of the interviewed graduates noted the improvement.

During the survey, the participants were also asked to choose the most effective sources of job search. It should also be noted that the most popular ways to find a job among graduates is to contact familiar employers (this method of job search was used by 46% of the graduates) and searching for vacancies on the Internet or in the newspapers (35%). Only 7% of the graduates went to the State Employment Service while looking for jobs, the same number turned to employers or attended career fairs. Even fewer graduates (about 5%) went to the job interviews or passed recruitment exams, advertised in newspapers or magazines, and either responded to the posted vacancies, or turned to the companies where they had previously been trained and were on trial. At the very least, the graduates turned to the university employment center (4%) or to the recruitment agency (3%). In other words, in the job search, graduates relate more to personal contacts or the job searches that are posted on the employer's initiative than to the specialized job search and employment services such as the state employment office, university career centers, or professional recruiting agencies.

The results of the survey also showed that according to the respondents' views, the greatest problems in the employment of higher educational institutions graduates is the lack of vacancies in the area of training, the problem of an "endless circle", and psychological unpreparedness. The first problem is the lack of vacancies in the area of training, that is, there is an imbalance of needs and offers in the labor market, as a significant number of young people continue to study at "prestigious" areas of training.

The content of the "endless circle" problem involves the fact that the applicant must have experience in the field of training that is virtually impossible to get, since the employers are interested in the workers with work experience. Therefore, it is really necessary to set the bar of expectations and not to put too high demands. If a young specialist receives a diploma, but he/she has never worked in a specialty, he/she must be prepared to seriously lower his/her expectations regarding the position and the level of remuneration. In addition, the lack of experience must be offset by the greater activity at the labor market.

Due to low psychological readiness for work, regardless of which educational institution (state or private) they have graduated, a significant number of graduates with the necessary theoretical knowledge and practical skills, meanwhile are not ready psychologically to prove their professional suitability to the employer.

In our opinion, in the context of balancing labor markets and the educational services, the methodology of qualitative surveys of employers (focus groups, in-depth interviews) and the expert assessment of the baseline scenarios of the development of the regional labor market, the development of technology and the software of electronic (postal) survey of employers and its testing on the basis of the employment service are also worth attention.

Since the training of specialists with an academic degree for each type of the economic activity can be carried out, as a rule, by several educational institutions, we see the expediency of conducting a tender for placing a public order between them. The key criteria for the selection of an educational institution by competition should be the proportion of graduates employed within Ukraine, and the employers' assessment of the quality of the work of young professionals in the first two years after graduating from the educational institution. A compulsory condition for getting an academic degree at the expense of the

budget is the employment of graduates and the work in a specialty not less than two years after graduating from the educational institution.

One of the important areas of the balance of the labor market in the context of the development of the domestic education system is to improve the marketing activities of educational institutions. The increasing interest of higher educational institutions in conducting high-quality marketing research, in the view of the development of the European integration processes and a number of factors specific to our country, is characteristic for Ukraine. These factors include: the mismatch of the structure of training specialists in higher educational institutions to the real needs of the labor market; the ineffective use of budget funds and the reduction of state financing of higher educational institutions; increasing competition between higher educational institutions. In this context, there is an obvious need to form both the theoretical foundations of marketing and the development of theoretical and methodological principles of the marketing strategy of the development of higher educational institutions (Gryshova & Nikoliuk & Shestakovska, 2017).

The analysis of competitors' activities, their weaknesses and strengths, the assessment of the institution in the market of educational services, its share and development potential, and the formation of the educational institution's image are the responsibility of the department of relations with potential consumers. That is why every higher educational establishment should adopt a systematic approach to studying the staffing needs in the specialists in the terms of occupations and specialties. This task must be performed by the services or marketing departments.

The key indicator of the competitiveness of the educational institution in the domestic and world markets is the correspondence of educational programs and curricula of training specialists to the real requirements of time. It is possible to address this issue by organizing the surveys of employers and studying their requirements to the quality of the professional training of specialists in higher educational institutions.

In order to take into account the above mentioned requirements, in the organization of the educational process, timely innovations must take place, including the widespread use of the possibilities of modern information and communication technologies. At the same time, "informational educational technologies are an important component of a holistic pedagogical process and must be an integral part of modern learning technologies" (Semikina, 2014). Educational standards, on the basis of which the learning process is organized, should be constantly maintained in the vital state.

One of the reasons of the imbalance in the labor market are the overestimated requirements of employers in relation to young professionals, most of who do not have work experience. Therefore, the issues of making agreements on cooperation between enterprises and higher educational establishments, joint search for the ways

and means of improving the quality and practical orientation of training of young professionals in the form of round tables, meetings, seminars, identification of the most relevant topics for research and development in higher educational establishments that would be able to meet the needs of specific business structures become very significant. It is also worthwhile involving employers and leading specialists in identifying targeted topics for the completion of diploma and course papers, creative and practical tasks, and solving educational, industrial and pre-diploma students' internship issues (Shestakovska, 2015).

In our opinion, it is possible to increase the prospects of employment of graduates after the completion of their studies, subjecting the period of practice to the seniority. And in order to attract investments into the education system, the right to tax privileges for the business structures investing in education and science is gaining momentum at the legislative level.

The development of national forecasts of personnel needs should be based, on the one hand, on the results of forecasting the main macroeconomic indicators of the development of the state and the world economy as a whole, and on the other hand it should be adjusted in the light of the prospects of the implementation of regional, sectoral socio-economic and scientific and technical programs. Due to such an approach, it is possible to place a state order for the training of those professionals who are necessary to ensure the real needs of the economy and society of the state on a competitive basis among higher educational institutions. An example of this practice exists in Germany, where only the universities that provide real employment for their graduates at least 70% are entitled to the financial support from the state (Gryshova & Nikoliuk & Shestakovska, 2017).

At the same time, on the basis of the obtained information, it is possible to determine the additional need or the surplus of specialists of specific professions in different regions. Part of these issues can be solved by migrating from the regions with excessive workforce to the labor-less regions. Since the potential of innovation development of the domestic education system is formed under the influence of the general socio-economic situation of a particular territory, the state of development of productive and non-productive spheres, sectoral specifics of the development of regions, etc., it is characterized by unevenness and significant territorial asymmetries.

### Conclusions

The determination of the perspective needs in the specialists with an academic degree should be carried out quantitatively and qualitatively. A sociological study has been conducted, its participants were asked to evaluate the quality of educational services of higher educational institutions of Ukraine and to determine the most effective sources of job search. As a result, the level of quality of higher education in Ukraine was assessed as average. It should also be noted that the most popular ways to find a job among graduates is to appeal to familiar employers.

The results of the survey also identified the main problems in the employment of graduates of higher educational institutions, in particular, the lack of vacancies in the specialties acquired, the lack of or absence of experience in the practical work on a specialty, etc. Consequently, in the current divergence of labor markets and educational services, cardinal changes are required that, while pre-

serving the European development benchmarks, anticipate their effective intergenerational interaction, bringing the quality of educational services to the needs of the labor market (individual employers), reorientation of higher education on a multi-level, practically-oriented system of training personnel, increasing their mobility in the world space.

## REFERENCES

1. Becker, G.S. (1962). Investment in Human Capital: A Theoretical Analysis. *Journal of Political Economy*, (Vol. 70), 5, 9-49.
2. Strielkowski W., Gryshova I. Yu. (2018). Academic Publishing and “Predatory” Journals. *Science and Innovation*, 14(1), 5-12.
3. Semikina, M.V. (2014). Vplyv innovatsiinoho rozvytku na protses sehmentatsii rynku pratsi v umovakh hlobalizatsii [The influence of innovative development on the process of labor market segmentation in the conditions of globalization]. *Visnyk Berdianskoho universytetu menedzhmentu i biznesu – Bulletin of the Berdyansk University of Management and Business*, 1, 59-62 [in Ukrainian].
4. Naumov, O. B., Kovalenko, O. M., Savin, S. Yu. (2017). Technique of Assessing Future Managers’ Leadership Qualities in Modern Socio-Cultural Environment. *Science and education*, 10, 126-132. DOI: <https://doi.org/10.24195/2414-4665-2017-10-17>. Retrieved from: [http://scienceandeducation.pdpu.edu.ua/doc/2017/10\\_2017/17.pdf](http://scienceandeducation.pdpu.edu.ua/doc/2017/10_2017/17.pdf).
5. Shestakovska, T.L. (2015). Rehuliuвання взаємодії ринків прати та освітніх послуг як шлях зміцнення економічної безпеки системи освіти. [The regulation of the interaction of labor markets and educational services as a way to strengthen the economic security of the education system]. *Investytsii: praktyka ta dosvid – Investments: practice and experience*, 5, 42-46 [in Ukrainian].
6. Gryshova, I.Yu., Zamlynskyi, V.A., Shestakovska, T. L. (2017). Implementing Cluster Forms Into National Education Development Strategy. *Science and education*, 5, 56-61. DOI: <https://doi.org/10.24195/2414-4665-2017-5-11>. Retrieved from:
7. Lisogor, L. S. (2016). Yevropeiskyi dosvid prohozuvannya potreby u robochii syli v konteksti formuvannya innovatsiinykh perspektyv transformatsii zainiatosti v Ukraini. [The European experience of forecasting labor demand in the context of the formation of innovative perspectives of the transformation of employment in Ukraine]. *Rynok pratsi ta zainiatist naseleennia – Labor market and employment of the population*, 1, 17-20 [in Ukrainian].
8. Baimuratov, M.O. (2015). Suchasni tendentsii pravovoho zabezpechennia nadannia osvitnikh posluh v yevropeiskykh krainakh [Modern tendencies of legal provision of supplying educational services in the European countries]. *Visnyk Mariupolskoho derzhavnoho universytetu. Seriya: pravo – Bulletin of the Mariupol State University. Series: Law*, 9-10, 129-135 [in Ukrainian].
9. Shestakovska, T.L. (2015). Kontseptualni zasady funktsionuvannya orhanizatsiino-ekonomichnoho mekhanizmu rozvytku natsionalnoi systemy osvity [The conceptual principles of the functioning of the organizational and economic mechanism of the development of the national education system]. *Naukovyi vichnyk Policcia – Scientific bulletin of Polyssia*, 1(1), 34-41. Chernihiv: CSTU. — [in Ukrainian].
10. Gryshova, I. Yu., Nikoliuk, E.V., Shestakovska, T.L. (2017). Conceptualization of the Organizational Management Mechanism of the Development of the National Education System in the Context of Its Quality. *Science and education*, 10, 118-125. DOI: <https://doi.org/10.24195/2414-4665-2017-10-16>. Retrieved from: [http://scienceandeducation.pdpu.edu.ua/doc/2017/10\\_2017/16.pdf](http://scienceandeducation.pdpu.edu.ua/doc/2017/10_2017/16.pdf).

## ЛІТЕРАТУРА

1. Becker G.S. Investment in Human Capital: A Theoretical Analysis / G.S. Becker // Journal of Political Economy. – 1962. – Vol. 70. – №5. Part 2. – pp. 9-49.
2. Strielkowski W., Gryshova I. Academic Publishing and “Predatory” Journals / W. Strielkowski, I. Gryshova // Science and Innovation. – 2018. – №14(1). – p.p 5-12.
3. Семикіна М. В. Вплив інноваційного розвитку на процес сегментації ринку праці в умовах глобалізації / М. В. Семикіна // Вісник Бердянського університету менеджменту і бізнесу. – 2014. – №1. – С. 59-62.
4. Naumov O. B. The technique of Assessing Future Managers’ Leadership Qualities in Modern Socio-Cultural Environment / O. B. Naumov, O. M. Kovalenko, S. Yu. Savin // Science and education. – 2017. – №10. – p.p.126-132.
5. Шестаковська Т.Л. Регулювання взаємодії ринків праці та освітніх послуг як шлях зміцнення економічної безпеки системи освіти /

Т.Л. Шестаковська // Інвестиції: практика та досвід. – 2015. – №5. – С. 42-46.

6. Gryshova I.Yu., Zamlynskyi V.A., Shestakovska T. L. Implementing Cluster Forms Into National Education Development Strategy / I.Yu. Gryshova, V.A. Zamlynskyi, T. L. Shestakovska // Science and education. – 2017. – №5. – p.p. 56-61.

7. Лісогор Л. С. Європейський досвід прогнозування потреби у робочій силі в контексті формування інноваційних перспектив трансформації зайнятості в Україні / Л. С. Лісогор // Ринок праці та зайнятість населення. – 2016. – № 1. – С. 17-20.

8. Баймуратов М.О. Сучасні тенденції правового забезпечення надання освітніх послуг в європейських

країнах / М.О. Баймуратов // Вісник Маріупольського державного університету. Серія: право. – 2015. – вип.9-10. – С.129-135.

9. Шестаковська Т.Л. Концептуальні засади функціонування організаційно-економічного механізму розвитку національної системи освіти / Т.Л. Шестаковська // Науковий вісник Полісся. – Чернігів: ЧНТУ, 2015. – №1(1). – С. 34-41.

10. Gryshova I. Yu., Nikoliuk E.V., Shestakovska T.L. Conceptualization of the Organizational Management Mechanism of the Development of the National Education System in the Context of Its Quality / I. Yu. Gryshova, E.V., T.L. Shestakovska // Science and education. – 2017. – №10. – p.p.118-125.

**Олександр Наумов,**

*доктор економічних наук, професор,  
Цзянсуський педагогічний університет,  
Шанхайська дорога, 101, м. Суйчжоу Китай.*

**Сергій Кузниченко,**

*доктор юридичних наук, професор,  
Інститут законодавства Верховної Ради України,  
Несторівський провулок, 4, м. Київ, Україна,*

**Ірина Маркіна,**

*доктор економічних наук, професор,  
Полтавська державна аграрна академія,  
вул. Сквороди, 1/3, Полтава, Україна*

### **ЗБАЛАНСУВАННЯ РИНКУ ПРАЦІ В КОНТЕКСТІ РОЗВИТКУ ВІТЧИЗНЯНОЇ ОСВІТИ**

У статті розглядається проблема збалансованості ринку праці у контексті розвитку системи освіти в Україні. Ринок праці завжди динамічно розвивається, тож важливим питанням сьогодення є працевлаштування людей та професійна орієнтація на майбутнє, яка базується на аналізі потреби у професіоналах, фахівцях, а також робітничих кадрах. Основним чинником, що обумовлює диспропорції на ринку праці, є циклічність розвитку ринкової економіки, що, у свою чергу, спричиняє й відповідні коливання сукупної пропозиції та сукупного попиту робочої сили. Подолання дисбалансу на вітчизняному ринку праці вимагає створення та забезпечення системи збору й аналізу інформації щодо професійно-кваліфікаційної структури робочої сили для розробки прогнозів розвитку вітчизняної системи освіти. Метою статті є обґрунтування теоретичних, методичних та практичних засад розвитку вітчизняної системи освіти шляхом забезпечення збалансованості ринку праці. Завданнями статті було виявлення сучасного стану ринків праці та освітніх послуг, формування методичних засад та проведення експериментального дослідження щодо можливості збалансування ринку праці з метою розвитку вищої освіти в Україні. При виконанні дослідження використано експертні методи, зокрема метод анкетування. Обґрунтована необхідність розробки та впровадження системи прогнозування професійної структури ринку праці на основі кількісних і якісних опитувань роботодавців та експертів у сфері зайнятості. Зазначено, що одним із важливих напрямів збалансованості ринку праці у контексті розвитку вітчизняної системи освіти є вдосконалення маркетингової діяльності навчальних закладів. Ключовим показником конкурентоспроможності вищих навчальних закладів на вітчизняному та світовому ринках є відповідність освітніх програм і навчальних планів підготовки фахівців реальним вимогам часу. Здійснено оцінку якості освітніх послуг вищих навчальних закладів України та визначено найефективніші джерела пошуку роботи при працевлаштуванні. Визначено основні проблеми працевлаштування випускників вищих навчальних закладів, зокрема, недостатня кількість вакансій за здобутими спеціальностями, дефіцит або взагалі відсутність досвіду практичної роботи за фахом.

**Ключові слова:** вища освіта, ринок праці, навчальний процес, конкурентоспроможність освіти, збалансованість, зайнятість.

*Подано до редакції 15.03.2018*