

CHARACTERISTICS AND INFLUENCING FACTORS OF COMPETITIVENESS OF GRADUATES OF HIGHER EDUCATION INSTITUTIONS

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Abstract: *This article is devoted to the classification approaches of the characteristics of the competitiveness of graduates of higher education institutions and the factors affecting it, in which the classification of internal and external factors affecting the formation of competitiveness of graduates of higher education institutions is studied, divided into groups. As a result of the studies, a classification of factors affecting the competitiveness of the graduate in the process of initial employment at the customer enterprise was developed.*

Key words: *higher education, graduate, competitiveness, graduate competitiveness, investment activity, employer, internal factor, external factor, customer enterprise*

The higher education system of the field of educational services differs from other systems of the field in that it prepares specialists in a narrow direction for society and the role of these specialists in ensuring the efficiency of the enterprises, organizations and institutions within the economic sectors and sectors. Especially in today's era, with the transition of economic development to an innovative basis, the demand for specialists trained by the higher education system has increased, they are required to approach situations based on independent decisions, implement processes using innovations at low costs, and increase labor productivity in processes. This requires higher education institutions to train high-quality, highly qualified, competitive personnel who can practically adapt to the processes.

The development of human capital not only increases the well-being of the population, but also increases the efficiency of the economy and labor productivity. Involvement of students in the national education system and imparting knowledge to them is of inestimable importance in making a person cultured, becoming a leading specialist in science, technology, production and other fields. Economically, the integration of science, education and business is a necessary condition for development in the conditions of the innovative economy¹.

In the course of research, using the researches of the above-mentioned researchers on the formation of the classification of factors affecting the formation of competitiveness of graduates of a higher education institution, a systematic classification of these factors, external factors, internal factors and competitiveness factors at the workplace of a graduate was developed.

It is appropriate to classify the external factors affecting the formation of competitiveness of graduates of higher education institutions, i.e. the factors limited by the possibility of management by the higher education institution, summarizing them into 4 main groups (Table 1):

1. A group of institutional factors - includes political, legal, demographic and technological factors, and this group of factors affects the creation of the necessary external environment for the formation of competitive advantages of a graduate of a higher education institution.

¹ Saginova O.V. Indicators of competitiveness of universities. // STAGE: economic theory, analysis, practice. - 2017. - No. 4. - p. 116-125.

2. The group of supply and demand factors - including factors such as the number of jobs in the labor market, the number of applicants for jobs, the requirements set by the customers and the wages and conditions set for the job, this group of factors expresses the situation in the labor market. reflects the level of competition among higher education institutions of trained specialists, that is, the quality aspects resulting from the educational and innovative activities of universities.
3. The group of social cooperation factors consists of such factors as the social partnership factor, the factor of strategic cooperation on increasing the activity of graduates, and the cooperation of HEIs with personnel customers, and the factors of this group are support for graduates in the formation of competitiveness of HEI graduates, training of specialists based on the direct demands of customers, and their social activity reflects the development.
4. The factor group of academic and financial independence of the state (private) higher education institution - combining such factors as academic independence, financial independence, the quality level of the specialist and the rating of higher education institutions, this group of factors is responsible for the implementation of educational services in the process of training specialists in the higher education institution, scientific research and reflects the features of increasing the competitiveness of graduates based on the independence in financing the processes of creating services, determining the directions of prepared specialties based on the needs of enterprises and organizations.

Table 1. Classification of external factors affecting the formation of competitiveness of graduates of higher education institutions²

Factor group	Factor types	Effect characteristics of the factor group
A group of institutional factors	Political factors	This group of factors affects the creation of the necessary external environment for the formation of competitive advantages of a graduate of a higher education institution.
	Legal factors	
	Demographic factors	
	Technological factors	
A group of supply and demand factors	Number of jobs	This group of factors expresses the situation in the labor market and reflects the level of competition among higher education institutions, that is, the quality aspects resulting from the educational and innovative activities of universities.
	Number of job applicants	
	Level of recruitment requirements	
	The highest salary level and conditions established for the position	
A group of social cooperation factors	Social partnership factor	The factors of this group reflect the support of graduates in the formation of the competitiveness of graduates of higher education institutions, the training of specialists based on the requirements of direct customers, and the development of their social activity.
	Factor in strategic partnerships to increase alumni engagement	
	Cooperation of OTM with staffing customers	
Academic and financial independence of the state (private) higher education institution factor	Academic independence factor	This group of factors reflects independence in the implementation of educational services in the process of training specialists in a higher educational institution, in financing the processes of scientific research and service creation,
	Financial independence factor	
	The quality factor of the trained specialist	
	Rating of higher education institution	

² Developed based on the author's research.

group		and the characteristics of increasing the competitiveness of graduates on the basis of determining the directions of specialties being prepared based on the needs of enterprises and organizations.
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It is appropriate to classify the internal factors affecting the formation of competitiveness of graduates of higher education institutions, that is, the factors that can be controlled by the higher education institution, by combining them into 4 groups of factors (Table 2):

1. Factor group of investment and innovation activity of the university – including factors of the level of activity in the investment, innovation and information space, this group of factors forms competitive advantages in the professional competence of a graduate of a higher education institution in the form of specialization and innovation-seeking skills.
2. Among the factors that are recommended to be included in the group of factors of flexibility of the university to external influences are factors such as flexibility of the higher education institution to macro-level socio-economic changes, changes in the labor market conjuncture, and employers' requirements.

This group of factors makes it possible to form the competitiveness of trained specialists taking into account the emerging changes.

3. It is recommended to include factors such as university ranking level, international and national prestige and the level of primary employment of graduates in the group of university ranking and image factors. This group of factors affects the formation of information on the level of knowledge of students admitted to the OTM, the level of income from the main activities necessary for investment activities, and the quality of practical skills of specialists being trained among personnel contractors.
4. It is recommended to include such factors as the content of the educational strategy, the effectiveness of the mechanism of its implementation, and the degree of coverage of innovative activities in the factor group of the university's educational strategy for personnel training. This group of factors expands the possibilities of formation of competitive advantages of graduates based on the implementation of training of specialists in a higher educational institution based on the educational strategy with implementation mechanisms and the inclusion of innovative activities in the educational process.

Table 3. Classification of internal factors affecting the formation of competitiveness of graduates of higher education institutions³

Factor group	Factor types	Effect characteristics of the factor group
Factor group of investment and innovation activity of the university	Investment activity factor	Controllable factors belonging to this group of factors form competitive advantages in the form of specialization and innovation-seeking skills in the pursuit of professional competence of a graduate of a higher education institution.
	Factor of innovative activity	
	Activity factor in the information space	
University resilience factors group	Adaptability to socio-economic changes at the macro level	Controlled factors belonging to this group of factors express the flexibility of higher educational institutions in the country's socio-economic situation, labor market conjuncture, and the requirements of personnel customers,
	Adaptability to changes in the labor market	

³ Developed based on the author's research.

	Level of flexibility to employers' requirements	and under the influence of these factors, they expand the possibility of formation of the competitiveness of trained specialists taking into account the changes that occur.
University Ranking and Image Factors Group	University Ranking Level	Controlled factors included in this group of factors affect the formation of information on the level of knowledge of students admitted to the OTM, the level of income from the main activities necessary for investment activities, and the quality of practical skills of specialists being trained among personnel contractors.
	International and national reputation of the university	
	Primary employment rate of university graduates	
Factor group of the educational strategy of the university in terms of personnel training	Content of university education strategy	Controllable factors included in this group of factors expand the possibilities of formation of competitive advantages of graduates based on the implementation of the educational strategy with the implementation mechanisms of the training of specialists in the higher educational institution and the inclusion of innovative activities in the educational process.
	Effectiveness of the educational strategy implementation mechanism	
	The level of coverage of innovative activities of the educational strategy	

Although the classification of factors affecting the competitiveness of graduates of higher education institutions into internal and external factors has been improved by higher education institutions based on the approach of graduate competitiveness, this classification does not fully reflect the characteristics of competitiveness in the process of initial employment of a graduate in a customer enterprise. Taking this into account, the classification of factors affecting the competitiveness of the graduates of higher educational institutions in the process of initial employment at the customer enterprise was also developed (Figure 1).

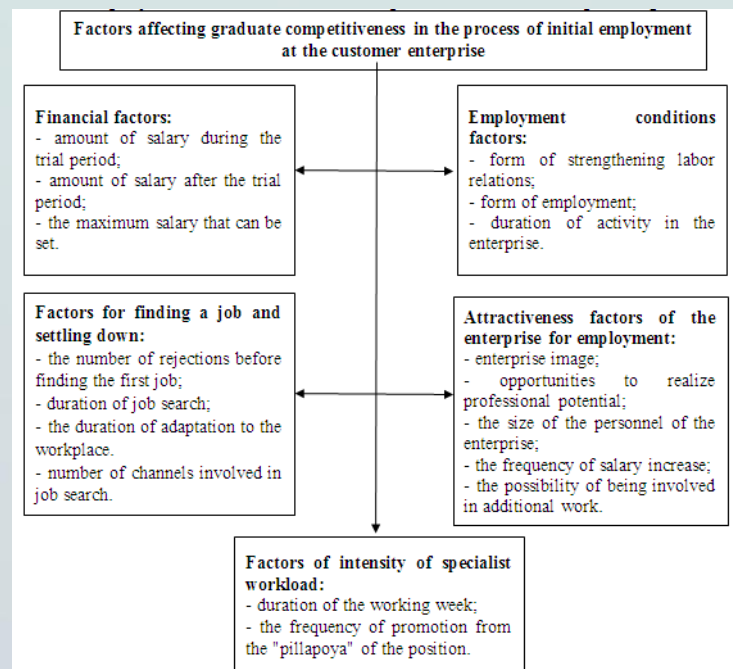


Figure 1. Classification of factors affecting the competitiveness of the graduate in the process of initial employment at the customer enterprise⁴

⁴ Developed based on the author's research.

The study of the factors affecting the formation of competitiveness of graduates of higher education institutions using the above three classifications developed and recommended allows to systematically research the factors that create competitiveness of graduates and assess the existing potential.

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