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SUBSTANTIATION OF DIRECTIONS FOR INCREASING THE RESOURCE POTENTIAL OF THE EDUCATION INDUSTRY

To substantiate the main directions of increasing the resource potential of the educational sector, the study proposes to proceed from the following premises:

- priority attention is required for those indicators of resource potential assessment where, in comparison with other sectors of the economy, the educational sector has significantly lost its competitive positions;
- an equally important direction of assessment is the existing trends in the dynamics of these indicators that have taken place in recent years.

Taking into account the above, and the results of the preliminary assessment in other studies, we classified all indicators by ranks and rates of their growth.

The first segment included indicators according to which the education sector had sustainable competitive advantages in the formation of its resource potential compared to other sectors of the economy and positive growth dynamics. Thus, being in this segment is the most desirable.

The best values were shown by: the software update rate, provision of the necessary volume of intermediate consumption, labor productivity per 1 employee. These indicators were characterized by growth rates exceeding +15% per annum. Thus, in the short and medium term, the education sector should maintain or improve these positions.

The indicators of this segment, which are characterized by moderate growth rates, not exceeding +10%, require immediate attention. The peculiarity of such indicators is that in the event of negative changes in the external environment, they may lose positive dynamics and go into recession. They include: the number of employed people in the national economy, absolute and relative reserves for the increase in the employed population, etc. If the growth rates of these indicators take on negative values for the national economy, then over time they will begin to lose their competitive positions, increasing their rank, and move from the second segment to the third, which is negative.

The state of affairs is worsened by the demographic situation that has developed in Ukraine due to the war, the low level of socio-economic security of the population and the low level of wages in the industry relative to other industries [1]:

- the number of working-age population in the country is constantly decreasing and this trend will continue, since the birth rate has not only failed to stabilize the situation with the population, but has also led to the fact that the number of women of fertile age has significantly decreased today;

- in recent years, the outflow of working-age population has significantly increased due to migration to European Union countries due to the war, the consequences of which are felt by the entire economy of Ukraine and the education sector, including;

- the relatively low level of wages in education stimulates the redistribution of labor resources in the domestic market not in favor of our industry.

Therefore, labor resource management should be reduced to their maximum preservation with simultaneous increase in labor productivity

due to the modernization of production and the introduction of innovative technologies [2]. In the medium and long term, the number of working-age population in Ukraine will decrease, so it is necessary to adapt to this in advance.

The second segment includes indicators for which the competitive advantages of the industry are still preserved, however, their growth rates are negative. Over time, this will mean that the indicators, worsening their values, will lose in the industry rating, and therefore move to the fourth segment. Moreover, the greater in absolute terms the growth rate, the faster such an indicator will lose competitive advantages. Therefore, the general recommendation in this case is mandatory monitoring of indicators for which a slight drop and high rating scores are noted. The goal of management should be to restore their growth. In our case, the second segment includes such indicators as the excess of the number of unemployed over vacancies and the residual value of fixed assets. The values of these indicators are decreasing rapidly, and given that the rating for them is 7 points, in the short term the lag of the industry will increase. Therefore, with a high probability they will move to the fourth segment.

The rapid reduction in the cost of fixed assets, despite some renewal, is caused by the high rates of their disposal due to not only wear and tear, but also destruction.

The third segment includes indicators of resource potential, which have positive growth rates, but according to the results of comparative analysis are inferior to most industries in Ukraine. If such indicators grow rapidly, then over time they improve their competitive positions, improve their rating scores and can move to the first segment. If the positive growth rates are insignificant, then they are not able to change the competitive positions of the industry in the medium term. In addition, the adverse impact of external factors is an additional risk factor that can change growth to decline. This situation can be observed on the example of indicators of the share of intermediate consumption in total output and the coefficient of independence from suppliers. As we can see, this problem is directly related to high resource intensity [3].

The last, fourth segment includes indicators according to which the educational sector was significantly lagging behind most sectors of Ukraine in the formation of its resource potential and had negative development dynamics. Therefore, being in this segment is the most undesirable.

The high rate of decline in the values of the indicators does not leave prospects for the development of the sector if the existing trend continues, since the results of the rating assessment will deteriorate over time due to the war. The only alternative is the restoration of moderate economic growth with the transition to the third segment and constant monitoring of further development of the situation.

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