Alla Kasych
Kyiv National University of Technologies and Design, Ukraine
ORCID ID: https://orcid.org/0000-0001-7019-1541

ESSENCE AND CHARACTERISTICS OF THE CONCEPT "ECONOMIC SECURITY OF A HIGHER EDUCATIONAL INSTITUTION"

Introduction
The role of universities in the development of the country’s economy has always been decisive due to: providing the economy with a workforce with the necessary qualification skills; fostering a creative approach in the field of science; implementation of socially significant scientific research; formation of critical thinking in the younger generation, etc. That is why the economic security of universities is the basis of the formation of the economic security of the country as a whole.

However, over the past 5 years in Ukraine, according to the State Statistics Service:
- reduction of the number of higher education institutions by 26%, that is, every fourth higher education institution closed for one reason or another;
- decrease in the number of students in educational institutions of the III-IV level of accreditation by 35%;
- reduction of higher education financing costs from 3.5% of GDP in 2009 to 2.3% in 2016.

All this means that the issues of economic security of educational development at the state level and at the level of individual universities are gaining special importance. Only in a state of economic security, universities will be able to perform the function of a driver of the socio-economic development of the country as a whole.

That is why the study of the problem of ensuring economic security is of important scientific and practical importance.

Analysis of recent research and publications. The problems of education development in general have been studied in the works of many Ukrainian scientists, in particular Andruschenko V.P. [1], Hryshchenko I.M. [2], Denisenko M.P. and Breus S.V. [3, 4], Karpova K.V. [5], Kovregina V.V. [7], Ryzhoy T.V. [9], Keneta N. [10], others.
Thus, the question of the role of education in the context of the acceleration of the country's economy, the formation of the national innovation system is disclosed in works [1, 2, 6]; the issue of education quality is presented in articles [9, 10]. Approaches to assessing economic security are directly explored in the work of V.P. Martyniuk. [8], mechanisms for ensuring the state of economic security in the article by V. V. Kovregin [7].

Purpose, subject and research methods

Economic security, as a characteristic of higher education institutions, is undergoing significant changes, as changes in the factors of development of educational institutions are accelerating, accordingly, there should be a change in approaches to understanding the concept itself, and to managing the processes of ensuring the economic and secure state of higher education institutions and the education system as a whole.

The purpose of the study is to investigate the economic essence of the concept of "economic security of universities" from the standpoint of meaningful characteristics and systematization of the factors of these processes.

Materials and methods. The research used the following methods: analysis of theoretical sources - in the process of researching the conceptual apparatus, generalization and synthesis - in the process of identifying key factors of the economic security of the university.

Research results

The question of the economic security of the development of higher education institutions arose in the early 1990s, when there was a transition to market relations, which affected, among other things, the activities of higher education institutions. The introduction of market methods led to a change in the basic principles of higher education functioning, which related not only to the transition to partial self-financing, but also required the reform of all internal processes in accordance with market demands at a certain point in time. However, even after a quarter of a century, the activities of Ukrainian universities are characterized by instability, and therefore the issue of economic security needs a clear understanding in order to ensure systematic management of the specified processes.

In our opinion, the economic security of a higher education institution is a complex quantitative and qualitative characteristic of the activity of a higher education institution, which reflects its ability to ensure the performance of functions and obtain sustainable results over a long-term period of time. On the other hand, economic security should be considered as the ability of universities to counter all threats that may arise in the course of their operation.
To understand the essence of the concept of "economic security of higher education institutions", it is suggested to use: resource, process, system and strategic approaches.

The application of the resource approach allows considering economic security through the level of resource provision of higher education institutions. Resources that are important for the development of the university and its countermeasures against threats are: financial resources that the university receives from the state and from the provision of educational services on a commercial basis; personnel resources – represented by professors and teaching staff; the level of qualification of which significantly determines the quality of educational services; material and technical base (main means) - represented by the main means that determine the ability of the higher education institution not only to provide the educational process, but also the process of sports, household support for the development of the personality; information resources - a set of information sources, speed and possibilities of access to information that can be used in the activities of higher education institutions; energy resources and the efficiency of their use becomes important, because spending on this type of resources can threaten economic security as a whole. In the conditions of the growing level of autonomy of higher education institutions, the issue of resource provision will become more and more acute, and therefore understanding the composition of resources will allow to provide a comprehensive vision of critical areas of higher education activity. Reducing the level of funding at the expense of the state actualizes the task of effective resource management. The ability of higher education institutions to properly form and increase the level of resource provision, first of all, on their own and by attracting external sources of funding will allow to significantly increase the level of economic security.

The process approach ensures the presentation of the researched concept through the entire set of processes of functioning and interaction of the university with the external environment. The sustainability of the interaction of the higher education institution with: state and regional authorities, which form the normative and legal environment of the higher education institution's activity; enterprises that, in the form of employers through the admission of graduates, carry out a practical assessment of the qualification skills of students; other universities through the organization of a holistic educational and scientific space, ensures the compliance of the parameters of the university's activity with the requirements of the market, and therefore its economic security. Process efficiency allows not only to ensure the optimization of internal processes of functioning, but also to establish effective communication with all elements of the external environment.

The systemic approach determines the need to study the economic security of a separate university through the prism of the development of the education system in the country as a whole. The trends of socio-economic
development of the country determine the system conditions of functioning, including the educational sector. Threats related to the development of the education system cannot fail to apply to the activities of individual universities. The introduction of market conditions has affected the development of the education sector to a much lesser extent, compared to the business environment. That is, the system conditions for the functioning of education in the country as a whole are more unified, and, therefore, significant for the economic security of an individual higher education institution. Application of the system approach to the researched concept.

The strategic aspect in modern conditions provides the concept of "economic security" with an understanding of the importance of implementing long-term methods, a strategic vision of educational development trends and the conditions for achieving the security of an individual university not only at the current moment in time, but also in the future. The intensification of competition in the domestic market of educational services, globalization, and therefore the need to adapt to the requirements of foreign markets, necessitates the study of trends in the development of education and science in the world and the formation of promising competitive advantages by individual universities. Clear goal setting, a developed set of management measures, orientation to the development indicators of the world's leading higher education institutions - this is the strategic set that should be implemented by higher education institutions in the context of ensuring their economic security.

Separately, it should be emphasized that the economic security of individual universities will become a guarantee of its reputation, which, in turn, is formed due to the effective management of all separate components. A high image of a university is an intangible embodiment of the effectiveness of its functioning and a certain guarantee of economic security in the future.

Such a vision of the structural elements of the concept of "economic security" makes it possible to emphasize its multifaceted nature and main essential characteristics, in particular:

complexity - economic security should be considered as the result of the influence of many factors of the internal and external environment of higher education institutions;
integration - economic security is not a simple combination of conditions, but is achieved exclusively by ensuring the effective interaction of all components and factors of higher education development;

dynamism – the actual state of economic security and the action of various factors undergo constant changes;
effectiveness - the state of economic security is a generalized indicator of the direction of the development of higher educational institutions and the compliance of its activities with the requirements of the time.
Taking into account the fact that external and internal factors influence the formation of economic security of universities, this concept should be considered in the plane:

external economic security, i.e. the ability to ensure sustainable development due to effective interaction with factors of the external environment, although this state is impossible without ensuring internal security;

internal economic security of higher education institutions – a system of mobilization of internal resources by ensuring effective management of potential and, in general, effective functioning of all elements and subsystems of higher education institutions.

Thus, economic security as a state of compliance, synchronization and coherence of the development of the internal environment of higher education institutions with the dynamics of changes in the external environment. Taking into account the fact that the sources of economic security threats can both arise in the external environment and be formed in the internal environment. Accordingly, an understanding of the factors of economic security allows to ensure a deep understanding of the essence of the concept as a whole (Table 1).

<table>
<thead>
<tr>
<th>The nature of the factors</th>
<th>Internal</th>
<th>External</th>
</tr>
</thead>
<tbody>
<tr>
<td>Political factors</td>
<td>Rights and level of independence of universities</td>
<td>Formation of the state system and political system of the country</td>
</tr>
<tr>
<td></td>
<td>Content of the university development strategy</td>
<td>Clarity of guidelines for political and economic development of the country</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The integrity of the country's territory</td>
</tr>
<tr>
<td>Normative framework and</td>
<td>Rights and level of independence of universities</td>
<td>The content of the state policy on the development of education</td>
</tr>
<tr>
<td>regulatory provisions</td>
<td>Content of the university development strategy</td>
<td>The level of independence of universities in determining the content of educational services</td>
</tr>
<tr>
<td>Economic factors</td>
<td>Structure of university costs</td>
<td>Macroeconomic situation in the country</td>
</tr>
<tr>
<td></td>
<td>The cost of studying at the university</td>
<td>The level of state funding of education</td>
</tr>
<tr>
<td></td>
<td>Attracting funds from sponsors</td>
<td>Interaction of universities with the business environment</td>
</tr>
<tr>
<td>Demographic factors</td>
<td>The age structure of professorial teaching staff of the university</td>
<td>Birth rate trends in the region, country</td>
</tr>
<tr>
<td></td>
<td>Number of students</td>
<td>Social priorities of society development</td>
</tr>
<tr>
<td>Global factors</td>
<td>The ability to implement information technology in the</td>
<td>Trends in the development of education in the world’s leading universities</td>
</tr>
</tbody>
</table>
The list of factors can and should be supplemented, since the table presents those that, in our opinion, have the greatest impact on the economic security of universities in modern conditions.

Significant threats to the economic security of not only individual universities, but also the education system as a whole, are formed due to the action of political, demographic, global and other factors. Thus, among political factors, the economic security of certain universities is most affected by the military actions in the east of Ukraine, which led to the loss of part of the universities in the Donetsk and Luhansk regions. Some universities were formally relocated to other regions, but their economic security has the highest level of threats, as they lost a significant part of material, technical, personnel, and information resources. The instability of the macroeconomic situation leads to a decrease in the total costs for the development of education, which leads to the deterioration of the operating conditions of many universities, a decrease in remuneration for teaching work, and the outflow of promising young people to other fields. The lack of clear guidelines for the political, socio-economic development of the country in the long term leads to the loss of the social significance of education in general, the outflow of applicants abroad, and, therefore, leads to a decrease in the level of economic security of many universities.

In fact, significant contradictions between internal and external factors of economic security have been formed in Ukraine, the ignoring of which leads to the aggravation of systemic problems of higher education institutions. Thus, the functioning of higher educational institutions as a subject of market relations determines the need to ensure the compliance of educational services with the demands of consumers: applicants, employers. For a long period of time, the state retained the right to control the content of the training of specialists in all specialties, which led to a loss of connection with the requirements of the market (employers). At the present time, universities have been given the right to determine the content of specialist training through independent formation of curricula, however, the practice of their cooperation with associations of employer enterprises regarding these issues has not worked in Ukraine. Another contradiction concerns the fact that the state declares a further significant reduction in the amount of state spending on the development of education,
however, the market competitiveness of existing universities differs significantly, and therefore the financial component of their economic security will differ significantly.

That is why, defining the list of factors of economic security, understanding the contradictions that arise in the process of their interaction, allows to improve the understanding of the essence of the concept "economic security of universities".

Conclusions and prospects for further research

The conducted research made it possible to present the concept of economic security of universities as an integrative result of the interaction of external and internal factors through the prism of resource, process, system and strategic approaches. The complexity of ensuring the state of economic security of higher education institutions necessitates a study of its factors, which are systematized in the article by dividing them into political, regulatory, economic, demographic, global, and sociocultural factors.

The issue of developing methodological provisions for assessing the level of economic security of higher education institutions requires further research, which will allow for the development of recommendations for increasing its level.

References

Abstract
The article examines the essential characteristics of the concept of economic security of universities based on the use of resource, process, system and strategic approaches. The constituent elements of the studied conceptual apparatus are also presented, which made it possible to expand the theoretical basis of its interpretation. Based on the systematization of external and internal factors of economic security of universities, the existence of significant contradictions in their influence is emphasized.

Keywords: economic security, higher educational institution, essence, characteristics, factors

JEL Classification: M21