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**Малый бизнес: бизнес «для выживания» или фундамент
инновационного развития региона**

**Small business as foundation
of region innovative development**

DAS KLEINUNTERNEHMEN IN KRASNOJARSKER REGION

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Der gültigen Gesetzgebung der Russischen Federation nach gelten die Firmen mit einem jährlichen Ertrag unter 400 Mil. Rubel und mit dem Anzahl der Beschäftigten nicht mehr als 100 Personen als Kleinunternehmen.

Für die Kleinunternehmen in Krasnojarsker Region sind folgende Eigenschaften typisch:

1. Relativ beschränkte Ressourcen und Leistungen (Umlaufmittel, Personalanzahl);
2. Beschränkte Menge der Fertigprodukte (Güter, Dienstleistungen);
3. Der Inhaber führt das Geschäft selbst;
4. Die unformellen Beziehungen im Kollektiv;
5. Keinen Einfluss auf Bildung von Marktpreis für die Güter (Dienstleistungen).

Die Verwendung der Methodiken, die zur Analyse der Großunternehmen gebraucht werden, ist unpassend zur Bewertung der Kleinunternehmen. Durch die beliebige finanzielle Analyse der Buchhaltung kann man eine gesamte Wirtschaftslage der regionalen Kleinunternehmen, einen Rentabilitätsgrad der Produktion, Aktiva-Liquidität feststellen. Aber es ermöglicht nicht, einen spezifischen Einfluss der Kleinunternehmen auf eine Beschäftigung der Bevölkerung, Anschaffung der neuen Arbeitsplätze, die auf dem Markt der erbrachten Dienstleistungen und Waren besetzten Positionen zu bestimmen. Darum ist es sinnig, im Bewertungsrahmen der Kleinunternehmen aufgrund der Eigenschaften mit Berücksichtigung der regionalen Besonderheiten im Allgemeinen und besonders der Branche komplett zu betrachten. Die wichtigste Bewertungsaufgabe einer Wirkung von Kleinunternehmen ist eine Ausarbeitung von Methodik für die Analyse des Verhältnisses zwischen den Betriebskosten und Endergebnisse [4].

Bei der Entwicklung des Systems zur Wirkungsschätzung der Kleinunternehmen in Krasnojarsker Region muss man die folgenden Etappen austeilen.

Die erste Etappe besteht in der Bestimmung der Wirkungsanalyse für die Kleinunternehmen. Als Ziel zur Wirkungsanalyse der Kleinunternehmen gilt oft eine Beitragbewertung zur sozial-wirtschaftlichen Entwicklung Krasnojarsker Region, ein Beitrag zur Schaffung von Arbeitsplätzen der Bevölkerung usw.

Die zweite Etappe ist eine Ausarbeitung der Bewertungskriterien für eine Wirkung von Kleinunternehmen in Krasnojarsker Region. Bei Ausarbeitung der Bewertungskriterien sind die

Besonderheiten einer wirtschaftlichen Entwicklung in der sibirischen Region zu berücksichtigen, die vorhandenen Funktionsprobleme der Kleinunternehmen zu entdecken und die Angebote für eine Verbesserung der gesetzgebenden Basis auszuarbeiten, um ein Potenzial der Kleinunternehmen in Krasnojarsker Region zu stimulieren. Zu den Analysekr iterien muss außer den finanziell-wirtschaftlichen Eigenschaften ein Einflussfaktor der Kleinunternehmen auf den regionalen sozialen Bereich (Anzahl der geschafften Arbeitsplätze, Beitrag zur Problemlösung der Arbeitslosigkeit in der sibirischen Region, eine Bildung der Bevölkerungsmittelschicht usw.) gehören [3].

Die Wirkungsbewertung der Kleinunternehmen in Krasnojarsker Region muss die folgenden Schritten umfassen:

1. Eine Sammlung der aktuellen Informationen über die Tätigkeiten des Unternehmens, ihre Finanzberichte.

2. Eine Zielsetzung zur Durchführung der Bewertungsmaßnahmen. Wird es geplant, ein fremdes Kapital zur Entwicklung des Unternehmens heranzuziehen, hat eine Geschäftsführung der Kleinunternehmen die Wirkungsfaktore der Tätigkeiten in der Firma finanziell zu analysieren. Wird eine direkte Haushaltsunterstützung aus dem zusammengelegten Gebiets- oder kommunalen Haushalt geplant, ist soziale Wirkung (eine Anschaffung der neuen Arbeitsplätze, Lohnhöhe der Mitarbeiter) außer den Werten wirtschaftlicher Wirkung zu berechnen.

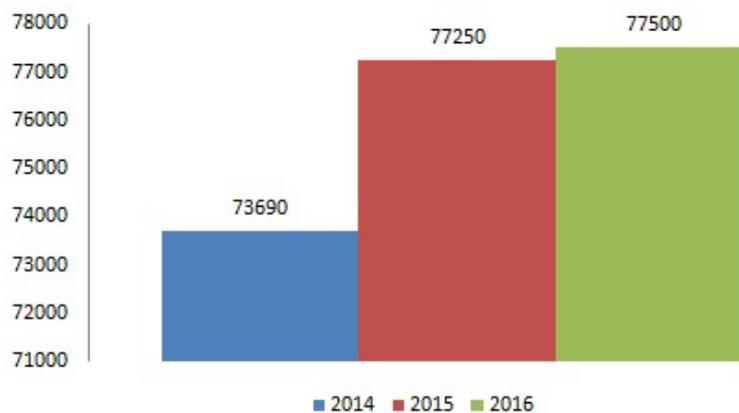
3. Es ist auch wichtig, ein Niveau der beruflichen Ausbildung von Personal zu berücksichtigen. Die vorhandene in Krasnojarsker Region Fachhochschulbildung bei Mitarbeitern sowie vorhandenen Fähigkeiten und Kenntnisse lassen einer Geschäftsführung der Kleinunternehmen die Schulungskosten reduzieren [5].

4. Eine Feststellung der wesentlichen Funktionsparameter für eine Gründung der Kleinunternehmen aufgrund der buchhalterischen und statistischen Berichte.

5. Eine Entdeckung der Probleme in den Tätigkeiten, Angebote zur ihren Lösung.

Nach einer Behandlung des Wesens von Kleinunternehmen in der Region Krasnojarsk, wesentlichen Verfahren zur Wirkungsbewertung bei Gründung der Kleinunternehmen ist es möglich die folgenden Schlussfolgerungen zu machen. Die Kleinunternehmen und Betriebe als besondere Form eines wirtschaftlichen Prozesses besitzen einen hohen Adaptierungsgrad zur geänderten Marktkonjunktur in Krasnojarsker Region. Eine Anwendung dieses Systems für eine vollständige Schätzung der effektiven Tätigkeit von Kleinunternehmen lässt einen Monitoring einer aktuellen finanziell-wirtschaftlichen Situation in Kleinunternehmen durchführen, die Empfehlungen zu geänderten Vermögensverwaltung der Betriebe rechtzeitig ausarbeiten sowie auf die geänderten Marktbedingungen in der Ausfertigung und im Verkauf der Waren (Dienstleistungen) schnell reagieren [1].

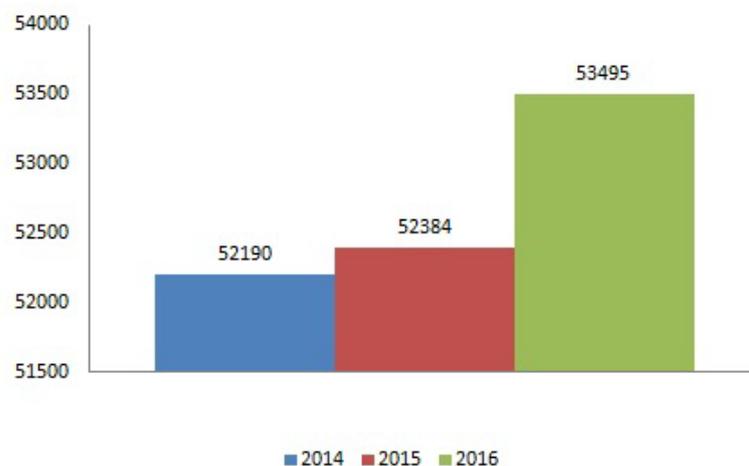
Die Anzahl der Unternehmen in der Region Krasnojarsk nahm im Jahr 2014 bedeutend zu, und besonders wesentlich war es seit 2015. Im Jahr 2016 waren es 77500 Unternehmen (*Bild 1*).



Das Bild 1: Die Zahl der Unternehmen in der Region Krasnojarsk

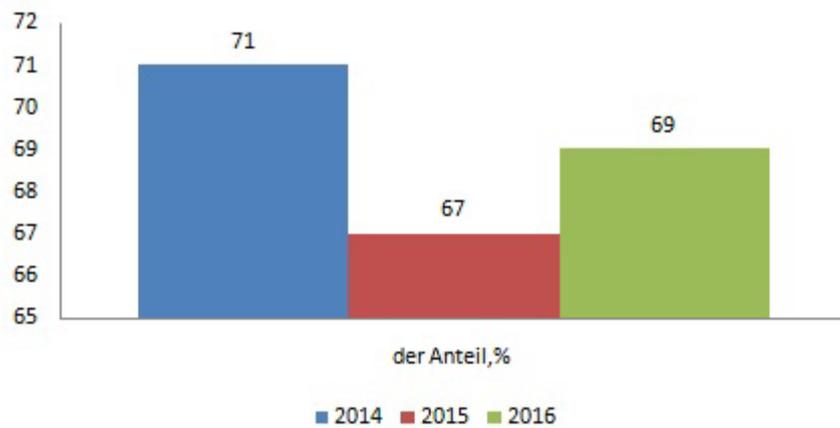
Um den Anteil der kleinen Unternehmen von der Gesamtzahl der Unternehmen in der Region Krasnojarsk zu bestimmen, muss man die Anzahl der Kleinenunternehmen bestimmen.

Seit 2014 nahm die Anzahl der Kleinenunternehmen in der Region Krasnojarsk zu und mit dem Emporschnellen im Jahr 2016 gab es 53495 Kleinenunternehmen (*Bild 2*).



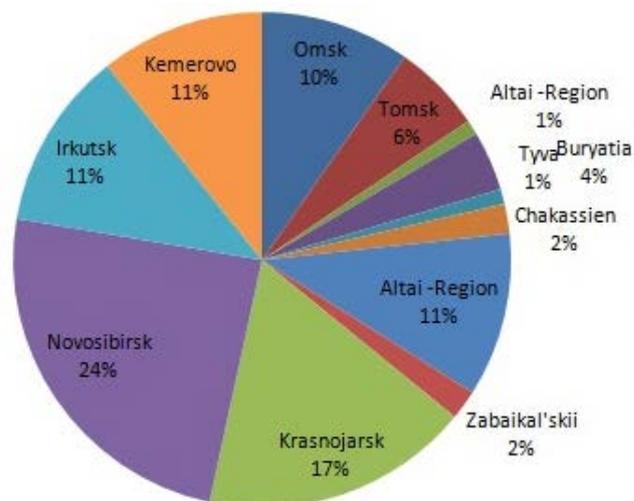
Das Bild 2: Die Zahl der Kleinenunternehmen in der Region Krasnojarsk

Solcherweise ist der Anteil der kleinen Unternehmen von der Gesamtzahl der Unternehmen in der Region Krasnojarsk im Jahr 2016 etwa 69% (im Vergleich zum Jahr 2014 mit 71%) (*Bild 3*).



Das Bild 3: Der Anteil der kleinen Unternehmen von der Gesamtzahl der Unternehmen. in der Region Krasnojarsk

Überall in Sibirien steigert sich die Anzahl der Kleinunternehmen alljährlich. Die größte Zahl der Unternehmen im Sibirischen Föderalen Bezirk ist in der Region Nowosibirsk. Das ist ein Viertel von allen Unternehmen. Der Region Krasnojarsk hat nur den 2. Platz (*Bild 4*).



Das Bild 4: Der Anteil der Kleinunternehmen der Region Krasnojarsk im Sibirischen Föderalen Bezirk

Zur Zeit verschlechtern sich die Bedingungen für die Entwicklung der Unternehmen sowohl in Russland als auch in der Region Krasnojarsk wegen einigen negativen Faktoren:

1. der wirtschaftliche Rückgang;
2. die Senkung der Realeinkommen der Bevölkerung und als Folge die Reduzierung der Konsumnachfrage;
3. die Währungsschwankungen;
4. das Inflationswachstum;
5. die Verringerung der Investitionen [2].

Trotz vieler Probleme versuchen sich die Kleinunternehmen zu entwickeln.

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INNOVATION ACTIVITIES IN THE MICROENTERPRISE SECTOR: ANALYSIS OF SOURCES OF INNOVATION

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Today's economy is characterized by great complexity, and economic growth is related to economies based on knowledge and innovation. Innovations are considered to be the key to productivity growth and better life conditions. They create jobs, generate incomes and improve people's lives by creating useful products and services. However, the increase of innovation requires a favorable environment for innovative activity as well as potential in the form of highly-qualified human resources and financial resources that can lead to creation of more efficient technologies. Number and quality of generated or implemented innovations largely depend on their source type.

Moreover, the dominant role of the sector of micro, small and medium-sized enterprises (MSMEs), constituting a numerous and quite differentiated internal group, is visible in world economies. These enterprises are considered to be the most dynamic and elastic form of activity. In the economy, foundation and development of operators of this size is very important for the creation of favorable economic environment. Small operators occupy special place in this sector, accounting for over 99% of MSMEs and largely contributing to the national income, to the creation of jobs (in the form of self-employed companies as well) and, above all, to the development of entrepreneurship.

Small-sized operators have many particular characteristics that are evidence of their big potential for undertaking innovative activities. Unfortunately, these operators encounter barriers to innovative activities, such as limited internal resources.

In the case of small companies, their central figure is their owner. Its versatile skills and knowledge determine the efficiency of using the innovative potential of their companies, in particular the human potential. In small companies, the owner's ideas are usually the main source of innovation; the employee's ideas are of lesser importance.

Innovations are not reserved only for big companies, which are based on and analytical approach in identifying chances in the market and are frequently limited by formalized processes of management and strategic planning. Having by nature a limited competitive position on the current market where large corporations dominate small and medium-sized enterprises should use all available opportunities of development. The literature underlines that small enterprises have a

significant potential that favors innovative activities. In comparison to big operators, they distinguish themselves with the lack of bureaucracy in the management process of R&D and bigger elasticity enabling a quick reaction to market changes.

Unfortunately, small companies are also characterized by limitations in relation to innovative activity. This kind of activity involves big risks and high financial commitment, which often goes beyond the capacities of small operators. Creation and implementation of innovations also require adequately educated and creative staff. Innovative capacities of enterprises are in the knowledge, experience and skills of employees. Therefore, innovations of small enterprises are also intended as owners' readiness to learn about innovation and to introduce it from both internal and external market.

In addition, the key element of a successful innovation is also the enterprise's ability to exploit and use the knowledge coming from the outside. MSMEs having limited internal resources do not have to be based only on the knowledge created within their own research and development activity. They can also increase their knowledge and absorption capacity by using the external knowledge. Consequently, the environment in which they function – its type, quality and character – is crucial for companies of this size. The process of creation of an appropriate environment and tools supporting the innovation of this sector is not simple, due to the heterogeneity of proper, individual behaviors of particular companies forming this sector.

Changes occurring in the environment affect the functioning of all economic operators, irrespective of their size. The differences concerning the force of this impact are, however, easy to see. In the case of small companies, turbulences in the economic environment have a strong influence on the accepted rules of functioning of companies of this size on the market. The world financial crisis of 2008 and the changes it brought about, particularly affected the functioning of the group of enterprises: it may have influenced their attitudinal change in relation to innovation and the way in which they build their competitive position on the market. Therefore, in order to verify this argument let's turn to the Research on the sources of innovation in small-sized enterprises in 2007 and 2014 based on the surveys in European Union.

According to the results, represented on the picture 1, at the turn of 2006 and 2007 small-sized enterprises based their innovation primarily on inspirations associated with trade fairs and exhibitions (19.5% of all responses). It was followed by: the company owner (18.3%) and customer needs and feedback (14.6%). A small number of companies also indicated such sources of innovation as: own R&D activities and consulting firms which support innovation (less than 2% of all answers).

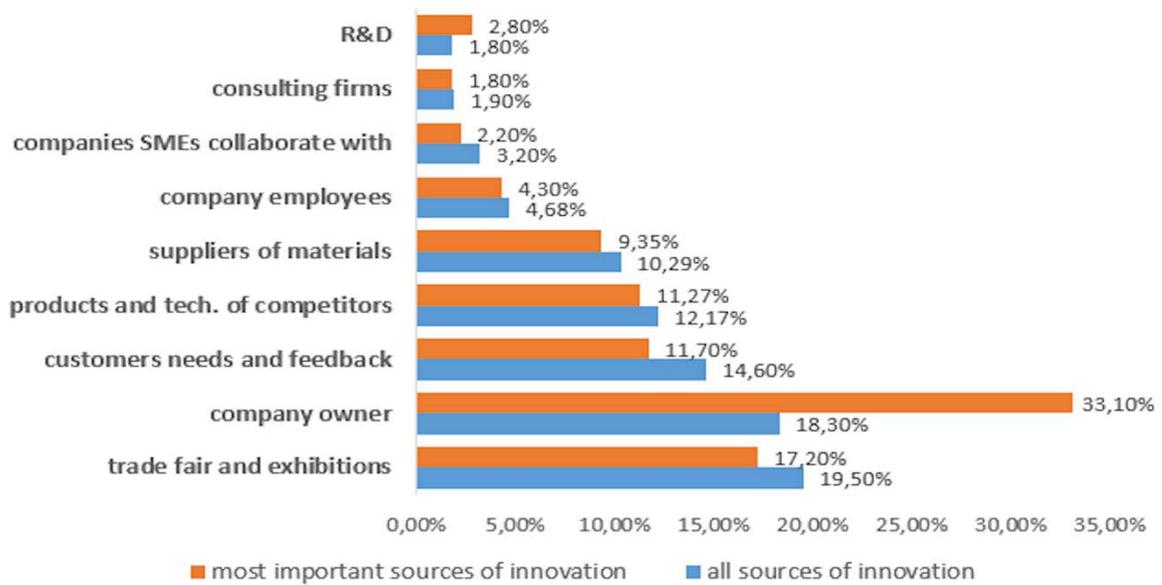


Figure 1 – Sources of innovations in SMEs (2007)

In the case of the main sources of innovative activities undertaken by small companies in 2006-2007, the company owner (the management) ranked first, as 1/3 of the respondents believed it to be the most important source of innovation in a company. As the most important source of innovation, company employees accounted for only 4.2%.

The results of research conducted in 2014 (picture 2) indicate that entrepreneurs focus more attention on external sources of innovation. Among all the answers, market demands seem to be the most crucial, accounting for more than 1/5 of all responses (21.8%). They are followed by suppliers (14.7%) as well as products and technologies of other enterprises in the industry (13.1%). The company owner as a source of innovation ranked fifth, with less than 10% of all responses (9.9%).

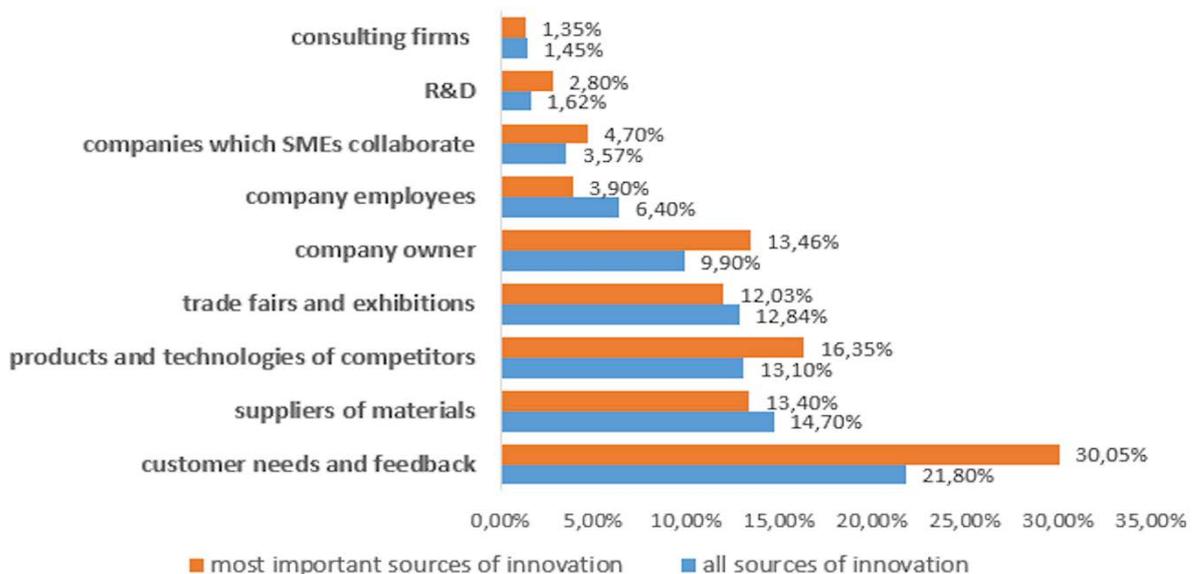


Figure 2 – Sources of innovations in MSMEs (2014)

As for the most vital sources of innovation, it turned out that market demand was considered the most important with almost 1/3 of all answers. The runner-up was products and technologies of competitors (16.35%), while the company owner's ideas ranked third (13.46%). Such a distribution of responses indicates that small businesses do not completely disregard the external sources of innovation; however, a significant role is still played by a company owner. Positive changes are also noticeable in the context of human capital as company employees ranked seventh, with almost 4% of all responses as the most vital source of innovation and with 6.4% of all identified sources/

When comparing the results of the studies, the changes in innovation sources are even more pronounced. The most significant changes are observed for market demands and the company owner. It is clear that small-sized enterprises pay greater attention to consumer needs: there is a 7.24% increase (picture 3). In the case of the owner/entrepreneur as the main initiator of generated and introduced innovations, there was an 8% drop in the number of answers. The biggest changes were recorded for the two aforementioned sources: 18.35% increase for customer needs and feedback, and almost 20% less – for the company owner as the main source of innovation. Other noticeable positive changes included: suppliers (+4.41%), employees (+1.72%), and R&D entities (+1.60%). Apart from the owner/entrepreneur, the biggest drop (-7%) was observed for trade fairs and exhibitions.

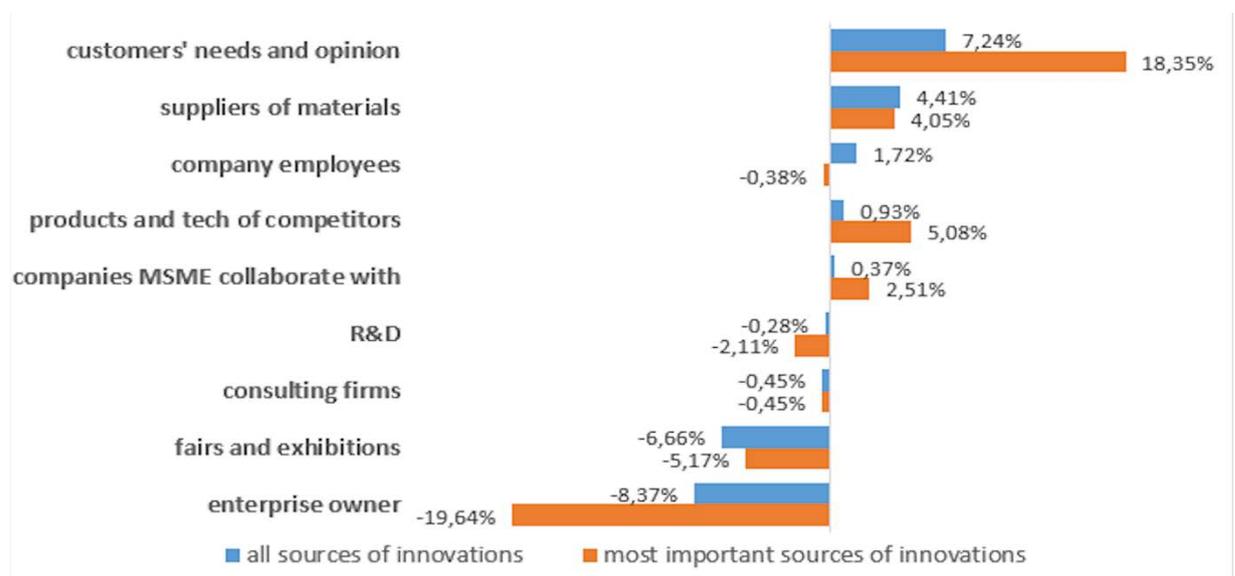


Figure 3 – Changes in small companies' sources of innovations

When considering the sources of innovation recognized by entrepreneurs as the most crucial, it should be noted that the ones which gained in significance over the years include (apart from market demands) products and technologies of competitors (5.08%) and suppliers (4.05%). This

refers to the trends presented above. Considering the sources marked as most important, there were no changes in the number of answers for R&D (figure 3). It is noticeable, that such indicator as “companies with which an enterprise collaborates” increased up to 2.51%. This is a step in the right direction, because small and medium-sized enterprises experience problems with collaborating with other entities due to their lack of trust. Cooperating with other players and using them as a source of innovation increases the flow of information and knowledge as well as generates innovative solutions.

To sum up, small enterprises pay more attention to the market and the needs submitted by consumers. Larger number of indications in relation to the ideas submitted by employees as well as a large change in relation to the entrepreneur as the main source of innovative ideas at companies can also be observed. It should also be mentioned that in the case of small companies, one cannot anticipate marginalization of this source, because when it comes to micro entities, an entrepreneur will remain the dominant person responsible for all decisions taken. In addition, the important aspect is the know-how and skills possessed by the entrepreneur in relation to recognizing these sources of innovation which will enable to develop a more permanent market advantage.

The compared results of the research show the direction of changes in the operations of small enterprises and may be the basis for further analyses. Furthermore, the frequency of research showed the direction of changing the focus within the scope of the sources of introduced innovations at MSME, resulting to some extent from the changes, which took place in the business environment and in connection to the recession in 2008. Recognition of sources of the undertaken innovative activities by small companies is crucial to provide a more direction-oriented government and investment support for that kind of companies.

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PROBLEMS AND PROSPECTS OF STATE REGULATION OF HIGHER EDUCATION

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One of the main conditions for successful development of the modern society is a continuous improvement and modification of human potential through higher education. Therefore, for the solution of human and socio-economic problems of every organization, modernization of the existing staff selection and staff training system is required. This process includes the development and active implementation of the state policy of regulation of the higher education system.

The current mechanism of state regulation in sphere of education is far from perfect. At the same time, the development of innovative economy and the formation of intellectual capital of the society increasingly depend on the effectiveness of higher education making it a high-priority area for state regulation. High school has a leading role in the education system.

The results of our survey among the top-managers of businesses in the city of Krasnoyarsk (620 respondents), which was conducted in 2012-2015 has shown that a high level of education of employees is having a significant influence on the activities of the organization, is an important competitive advantage, the possession of which allows you to gain and hold market. 95% of respondents noted that the high level of professional training of the labor force contributes to more effective problem-solving in the organization, 93% said that it is the additional asset of an organization, 86% stated that it positively affects productivity and 93% said that it has good influence on corporate image.

Modernization of higher education implies the solution of a number of key issues.

Diversification of educational programs of universities that meet the demand of consumers, have led to a mismatch of nomenclature of the offered specialties with the needs of economic development. The total demand for educational resources is composed of two inextricably linked components – the needs of the economy and household needs. However, if the needs of the economy are met largely through the unified state policy in the field of economics and education development, the needs of households often do not find the ultimate goal of satisfaction in the form of implementation of effective use of the education received (employment).

One of the reasons for the imbalance in labor supply and demand, both in quantitative and in qualitative terms, is the fact that households acting as the customer of educational services, not tailored to the needs of the labor market for specialists. Sustained interest in the services of

institutions of higher education without regard to the volume of supply in the labor market can be explained by the fact that there is a social stereotype that values the higher education as a prerequisite for the stable social position of the individual in society [2, pg 144]. The results of a survey of managers of businesses in the city of Krasnoyarsk has led to the conclusion that the labor market is now in demand not only for general specialists (management, economics, information technology, technical professions), but the specialists in a more narrow profile, such as heat and ventilation, land management and geodesy (noted by 25% of respondents), the demand for which is growing. However, the need for specialists with a narrow profile in the city of Krasnoyarsk is satisfied weakly.

A study conducted in 2012 – 2015, and which covered 1280 senior students of the Siberian Federal University has led to the conclusion that among the factors that have the most influence on the choice of the University, training in popular disciplines has the primary role among the respondents (69% of respondents said so). More than 80% of those surveyed intend to work in accordance with the acquired specialty after the graduation. This indicates that getting a job in accordance with the current specialty becomes more and more important for future specialists in the profession. The lack of an effective system of regulation of educational activities in accordance with the needs of the labor market leads to reduction of sustainability in higher education activities because of the delay between the occurrence of the demand for specialist and response of higher educational institutes and has a negative impact on the quality of training, condemning young people to join the ranks of the unemployed in the future. In the Concept of modernization of Russian education for the period up to 2012, one of the conditions for improving the quality of education was "the establishment of an effective system of assistance to help employ graduates, including the development of targeted contract training". Nowadays, graduates of professional schools find it more significant to find a good job. This study of senior students at the Siberian Federal University showed that more than 30% of respondents see help in finding a good employment as one of the decisive factors in the choice of University.

Lack of flexibility of educational programs regarding the requirements of the labor force market leads to the lag between the market of educational services changes and the labor market changes and increase the imbalance between them. Russian education is characterized by a predominance of theoretical training of graduates and the lack of necessary skills of practical use of acquired knowledge. Graduates who received traditional education find it difficult to adapt in the labor market and business organizations spend significant resources on their training.

The problems associated with providing the graduates with the skills needed to solve practical problems in the field of professional activity, confirmed by the results of a study we did in 2012 – 2015 study of employees of small, medium-scale and large business in the city of

Krasnoyarsk (1340 respondents). The results of the study showed that 50% of respondents are not satisfied with received education and believe that it does not meet the requirements of real business. About 70% of the respondents are satisfied with theoretic part of the education in high school, but over 50% of respondents are not satisfied with the professional skills experience gained at the University. The results of our survey showed that retraining and skills enhancement are seen as an important factor in building a career as employees and managers of business structures.

A distinct feature of modern University life is that students work during training in order to earn extra money. Often, the current work does not correspond to the direction or specialty that they receive. A survey of senior students of the Siberian Federal University showed that 30% of respondents have a job that provides them a salary. On the question of whether their current job correlate with the education received at the University, only 16% of respondents confirmed that it is so, while 84% gave a negative answer. Work that is not related to future specialty, is not conducive to skills acquisition, and prevents graduates from employing in the sphere.

To address imbalances between the labor market and the education market, it is necessary to implement the following measures and actions:

- formation of requirements to the content of training areas (specialties) based on the strategy of innovative development of economy;
- monitoring of needs in different professions, which would solve crucial questions in the sphere of assessing the demand for profession of a wide and a narrow profile, using a variety of methods [1];
- Development of long-term forecasts of the evolution of the needs of the labor market as the basis for the formulation of strategic programs for socio-economic development;
- analysis of the current situation in the field of staffing organizations and trends in the demand for qualified personnel;
- Formation of state order for training of specialists. State order should be formed based on the current staffing situation in the labor market and future needs of the emerging innovation economy in highly qualified specialists [1];
- Employment assistance for graduates. Creation. with this purpose, the interuniversity Centre for interaction with the labor market, whose main task is to ensure cooperation between state authorities, universities, graduates and employers ' associations;
- Assistance from state governments in the establishment of a partnership of universities and business structures. We conducted a survey of managers of businesses in the city of Krasnoyarsk, which showed that one of the main factors contributing to the formation of partnerships between universities and businesses is to encourage and support relationships on the state level. The goal of the partnership is the increasing level of demand from the business side of

higher education structures, reducing the degree of mismatch between the level of education and level of requirements from employers. Forming partnerships may provide for the consolidation of interests and resources in various areas: the content and quality of vocational education, joint educational and scientific projects, financing of higher education, the monitoring of the demand for higher education;

- Support of the development of educational and scientific-innovative complexes on the basis of universities, which have necessary infrastructure (business incubators, technology parks, venture capital firms); the use of marketing instruments to generate demand and promote the professions according to the interest of developing innovative economy (various forms of communication work with employers, publication in specialized business publications, job fairs, exhibitions, creation of favorable public opinion about areas of training significant for regions);

- Formation of system of continuous education. Learning throughout life is becoming a necessary and increasingly important element of modern educational systems [3, pg 33]. Increasing the level of skills or obtaining new ones, allows you to remain competitive in the labor market while changing spheres of activities and help to increase mobility, which depends on opportunities for training and retraining of workers.

The gradual withdrawal of the state as the main customer and investor in education system leads to insufficient support of universities with modern training-laboratory and scientific equipment so it is reducing the rate of development of innovative activity of universities (the total amount, spent on a student are: in Russia about 1.5 thousand dollars, in the United States and Canada 23-24 thousand, UK and France - 11-12 thousand [1, pg 4]). Despite the fact that private expenditure on higher education in Russia is steadily growing, with growth rates higher than the growth rate of budgetary expenditure on education, it is necessary to create effective mechanisms that contribute to increasing the interest of businesses as customers of higher education.

In the Krasnoyarsk Krai public authorities, on the one hand, offer support for higher education and partial funding for development of science and strengthening the material-technical base, on the other – the adoption of legislative and normative-legal acts stipulating the rules and principles of innovative development of the region and universities. The nature of their interaction with the universities is determined by the role of the University in solving social and economic problems of the region. This approach to funding ensures a thorough scientific study of the innovative significant problems in one or another branch of science.

To solve the problems, stated above, we need not separate actions and measures carried out by public authorities, but the formation and implementation of a coordinated state policy of regulation that involves a significant expansion of the range of issues dealt with and appropriate actions of the legislative, substantive and organizational - economic character.

Government policy regulating the system of education should be directed primarily to:

- identify priorities that respond to the economic potential of the country;
- the development of new businesses, appropriate for relevant educational, research and cultural situation;
- increase the level of demand by business structures in the sector of science and education.

There is a synergistic and complementary effect between the level of education and the development of society. Skills and competencies have indirect effects, enhancing the effect of other factors. Therefore, a prerequisite for successful implementation of the state policy of regulation, in our opinion is to support in the first place, those businesses who will be consumers of scientific and educational services in the long term.

In our opinion, the summary assessment of the impact of the state policy of regulation of higher education is integral indicators, including the assessment of the impact of its components on the formation and development of labor market and education market, as well as evaluation of the effectiveness of instruments in achieving its objectives.

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