

## **REGIONAL FEATURES OF HIGHER EDUCATION INSTITUTIONS DEVELOPMENT IN THE CONDITIONS OF SOCIAL CHALLENGES**

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**Introduction.** The modern globalized system of higher education is formed in the conditions of deepening of competitive relations. Therefore, the activities of higher education institutions need to consider their place and role in educational, scientific processes, and also maintenance of formation and development of human capital [14, p. 60], adherence to ethical principles [22] and social responsibility [10]. Informatization of society, the formation of a new information and communication environment require modernization of the higher education system and formation of a creative educational environment [1, p. 3], as well as the use of the latest technologies for the development of competencies that meet the modern requirements of the world labor market [16]. However, in determining the priorities for further development, both the positive and negative consequences of reforms in the higher education system should be taken into account [21].

**Review of the recent research and publications sources.** One of the basic preconditions for Ukraine's integration into the European Union is to solve the problems of adaptation to EU social standards [9, p. 6]. Accordingly, the importance of social responsibility of all participants in regional relations is growing in the context of modern social challenges. This is due to the growing influence of social determinants on the living standards of the population, the competitiveness of the regional economy and its security [12].

Thus, understanding the role and functions of local government in the development and implementation of regional development strategies is perceived not only as a current task of governance but also as a social responsibility to the community and society [7]. At the same time, socially responsible behavior of representatives of the business environment allows to create favorable conditions for decent work and development of employees, to build trust and create a favorable moral and psychological climate in the team [11], to ensure transparency and ethics of business decisions [2], improve the quality of corporate governance and business value in the long run [3]. Therefore, the socialization of organization based on the principles of corporate social responsibility leads to sustainable regional development [8].

At the same time, there are significant challenges for higher education institutions, which are responsible for quality training of future professionals in crisis conditions [15], taking into account changes in consumer preferences and needs of the region [20]. Therefore, modern higher education institutions must also realize their social responsibility to society and choose tools for positive impact on the regions.

**Task statement.** The article aims to substantiate the regional features of the development of higher education institutions in the context of social challenges. The need to achieve the goal of the study required the following tasks:

- study of the current state of the main indicators of development of higher education in Ukraine taking into account the regional aspect;
- analysis of the activity of higher education institutions in the field of social responsibility;
- development of priority areas for strengthening the social mission of higher education institutions.

**Basic material and results.** The state of the higher education system determines the nation's ability to overcome social challenges by training highly qualified and ethical professionals, developing innovations, stimulating youth entrepreneurship and developing tools to overcome regional problems. However, the main indicators of the development of higher education institutions differ significantly in the regions of Ukraine (Tables 1-3).

Table 1

**Number of higher education institutions and students at the beginning of 2019/2020 academic year: regional aspect**

Regions	Number of higher education institutions				Number of students			
	Colleges, technical schools		Universities, academies, institutes		Colleges, technical schools		Universities, academies, institutes	
	un.	%	pers.	%	un.	%	pers.	%
Vinnitsia	14	4.14	8	2.85	8 251	4.75	33 108	2.61
Volyn	10	2.96	4	1.42	6 235	3.59	17 834	1.41
Dnipro	30	8.88	25	8.90	18 418	10.61	89 577	7.07
Donetsk	18	5.33	9	3.20	7 641	4.40	25 749	2.03
Zhytomyr	14	4.14	4	1.42	8 911	5.13	18 002	1.42
Zakarpattia	9	2.66	5	1.78	2 725	1.57	18 864	1.49
Zaporizhzhia	8	2.37	12	4.27	4 326	2.49	61 862	4.89
Ivano-Frankivsk	11	3.25	4	1.42	5 913	3.41	29 410	2.32
Kyiv Region	13	3.85	5	1.78	3 758	2.16	21 087	1.67
Kropyvnytskyi	11	3.25	4	1.42	4 774	2.75	8 583	0.68
Luhansk	8	2.37	4	1.42	2 273	1.31	17 805	1.41
Lviv	20	5.92	22	7.83	10 616	6.12	105 084	8.30
Mykolaiv	9	2.66	7	2.49	4 143	2.39	25 297	2.00
Odesa	15	4.44	20	7.12	9 942	5.73	85 298	6.74
Poltava	12	3.55	6	2.14	5 322	3.07	36 614	2.89
Rivne	7	2.07	5	1.78	3 553	2.05	26 515	2.09
Sumy	10	2.96	4	1.42	3 682	2.12	27 349	2.16
Ternopil	12	3.55	5	1.78	6 764	3.90	32 782	2.59
Kharkiv	28	8.28	32	11.39	14 845	8.55	150 385	11.88
Kherson	12	3.55	9	3.20	5 424	3.12	19 377	1.53
Khmelnitskyi	9	2.66	9	3.20	4 094	2.36	25 833	2.04
Cherkasy	10	2.96	6	2.14	5 232	3.01	30 908	2.44
Chernivtsi	13	3.85	3	1.07	6 742	3.88	19 833	1.57
Chernihiv	10	2.96	4	1.42	3 003	1.73	14 681	1.16
Kyiv city	25	7.40	65	23.13	16 998	9.79	324 284	25.61
Ukraine	338	100.0	281	100.0	173585	100.0	1266121	100.0

Source: compiled on the basis [13]

The analysis shows that the largest number of colleges, technical schools is located in Dnipropetrovsk region, Kharkiv region, Kyiv, Lviv region, and Donetsk region, and the largest number of universities, academies, institutes is located in Kyiv, Kharkiv region, Dnipropetrovsk region, Lviv region, and Odesa region. At the same time, the largest number of students of colleges, technical schools study in Dnipropetrovsk region, Kyiv, Kharkiv region, Lviv region, and Odesa region, and the largest number of students of universities, academies, institutes study in Kyiv, Kharkiv region, Lviv region, Dnipropetrovsk region, and Odesa region. Other regions are characterized by a much smaller number of both higher education institutions and students.

These 5 regions also have the largest number of research and teaching staff, as well as PhD and doctoral students (Tables 2-3). However, the concentration of research and teaching staff in certain regions does not correspond to the concentration of students, graduate students and doctoral students in these regions.

**Table 2**

**Research and teaching staff of higher education institutions at the beginning of 2019/2020 academic year: regional aspect**

Regions	Researchers		Research and teaching staff		Teaching staff		Total	
	pers.	%	pers.	%	pers.	%	pers.	%
Vinnitsia	49	0.81	2 857	2.70	1 623	3.62	4 529	2.89
Volyn	0	0.00	1 556	1.47	1 100	2.45	2 656	1.69
Dnipro	584	9.65	7 002	6.61	4 134	9.21	11 720	7.47
Donetsk	58	0.96	2 107	1.99	1 577	3.51	3 742	2.38
Zhytomyr	0	0.00	1 152	1.09	1 349	3.01	2 501	1.59
Zakarpattia	218	3.60	2 249	2.12	746	1.66	3 213	2.05
Zaporizhzhia	58	0.96	3 504	3.31	1 699	3.79	5 261	3.35
Ivano-Frankivsk	77	1.27	2 816	2.66	1 371	3.06	4 264	2.72
Kyiv Region	72	1.19	1 384	1.31	970	2.16	2 426	1.55
Kropyvnytskyi	6	0.10	763	0.72	816	1.82	1 585	1.01
Luhansk	17	0.28	1 084	1.02	563	1.25	1 664	1.06
Lviv	479	7.92	10 720	10.11	3 487	7.77	14 686	9.36
Mykolaiv	99	1.64	1 646	1.55	1 108	2.47	2 853	1.82
Odesa	386	6.38	8 108	7.65	2 485	5.54	10 979	7.00
Poltava	51	0.84	2 361	2.23	1 551	3.46	3 963	2.53
Rivne	9	0.15	1 728	1.63	1 438	3.20	3 175	2.02
Sumy	76	1.26	2 114	1.99	1 337	2.98	3 527	2.25
Ternopil	86	1.42	2 468	2.33	1 534	3.42	4 088	2.61
Kharkiv	1 143	18.90	15 263	14.40	3 257	7.26	19 663	12.53
Kherson	50	0.83	1 327	1.25	1 117	2.49	2 494	1.59
Khmelnyskyi	165	2.73	2 050	1.93	1 076	2.40	3 291	2.10
Cherkasy	51	0.84	2 146	2.02	1 497	3.34	3 694	2.35
Chernivtsi	52	0.86	1 938	1.83	983	2.19	2 973	1.89
Chernihiv	19	0.31	997	0.94	612	1.36	1 628	1.04
Kyiv city	2 244	37.10	26 644	25.14	7 446	16.59	36 334	23.16
Ukraine	6 049	100.0	105 984	100.0	44 876	100.0	156 909	100.0

*Source: compiled on the basis [13]*

The imbalance in the distribution of students, graduate students and doctoral students in the regions of Ukraine deepens regional disparities in the development of higher education institutions. However, according to world experience, the size and number of higher education institutions in the region do not affect their ability to solve society's problems as much as the desire of the academic community to take social responsibility. There are currently two international rankings that reflect the activity of higher education institutions in the field of social responsibility (the Times Higher Education Impact Ranking, UI GreenMetric World University Ranking). However, the activity of Ukrainian higher education institutions in providing information for these ratings is low.

The Times Higher Education Impact Ranking is the only global performance ranking that evaluates higher education institutions in accordance with the UN Sustainable Development Goals [17]. Calibrated indicators are used to create the ranking in order to ensure a comprehensive and balanced comparison in three areas: research, education and management. The ranking, calculated for the first time in 2019, includes more than 450 higher education institutions from 76 countries. Japan is the most represented country in the ranking of 2019 (41 institutions of higher education), Ukraine is represented by 5 institutions of higher education (Table 4).

The purpose of the UI GreenMetric World University Ranking is to highlight the results of an online survey on the current state and policies related to campus environmental friendliness and sustainability in higher education institutions around the world [18]. The ranking is designed to draw the attention of higher education managers and stakeholders to the fight against climate change, energy and water conservation, waste recycling and environmentally friendly transport. As such activities require behavior change and

considerable attention to environmental issues, economic and social issues, higher education institutions should be the initiators of these changes. Ukraine is represented in the ranking of 2019 by 10 institutions of higher education (Table 4).

**Table 3**

**Number of PhD and doctoral students (January 1, 2020): regional aspect**

Regions	Preparing PhD students				Preparation of doctoral students			
	Number of institutions		Number of students		Number of institutions		Number of students	
	un.	%	pers.	%	un.	%	pers.	%
Vinnitsia	7	1.68	621	2.46	4	1.58	16	1.44
Volyn	2	0.48	263	1.04	2	0.79	13	1.17
Dnipro	26	6.24	1 445	5.72	13	5.14	44	3.95
Donetsk	8	1.92	301	1.19	6	2.37	15	1.35
Zhytomyr	3	0.72	219	0.87	3	1.19	16	1.44
Zakarpattia	3	0.72	612	2.42	1	0.40	23	2.07
Zaporizhzhia	10	2.40	857	3.39	7	2.77	27	2.43
Ivano-Frankivsk	4	0.96	491	1.94	4	1.58	39	3.50
Kyiv Region	9	2.16	440	1.74	6	2.37	16	1.44
Kropyvnytskyi	2	0.48	156	0.62	2	0.79	8	0.72
Luhansk	5	1.20	257	1.02	2	0.79	17	1.53
Lviv	30	7.19	1 894	7.50	20	7.91	102	9.16
Mykolaiv	4	0.96	186	0.74	4	1.58	14	1.26
Odesa	24	5.76	1 731	6.86	16	6.32	51	4.58
Poltava	7	1.68	603	2.39	5	1.98	18	1.62
Rivne	4	0.96	269	1.07	3	1.19	10	0.90
Sumy	5	1.20	819	3.24	4	1.58	26	2.34
Ternopil	5	1.20	533	2.11	4	1.58	28	2.52
Kharkiv	57	13.67	3 480	13.78	35	13.83	130	11.68
Kherson	8	1.92	346	1.37	5	1.98	15	1.35
Khmelnyskyi	6	1.44	422	1.67	6	2.37	29	2.61
Cherkasy	5	1.20	381	1.51	4	1.58	18	1.62
Chernivtsi	3	0.72	244	0.97	2	0.79	10	0.90
Chernihiv	5	1.20	299	1.18	2	0.79	21	1.89
Kyiv city	175	41.97	8 376	33.18	93	36.76	407	36.57
Ukraine	417	100.0	25 245	100.0	253	100.0	1 113	100.0

Source: compiled on the basis [13]

The purpose of the UI GreenMetric World University Ranking is to highlight the results of an online survey on the current state and policies related to campus environmental friendliness and sustainability in higher education institutions around the world [18]. The ranking is designed to draw the attention of higher education managers and stakeholders to the fight against climate change, energy and water conservation, waste recycling and environmentally friendly transport. As such activities require behavior change and considerable attention to environmental issues, economic and social issues, higher education institutions should be the initiators of these changes. Ukraine is represented in the ranking of 2019 by 10 institutions of higher education (Table 4).

It is also important to intensify the efforts of higher education institutions in implementing the concept of social responsibility to join the UN Global Compact initiative, which was launched to promote the Sustainable Development Goals and promote partnerships between business, associations, governments, communities and academia [19]. However, only three representatives of the academic community in Ukraine joined the initiative (Table 4). At the same time, some higher education institutions already understand the importance of social responsibility for the development of higher education institutions, develop appropriate strategies, and support social initiatives (Table 5).

**Table 4**

**The activity of higher education institutions in implementing the concept of social responsibility: regional aspect**

Regions	Number of higher education institutions represented in international rankings reflecting activity in the field of social responsibility		Number of higher education institutions joining the UN Global Compact initiative
	UI GreenMetric World University Ranking 2019	The Times Higher Education Impact Ranking 2019	
Zakarpattia	1	0	0
Lviv	2	2	1
Poltava	1	0	0
Rivne	1	1	1
Sumy	1	1	0
Ternopil	1	0	0
Kharkiv	2	1	0
Cherkasy	1	0	0
Kyiv city	0	0	1
Ukraine	10	5	3

Source: compiled on the basis [17-19]

**Table 5**

**Comparison of the requirements of strategies and codes of higher education institutions for the implementation of the concept of social responsibility**

	Basic requirements for ensuring social responsibility of higher education institutions	
Name of higher education institution	Kyiv National University of Trade and Economics	Kremenchuk Mykhailo Ostrohradskyyi National University
Document name	Development strategy	Code of Academic Ethics
Direction of social responsibility		
- procedures	ensuring transparency of activity procedures	ensuring transparency of activity procedures
- staff	increasing the level of social protection, timely payment of wages, improving the system of moral and material incentives, labor protection	adherence to the principles of ethics and responsibility in the educational and research process to provide stakeholders with optimal conditions for the use of knowledge, intellectual capital and achievements of the university
- students	support of student self-government, dialogue with students	training programs in ethics, social responsibility, sustainable development and social innovation
- activity	support for initiatives aimed at preserving the environment, developing infrastructure, disseminating knowledge about social responsibility, combating corruption, academic plagiarism, abuse, favoritism, protectionism	activities to reduce the negative impact on the environment; development of national and international cooperation in the field of social responsibility; conducting research and practical work in partnership with academic centers, business, government and non-governmental organizations, which will help solve significant social problems
- interaction	open system dialogue, interaction with the trade union, development of communication channels	dialogue with stakeholders on social responsibility policy priorities and outreach

Source: compiled on the basis [4-5]

The purpose of the priority "social responsibility", specified in the strategies and codes of Ukrainian higher education institutions is "ensuring social protection of employees and students, social responsibility of the university to individual and collective consumers, society, openness" [5, p. 27], as well as "the formation of a future intellectual elite endowed with social sensitivity and a culture of relations; spreading the idea of equality, tolerance and respect, protection of human rights in relation to the entire academic community and its environment" [4, p. 8]. In the Development Strategy of the Institute of Higher Education of the National Academy of Educational Sciences of Ukraine for 2020-2025 [6], social responsibility is defined as one of the key principles of activity. Thus, the Ukrainian society is already beginning to form an awareness of the importance of the social mission of higher education institutions, but the theoretical and practical aspects of promoting this concept and mechanisms for its implementation in the practice of higher education institutions still need further refinement.

**Conclusions.** Based on the study, it is established that the main principles of development of higher education institutions of Ukraine in terms of gradual integration into the European community and the need to overcome social challenges are the recognition of the importance of the social mission, strengthening their social responsibility and matching the number of students to the number of teachers and institutions of higher education in the regions.

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**Ольшанська Олександра Володимирівна**, доктор економічних наук, професор. Київський національний університет технологій та дизайну. **Регіональні особливості розвитку закладів вищої освіти в умовах соціальних викликів.** Сучасний глобалізований простір вищої освіти вимагає від закладів вищої освіти адаптації до соціальних стандартів ЄС. Метою статті є обґрунтування регіональних особливостей розвитку закладів вищої освіти в умовах соціальних викликів. Доведено, що від стану системи вищої освіти залежить здатність нації долати соціальні виклики шляхом підготовки висококваліфікованих та етичних фахівців, розробки інновацій, стимулювання підприємницької активності молоді та розробки інструментів подолання регіональних проблем. Проаналізовано основні показники розвитку вищої освіти України з урахуванням регіонального аспекту; активність закладів вищої освіти у сфері соціальної відповідальності на основі представлення закладів вищої освіти у міжнародних рейтингах (рейтинг впливу Times Higher Education та світовий рейтинг UI GreenMetric) та приєднання до ініціативи Глобального договору ООН. Обґрунтовано, що розмір та кількість закладів вищої освіти в регіоні не так сильно впливає на їх здатність вирішувати проблеми суспільства, як бажання академічної спільноти брати на себе соціальну відповідальність. Доведено, що головними засадами розвитку закладів вищої освіти України за умов поступової інтеграції до європейського співтовариства та необхідності подолання соціальних викликів є визнання важливості соціальної місії закладів вищої освіти, посилення їх соціальної відповідальності, а також приведення у відповідність співвідношення кількості студентів, аспірантів та докторантів до кількості викладачів та закладів вищої освіти в регіонах.

**Ключові слова:** заклад вищої освіти, регіон, соціальна відповідальність, соціальна місія.

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**Olshanska Oleksandra**, Doctor of Sciences (Economics), Professor. Kyiv National University of Technology and Design. **Regional Features of Higher Education Institutions Development in the Conditions of Social Challenges.** The modern globalized system of higher education requires higher education institutions to adapt to EU social standards. The article aims to substantiate the regional features of the development of higher education institutions in the context of social challenges. The article reveals the results of the study of the current state of the main indicators of development of higher education in Ukraine taking into account the regional aspect; analysis of the activity of higher education institutions in the field of social responsibility; priority areas for strengthening the social mission of higher education institutions. It is established that the main principles of development of higher education institutions of Ukraine in terms of gradual integration into the European community and the need to overcome social challenges are the recognition of the importance of the social mission, strengthening their social responsibility and matching the number of students to the number of teachers and institutions of higher education in the regions.

**Key words:** higher education institution, region, social responsibility, social mission.

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**Ольшанская Александра Владимировна**, доктор экономических наук, профессор. Киевский национальный университет технологий и дизайна. **Региональные особенности развития высших учебных заведений в условиях социальных вызовов.** Современное глобализированное пространство высшего образования требует от высших учебных заведений адаптации к социальным стандартам ЕС. Целью статьи является обоснование региональных особенностей развития высших учебных заведений в условиях социальных вызовов. Доказано, что от состояния системы высшего образования зависит способность нации преодолевать социальные вызовы путем подготовки высококвалифицированных и этических специалистов, разработки инноваций, стимулирования предпринимательской активности молодежи и разработки инструментов преодоления региональных проблем. Проанализированы основные показатели развития высшего образования Украины с учетом регионального аспекта; активность высших учебных заведений в сфере социальной ответственности на основе представления высших учебных заведений в международных рейтингах (рейтинг влияния Times Higher Education и мировой рейтинг UI GreenMetric) и присоединения к инициативе Глобального договора ООН. Обосновано, что размер и количество высших учебных заведений в регионе не так сильно влияет на их способность решать проблемы общества, как желание академического сообщества брать на себя социальную ответственность. Доказано, что главными принципами развития высших учебных заведений Украины в условиях постепенной интеграции в европейское сообщество и необходимости преодоления социальных вызовов является признание важности социальной миссии высших учебных заведений, усиление их социальной ответственности, а также приведение в соответствие соотношение количества студентов, аспирантов и докторантов количеству преподавателей и высших учебных заведений в регионах.

**Ключевые слова:** высшие учебные заведения, регион, социальная ответственность, социальная миссия.