

Information and Methodological Technologies of the Marketing Activity Management System in Higher Education Institutions

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Summary

The main purpose of the study is to determine the features of the functioning of the university as a part of the state structure in the context of marketing management in the context of storing information technologies. Students were obtained due to the following theoretical methods: systems of analysis and synthesis, induction and deduction, comparison, classification, generalization and systematization, idealization and abstraction. It is advisable to study the essence and nature of educational services, as well as the role of education in economic development, relying on the methodology of institutional theory, the theory of stakeholders, which makes it possible to assess the contribution of education to the harmonization of public and individual interests, the formation of appropriate structures and subjects of development, ensuring the building of intellectual potential and quality of life. The specificity of the functioning of the university as a part of the state structure in terms of managing marketing activities was characterized.

Key words: *information technology, information support, education, marketing activities.*

1. Introduction

All over the world, it is universities and sectoral institutes, where studies and scientific research are inextricably linked, that are the determining source and organic component of the national scientific and intellectual potential. Improvement of scientific activity in higher education is the key to the development of Ukrainian statehood and ensuring Ukrainian science a worthy place in the modern world, where scientific discoveries have a direct impact on economic growth, stability and national security.

The place and role of science and its university segment, in particular, in the life of society, testify to the civilizational level of any country. Understanding that science forms society, and the state of its development determines the level of culture and socio-economic development, is formed and cultivated by the state through the appropriate state policy, which is based on the

priorities of knowledge and science and determines their global importance for the development of each generation of citizens.

The concept of transnationalization of education opens up great prospects in the provision of educational services for the employed part of the population, for which it is important to alternate periods of labor activity and training throughout their lives. Internetization is also bringing qualitative changes to the educational services market. This requires changes in the development of the education system and taking into account the current trends in the market of educational services for university institutions. In recent years, the goal of the education system has undergone significant changes: from the formation of skills, abilities and knowledge in the field of advanced technologies, education is gradually moving to the formation of personal competence and the creation of new knowledge in innovative branches of science and technology. So, today the transformation of the university into one of the subjects of market activity, often referred to as a supplier or provider of educational services, is becoming an objective reality. At the same time, a distinctive feature of university is that they enter two interconnected markets with the same product: the educational services market and the labor market. Among the current trends in the development of market relations, the most characteristic category is the rapid changes in consumer priorities. Hence, ensuring a stable position of university institutions in the market is impossible without taking into account the existing and future needs of the labor market, which in turn is based on the results of marketing research of the educational services market and making informed decisions on the choice of innovative marketing tools to influence consumer behavior. Consequently, in modern conditions, the assessment of the marketing situation that has developed in the educational services market should be based on the results of marketing research, which makes it possible to determine the marketing potential of the competitiveness of educational institutions, assess their current competitive

positions, and justify the marketing development strategy in the global environment.

The relevance of marketing research on the educational services market in a crisis is explained by the fact that in the marketing activities of university, an integral part is not only the need for reliable and timely information about the market, structure and dynamics of demand for educational services, tastes and preferences of applicants, that is, information about the external conditions of the functioning of educational institutions; but also the creation of such a proposal for a set of educational services that more fully meets the current and future market requirements than the services of competitors [1].

It is in higher education that the variability of educational services is now being actualized: graduated education, a second specialty, an individual educational trajectory, a variable component of an educational and professional program, etc. institutions implementing their educational strategy in a global market environment

The market for educational services in the field of higher education is quite attractive, which is due to its significant capacity - the demand prevails. Educational marketing is an effective tool for overcoming the shortcomings in domestic education. However, it did not find its reflection in the economic sciences. There is no holistic theory of marketing for education in a transforming economy. This is due to the spontaneous development of individual educational institutions, low competitiveness in the educational services market, and the tasks of state policy to meet the educational needs of Ukrainian citizens are not being properly implemented. In the conditions of the transformational period of the economy, the problem of developing the theoretical and methodological foundations of the marketing of educational services arises, which determines the relevance of the topic.

2. Methodology

The global trends of globalization, intellectualization and informatization in the educational services market make adjustments to the behavior of subjects of educational activity, which actualizes the problem of theoretical understanding of the modern role of educational services in ensuring the sustainable development of economic systems of different levels. The development of competition in the provision of educational services by universities actualizes the study of the processes of adaptation of the university to more stringent economic conditions, as well as increasing its competitiveness and the quality of educational services as a guarantee of demand and viability.

To determine the main trends and prospects of information and methodological support of the marketing activity management system in higher educational institutions, the following methods were identified: induction and deduction, comparison and systematization - to determine the main features of the impact Information and methodological support of the marketing management system in universities; synthesis and analysis - to assess the level of change in the education system with the introduction of educational marketing; morphological analysis - to determine the impact on the functioning of the education system with the introduction of educational marketing; graphic - for visual presentation of theoretical and methodological material; abstract-logical - for theoretical generalizations and conclusions of the study.

3. Results

The marketing activities of the university are aimed at creating and mastering innovations, i.e. which provides the necessary economic and / or social benefit. It should be noted that managerial innovations should be aimed at improving the forms of organization of the educational process and university management: transition to the marketing orientation of educational institutions; implementation of a project-oriented university management system; the use of the methodology of strategic, competitive management, quality management, principles of network interaction of universities; the formation of subjects of state and public administration of higher education (supervisory, board of trustees, etc.). The development of managerial innovations testifies to the real autonomy of universities.

Educational services, like any product, are sold in a specific market, understood as a set of existing and potential buyers and sellers of the product. The market for educational services in this case is a market where the demand for educational services from the main economic entities (individuals, households, enterprises and organizations, the state) interact, and their offer, represented by various educational institutions. In addition to producers and consumers of educational services, participants in market relations in this area include a wide range of intermediaries, including employment services, labor exchanges, registration, licensing and accreditation bodies of educational institutions, educational funds, associations of educational institutions and enterprises, specialized educational centers, etc. All these entities contribute to the effective promotion of educational services on the market and can perform the functions of informing, consulting, participating in organizing the marketing of educational services and resource support for education. For the educational services market, like any other, three main components are required: a manufacturer

(seller), a consumer (buyer) and a product. Each is closely related to the categories of supply, demand and price [2].

With the development of globalization processes, the role of the factor of knowledge, which in modern conditions becomes a commodity, increases. Today, the competitiveness of the country's economy is determined not by the volume of natural and production resources, but, first of all, by the intellectual potential and the ability to generate new knowledge. Due to increased competition, the development of the educational services market is acquiring fundamental importance for the national economy. In the context of the permanent growth of the demand for educational services provided by higher education, the financial viability of university, domestic education has also turned into a business. The struggle for consumers of educational services has led to fierce competition in the higher education system, which will inevitably increase due to the demographic decline, which leads to a decrease in the number of applicants.

For university institutions, active research of the educational services market, an assessment of their position on it, and the "promotion" of both an educational institution and its educational product are really needed. A progressive educational institution focuses on the results of marketing research to study demand and determine the target audience. It generates a unique selling proposition based on competitor analysis and determines the price of educational services based on effective demand in a limited educational market [3-5]. After that, the university forms a complex of marketing communications.

The demand for educational services is shaped by both potential applicants and the labor market. It should be noted that not only high school graduates have become applicants over the past decade. The knowledge economy has actualized the problem of lifelong education, and applicants are those in need of a second higher education. This expansion in consumer demand requires educational institutions to develop mechanisms to respond to consumer behavior through increased flexibility and diversification of services. It should be emphasized that the market of educational services is largely shaped by the economic, political and social conditions of the country in which the corresponding educational institution is located.

The effectiveness of the functioning of a specific education system depends on a number of internal factors - the resource base, human resources, and the form of organization of functioning. At the same time, an important role is played by the degree of adequacy of the education system to the requirements of the national economy, the population as a whole and individuals. This need actualizes not only the quantitative growth of this area, but also qualitative shifts towards the innovative component of education. Therefore, it can be argued that the educational services market is one of the most important parts of the innovation system [6].

Through market mechanisms, a spontaneous adaptation of the structure of production of educational services to the volume and structure of needs occurs, that is, the question of what quality and in what quantity to produce is being resolved. The market establishes what production conditions are socially necessary, stimulates cost reduction and the introduction of new educational technologies, thereby determining how educational services will be provided using appropriate resources and technologies. Competition as one of the elements of any market environment contributes to the improvement of the quality of training of specialists, since it forces university to provide a qualified level of professional training of workers. This situation requires the concentration of all available resources in those areas where university institutions have a competitive advantage and where it has the ability to produce high-quality scientific products [7-9].

It should be noted that the modern market for educational services of universities is characterized by a mismatch between demand and supply - there is an excess of supply over demand, which creates competition between higher educational institutions for applicants, and the need of consumers to receive educational services is much greater than the existing demand for these specialists in various industries. economy.

Considering the quality of the university's activities from the point of view of the marketing result, let us turn to the goals and objectives of the university's marketing activities. For clarity, we will depict in the figure the structure of the strategic marketing plan of universities, Fig. 1.

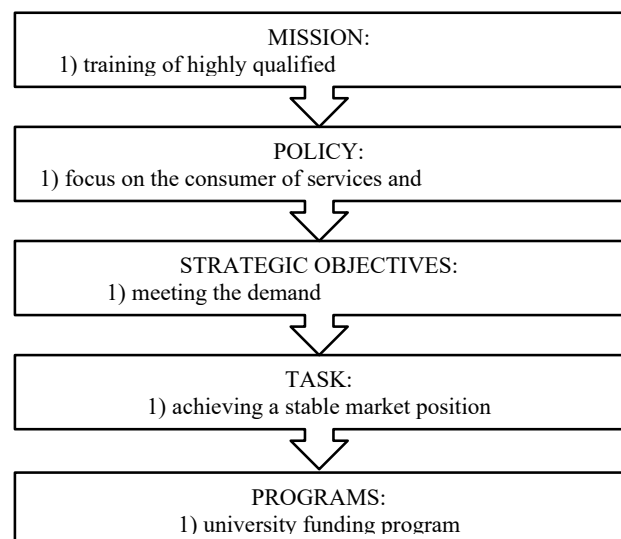


Fig. 1. The structure of the strategic marketing plan of a higher education institution

As a result, there is an overproduction of graduates for whom there is no demand in the labor market, and at

the same time there is a shortage of other specialties and professions. Consequently, the formation of the market for services in the field of Ukrainian higher education takes place under the influence of external factors and is not conditioned by the logic of internal development, which has led to the emergence of a number of opportunistic moments that can be divided into three groups:

1. Infrastructural constraints - incompleteness of the formation of an innovative, intermediary, informational market infrastructure. As a result, the significant scientific and innovative potential of university has not been realized. In addition, there is weak integration with the labor market.

2. Institutional constraints - insufficient efficiency of the educational policy pursued by the state, imperfect management.

3. Resource constraints (human resources, financial resources, material and technical base). All the restrictions arising in the development of the educational services market do not allow to effectively use the innovative potential of higher education, which consists both in the direct creation of innovations and in the training of highly qualified personnel who are able to master and create innovative products. In this regard, it is necessary to agree on the mechanism for the functioning of the educational services market to the needs of the innovation system. An alternative mechanism for the functioning of the educational services market, contributing to the implementation of the innovative potential of the education sector, can be the creation of vertically and horizontally integrated educational clusters.

A university must be ahead of its time and give exactly the knowledge to students that they will need in the future. In accordance with this, he must predict his additional needs in the material and technical base, teaching staff, in conducting scientific research, advanced training and retraining of his personnel, the development of magistracy, postgraduate studies, doctoral studies and a set of related problems.

The transition of education to market relations determines the use of the marketing concept in the management of educational institutions, however, as studies show, this process is restrained, firstly, by subjective factors - the unwillingness of heads of educational institutions to restructure their work, and secondly, by objective factors - insufficient theoretical justification of the marketing of educational services at different levels of education.

Consider all the elements of marketing used to promote educational services to the relevant audience of consumers of services. The first element in the marketing mix of educational services is the product. In a market economy, there are products and services for public use, the creation of which is financed by one part of the population, and the rest use them. Offering the consumer products for public use, the educational institution operates

simultaneously on two levels. University provide the society with educational services of a certain type, the consumers of which are students and at the same time provide the results of their labor to the labor market, the consumers of which are enterprises and organizations of various sectors of the economy.

So, an educational institution offers two types of interrelated products: an educational program in the educational services market and graduates in the labor market. Working with a product for an educational institution is the main marketing and competitive tool. New or improved services provide the educational institution with significant advantages over the competition for a time. This allows us to weaken the intensity of price competition and work on the invention of new educational services that have not yet been offered on the market, providing university institutions with excess profits. The decision to implement a new educational service is made on the basis of a set of requirements. First, innovation must meet both the strategic and tactical goals of the development of university institutions. Secondly, an educational institution must have the necessary scientific, methodological, personnel, material, technical and financial potential for the development of a particular service, and its implementation must have positive economic results. The second element of the educational marketing mix is price.

The third element of the marketing mix is the distribution channel, that is, the path through which goods get from the manufacturer to the potential consumer. Educational services are an example of multichannel distribution, but the inability to accumulate inventory creates significant constraints in channel selection. The location of the educational institution, the state of its infrastructure, the degree of equipment of classrooms and laboratories are one of the main criteria for the success of sales.

So, from the point of view of the consumer, the distribution channel is a convenience, so it should be not only optimal for the manufacturer, but also convenient for the buyer. Since the main distribution channel is direct selling, the location of the sale is extremely important. The fourth element of the marketing mix is service promotion. There are many forms and methods of promoting educational programs, information about the services they provide, their quality, and the qualifications of teachers.

A university can use newspaper and magazine publications, other media, publish its own brochures, hold open days and presentations in schools. In addition, various anniversaries or memorable dates and its staff, conferences and symposia can be used to promote the products of university institutions. The main thing is that all activities to promote educational products are purposeful and permanent.

In order for an institution of higher education to be able to fight effectively against a competitor, it is necessary to apply a qualitatively new strategy and development tactics. To do this, you need to take a number of measures, namely: determine the circle of your competitors and make an analysis of their advantages and disadvantages, as well as their own advantages and disadvantages in order to develop an action program to overcome them; to analyze the factors influencing the behavior of potential applicants when choosing not only an educational institution, but also a specialty; develop a set of actions to popularize your own educational institution in order to create and maintain a positive reputation in society; to pursue an effective pricing policy that contributes to the fulfillment of the assigned tasks.

The use of the marketing approach is not limited solely to the micro-level - determining the strategy of the educational institution's behavior in the educational services market, but acquires a social orientation, when, based on the analysis of the influence of various factors on consumer behavior, it is possible to assess the effectiveness of information services for future consumers or institutional support of the market from the standpoint of social policy to determine mechanisms for increasing the accessibility of higher education and the level of employment of young specialists. They are a key element of the marketing system, which set parameters and indicators for the further use of other components of the marketing of educational services under the uncertainty of the market environment. To ensure the effectiveness of the functioning and development of an educational institution, the head needs to build his activities taking into account the results of marketing research. The lack of marketing research in the field of higher education as a whole and the activities of each individual educational institution entails colossal costs of training specialists who will not find work in advance, and a shortage of really necessary specialists. All this suggests that with the deepening and expansion of market relations in the country, the dependence of educational institutions of various forms of ownership and spheres of activity, the entire spectrum of the educational market, on scientifically grounded support of their activities is growing [10-13].

Since the study of the market of educational services is aimed at determining their compliance with state standards in the field of higher education, as well as the needs and requirements of consumers, this presupposes an analysis of their competitiveness. Research on educational services allows one to obtain information about what the consumer wants to have, what parameters of the service (price, special program, flexible schedule, quality, practice, good conditions, modern teaching aids) he needs. At the same time, it is possible to obtain data for formulating the most successful arguments for an advertising campaign. Consequently, the objects of research are the properties of

educational services of university and services of competitors, the reaction of consumers to new services and their future requirements, the list of educational services, their compliance with state standards. The research results allow university to develop their own assortment in accordance with the requirements of consumers, increase its competitiveness, determine areas of activity depending on the various stages of the life cycle of educational services, offer new types of services, and develop their own specific style.

Analysis and evaluation of marketing communications in the field of higher education is one of the most important areas of marketing research. Its purpose is to identify how, when and by what means it is better to stimulate sales, increase the authority of university, create a certain image, and successfully carry out promotional activities. The objects here are the effectiveness of advertising, the attitude of the public, contacts with consumers, founders, partners. The research results make it possible to develop a so-called publication policy, create a favorable attitude towards university, form an image, determine methods of generating demand for its educational services, and increase the efficiency of communication links, including advertising [14-17]. A detailed study of the internal environment of university is aimed at determining the real level of its competitiveness as a result of comparing the relevant factors of the external and internal environment. It is here that one should get an answer to the question of what needs to be done so that the activities of university are fully adapted to the dynamic development of the external environment. The study of the peculiarities of the internal environment can be carried out using a SWOT analysis matrix. As a result of the SWOT analysis, the goals of the educational institution are determined and a specific strategy is developed.

A theoretical model of marketing research in the educational services market of university institutions should include:

1st stage: identification of problems and formulation of research objectives. Allocate: search landmarks that help identify and concretize the problem, develop a hypothesis or solutions to the problem; descriptive goals, involving clarification and assessment of the situation, individual marketing factors and their complex; experimental goals, involving the testing of hypotheses, proposed solutions to problems.

2nd stage: selection of information sources, among which: secondary data (already available information) and primary data (information specially obtained for a specific purpose). After working out the goals of marketing research, they determine the type and amount of the necessary information and data and the ways of the most efficient, quick and complete collection. The collection of data can be distributed among the relevant departments

and specialists, which will significantly speed up the research.

3rd stage: development of a research plan. It is pertinent to note that marketing information generated from the collected data and information is the basis of marketing research and subsequent marketing actions, therefore, requires special attention and responsibility when collecting and processing.

4th stage: collection of information from previously identified sources (including newspapers, magazines, statistical data, specialized publications, interviews, surveys, questionnaires, etc.). Since the information obtained from marketing research and analysis, as a rule, contains information and data on the results of research carried out in specific areas of marketing activities: research of market parameters, research of demand, analysis of business activity of competitors, price dynamics of goods, reaction to new products, etc. .d. this research can be performed by external organizations, special-purpose marketing services on request, or the marketing department of the educational institution.

Stage 5: implementation of the research plan. It should be emphasized that marketing research data are often unstructured, obtained by different methods and collection methods, have a very different initial appearance, therefore, their processing is carried out using different methods using different means. Therefore, for marketing research on the market of educational services of university, it is advisable to recognize three methods of collecting primary data that have long been used by marketers in the market of goods and services - observation, experiment, survey, and each goal of marketing research has its own method of collecting primary data. data. As a rule, observation matches the search goals; descriptive - polling and observation; experimental - experiment and survey. Other combinations can sometimes occur.

6th stage: analysis of the collected information, that is, the assessment of the most important information, determination of results, identification of directions and trends, using various methods of statistical and mathematical processing of information. Methods for collecting marketing data can be varied (polls, observations, interviews, experiment, etc.) and be based on available data and information about the activities of the institution using nomenclature documentation, reference and analytical literature, etc. (the so-called "desk research") or using primary documents obtained directly for a specific purpose (field research).

7th stage: presentation of the results obtained through analytical tables, reviews, graphs, forecasts, models necessary for making marketing decisions.

The lack of government support is compounded by tough tax conditions. Such discrimination against university institutions and their employees contradicts both

the spirit of democratic transformation, the principles of a market economy, and the general philosophy of higher education as a public good. After all, any higher education is a public good, leading to sustainable development, and it does not matter in which educational institution the student receives it: state or non-state. And the state should be interested in maintaining it. The current state policy in relation to university requires revision: it seems expedient to introduce personal educational vouchers ("money follows the student") instead of placing government orders exclusively in state and municipal educational institutions; creation of equal conditions in the use of land plots, structures, equipment for state and non-state universities; provision of soft loans to university institutions and their students; stimulating the development of research programs in university.

Summarizing the above, we propose to deepen the theoretical foundations of marketing research in the educational services market to clarify their interpretation as a function that, through information, provides the identification of the marketing problem of the competitiveness of university institutions, allows calculating the mutual influence of all participants in the educational services market, simulating the marketing situation and justifying a strategy with taking into account the stabilization and integration trends in the global market of educational services. The above provisions on the effectiveness and necessity of marketing research in university actualize the development and improvement of the appropriate toolkit and its content.

Therefore, it can be argued that mass and expert polls, interviewing, monitoring the dynamics of educational processes, system observations, experiments, content analysis will provide reliable diagnostics of the processes occurring in the external and internal environment of a higher educational institution and will make it possible to respond to them in a timely manner and correct educational processes and management of their competitiveness.

4. Discussions

The lack of government support is compounded by tough tax conditions. Such discrimination against university institutions and their employees contradicts both the spirit of democratic transformation, the principles of a market economy, and the general philosophy of higher education as a public good. After all, any higher education is a public good, leading to sustainable development, and it does not matter in which educational institution the student receives it: state or non-state. And the state should be interested in maintaining it. The current state policy in relation to university requires revision: it seems expedient to introduce personal educational vouchers ("money

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5. Conclusions

Modern marketing of educational services in university institutions is a management concept that determines the activities and entire institutions in the field of providing quality educational services, meeting the needs and preserving society, a set of various techniques, methods and tools for organizing work.

Ignorance of the marketing of educational services in university institutions is already a problem of itself. Since the change in the value orientations of domestic education in the process of its transformation on a marketing basis will be reflected in successful integration into the global educational space. The driving force of this process is the interaction of two main factors: the development of educational marketing brings domestic education closer to the value standards of global education, and the translation of these standards into domestic education ensures the formation of socially oriented marketing. The state must intensify the proactive pace of development of education. At the same time, marketing is a driving component of market culture, science and practice of management and

interaction of market entities, in particular the market of modern educational services.

The main reason for not mastering educational marketing is ignoring our dependence on global society and global education. The modern education system focuses on national needs and standards that are completely unexplored. Modern educational marketing in university is local in all characteristics - from values to forms of organization. Ukrainian society and the domestic education system are the object of the marketing influence of the subjects of global education. One of the negative consequences of such a situation can be cultural and value conflicts in national education and society. World practice shows that an effective tool for preventing these conflicts is the formation of a full-fledged domestic educational marketing system, which coordinates national and global trends in the development of education, primarily at the level of values and goal-setting of educational activities.

Taking into account the globality factor of modern university and its marketing support is also necessary to ensure the competitiveness of domestic education. The most noticeable result of the global society is the introduction of global network forms of interaction. Electronic education, education on the Internet, the formation of international educational networks - this is not a complete list of the consequences of the formation of global education. Network forms of cooperation between subjects of educational activity are acquiring versatile forms: the formation of partner university networks, the formation of areas of international regional cooperation initiated by the European Union, the formation of a system of Internet conferences, etc.

In all developed countries in educational marketing, the social orientation of marketing is maximized due to the peculiarities that assess the educational sphere as social, and not commercial-market activity. In Europe, educational marketing provides a social orientation to educational activities, even for those actors who seek to pursue commercial goals. The use of marketing in the management of educational activities significantly increases its effectiveness and increases its social effect.

Consequently, educational marketing manifests itself in management and regulatory functions. Management and marketing in the field of education have been integrated as a single management process aimed at meeting the needs of the individual and society in educational means of personal self-development and the growth of the human potential of society. Marketing regulation of educational activities across the entire education system today is being developed primarily as the introduction of mechanisms of state marketing in the field of education and self-regulation of the educational sphere.

As a result, the main elements of management of the marketing activities of a university were identified. Further

research is needed to identify the main threats facing university institutions in the context of globalization.

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