e Basic Tendencies of Interaction between Educational Institutions and Business Environment in the Conditions of Economy Globalization

Elena N. Smolyaninova · Veronika S. Prosalova
The Vladivostok State University of Economics and Service, Russia
Elena.Smolyaninova@vvsu.ru · prosalova@mail.ru

Abstract

The condition of education in the modern world is complicated and inconsistent. The last decades are characterized by fast renovation in technologies and knowledge in different areas of human activity. In process of social development the fact that knowledge, innovations and methods of their practical application are used as a profit source, is quite obvious. It is necessary for universities to know and constantly look for new personnel requirements in a business environment, know exactly what business is and what its conditions and development tendencies are, thus the personnel potential of the graduates will be correctly evaluated. The modern business environment is characterized by a high level of dynamism and competition. The situation will be aggravated with that fact that not only and the countries of the New Silk Road, but also the whole world economy suffers the deepest crisis which most likely will end not so soon. The financing of education sphere should become profitable for businessmen and each university should develop the program of investment.

The condition of education in the modern world is complicated and inconsistent. On the one hand, the education in the 20th century became one of the most important spheres of human activity; huge achievements in this area have became a base for important social and scientific and technical reforms that are typical of this century. On the other hand, the expansion of education sphere and change of its status are accompanied by aggravations of problems in this sphere that prove the existence of educational crisis. Changes in education sphere inseparably linked with the processes in socio-political and an economic life not only Russia and the countries of the New Silk Road, but also in a whole world community. Thus, we will try to allocate and analyze the basic educational tendencies.

The last decades are characterized by fast renovation in technologies and knowledge in different areas of human activity. Nowadays, high school education doesn't last for long. Development of the continuous education concept and the aspiration to realize it in practice has intensified a problem of adults' education. There was a radical change of views on adult education and its role in the modern world. Nowadays it is considered to be the main way to overcome the crisis of educational system, forming of an education system that is appropriate in a modern world.

In process of social development the fact that knowledge, innovations and methods of their practical application are used as a profit source, is quite obvious. Acquisition of new knowledge, information, abilities, skills, and the direction toward their updating and development become fundamental characteristics of workers in postindustrial economy not only Russia and the countries of the New Silk way, but also in a whole world.

It is necessary for universities to know and constantly look for new personnel requirements in a business environment, know exactly what business is and what its conditions and development tendencies are, thus the personnel potential of the graduates will be correctly evaluated. Nowadays, the conditions of doing the business in Russia changed dramatically, as compared with the 1990s: there have developed some tendencies that define which ways of increasing the work efficiency can help the companies not only to stay in the market, but also to develop efficiently [see 1].

The modern business environment is characterized by a high level of dynamism and competition. The main role in creation of competitive advantages is played by training and education. However, if the company expects not to give in and is guided by constant improvement, the quality of human resources should be increasing constantly. It means the preparation of personnel that have innovative ideas, who are not only very competent, but also