

Mechanism for improving the quality of education

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Abstract: The article expresses an opinion on the need to create organizational and legal mechanisms for encouraging innovative corporate activity between higher education and consumers.

Keywords: educational institution, educational services, personnel consumer, educational policy

Introduction. Science is the basis for the development and prosperity of the country. In particular, the desire for innovation in all areas, the strengthening of economic potential in the modern era of increased competition requires the effective use of advanced scientific developments and technological advances.

It is known that the consumers of educational products, that is, young personnel, are legal entities and individuals, and they are considered as a market for users of educational services. Analyzing the state of the educational services market in the world and in our country, we see that there are different views and criteria not only on the quality of education, but also on approaches to the organization of educational services. Accelerating the level of development of society is the cause of the gap between the demand and supply of educational services. The reason for the discrepancy between the quality of education and the requirements of the market in our country can be seen in the following.

- the organization of educational services lags behind market requirements;
- lack of connection between the types of educational services and the consumer;
- insufficient attention is paid to the issues of corporate interaction between educational institutions and consumers;
- low efficiency of mutual innovative corporate cooperation of educational institutions and reporting organizations. In our opinion, when assessing the quality of education, it is necessary to study the factors influencing it by grouping the subjects participating in the education system [4]. At the same time, it is advisable to group the factors influencing the quality of education by the subjects of the education system as follows:
 - factors related to the educational policy maker;
 - factors related to the educational institution;
 - factors related to students;

- factors related to consumers;
- factors of innovative corporate interaction between an educational institution and consumers.

In each of these groups there are factors that directly and indirectly affect the quality of education, influencing the change in the quality of education in a positive or negative direction [5].

Discussion. In ensuring mutual cooperation of science, education and production, which is one of the mechanisms for improving the quality of education in our country, subject to the possibility of using the innovative activities of corporate cooperation and motivation mechanisms for faculty and students, which are considered as its main topics, work in this plan will give positive results. The study of development trends of the countries of the world shows that some countries are trying to quickly change their development based on qualitative changes and innovations, using the results achieved at the stages of developed countries [7]. The legitimacy of this development of events was also confirmed by the global financial and economic crisis of the recent past. An important factor in the implementation of innovative development in developed countries is the correct establishment of communication between research institutions and industries that are customers of innovations. In this case, research institutions organize their activities on the basis of creating innovations that are directly required by the manufacturing industries, and this, in turn, does not allow the created innovations to remain dormant for a certain period of time. The most effective means of rapid implementation of innovations obtained as a result of scientific research is the formation of a system that ensures the commercialization of intellectual property. The system for introducing innovations is not the same in all EU countries, for example, in French and German universities, innovations are created directly by innovative teams of talented students and masters commissioned by enterprises and sent to their intended destination, while the process of creating innovations in higher education institutions in Spain is carried out by them and mainly by researchers conduct independent activities after studying the market demand for the innovation being created, and the result obtained takes the form of small manufacturing enterprises at the expense of the university. The Spanish model of innovation transfer differs from models of other countries in its independence and the direct involvement of universities in the entrepreneurial process. Of course, the development of innovative processes in higher education institutions is carried out taking into account the characteristics of the educational system and the legal framework of each country. Information technologies offer various new forms of education, in particular, the principle of an integrated approach in the modular education system has recently been gaining momentum. The placement of different forms and methods in it led to the introduction of blended learning as an innovation. In Western countries, special attention is paid to supporting

small innovative businesses. In the US, the Small Business Administration, the National Science Foundation, NASA, universities, and industry agencies provide institutional support for innovative entrepreneurship. In Germany, the Ministry of Economics, the Ministry of Scientific Research and Technology, the Federation of Industrial Research Associations, the Patent Center; In France, the Ministry of Economy, the National Agency for the Implementation of Research Results, the Foundation for Science and Technology; In Japan, Small Business Finance Corporation, People's Finance Corporation, Venture Capital Center; Implemented by the Technological Innovation Foundation in Italy. The central and commercial banks of these organizations, together with insurance funds, create the necessary ground for the effective implementation of national programs to support small innovative businesses. Without the introduction of new technologies, no economy in the world can be competitive.

Conclusion. In short, it is appropriate to develop organizational and legal mechanisms for encouraging innovative corporate activity between higher education and consumers. The following should be taken into account:

1. Implementation of a simplified tax policy for works performed within the framework of innovative corporate cooperation;
2. Regular material and moral stimulation of scientists, enterprises, students and young people involved in the work carried out within the framework of innovative corporate cooperation;
3. Creating a targeted system of personnel training in higher education institutions;
4. Introduction of an "experimental state" on the basis of an operating system free from bureaucratic mechanisms for the implementation of innovative developments produced in innovation and technology transfer centers in the regions;
5. Salary income of professors and students conducting scientific research at the expense of grant funds should be exempted from personal income tax and the procedure of not calculating the single social payment to the salary fund should be introduced.

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