

Nadiia Romaniuk, Candidate of Economic Sciences,
Assistant Professor,
<https://orcid.org/0000-0002-9852-3023>
Yuriy Fedkovych Chernivtsi National University, Chernivtsi

CONCEPT OF TRANSFORMATION OF THE REGIONAL EDUCATIONAL NETWORK OF THE CHERNIVTSI REGION ON THE BASIS OF INTERACTION MARKETING

Summary

The article deals with the theoretical justification and development of directions of implementation of the concept of transformation of regional educational network on the basis of interaction marketing (on the example of the Chernivtsi region), which is associated with the idea of creating a flexible institutional and organizational mechanism of regional development on the basis of long-term interaction, interconnections and partnership between different regional subsystems, continuous updating of knowledge and competences of the population. The concept of transformation of the regional educational network on the basis of interaction marketing is a set of constructive tools (strategic guidelines, stages of transformation, the circle of network interaction of participants, tasks) and directions of development (structures, activities and events) of key nodes of the educational network of the region, which allows us to form proposals for positioning the region as an educational hub on the example of Chernivtsi region. The model of the regional educational network will be formed as an open parity cooperation covering a set of educational institutions, partner business organizations, local authorities and local self-government bodies, public organizations, most of which are legally independent but need close business/social ties and support each other's sustainability in the network. The mission and objectives of the regional educational network were formed, the nodes that are formed through interaction and partnership of schools, vocational and higher education institutions, non-formal education institutions, services for informal education, scientific institutions, employers and their associations, public organizations, innovative companies, local authorities, administrative structures responsible for state priorities in terms of training specialists were described.

Keywords: transformation, network approach, regional knowledge market, regional educational network, marketing approach, interaction marketing, regional positioning, development concept, partnership.

Number of sources – 20.

References:

1. Budnikevych, I., Romaniuk, N. (2019). Marketing approach to building network models in regional knowledge market. *Zbirnyk naukovykh prats Cherkaskoho derzhavnoho tekhnolohichnoho universytetu. Seriya: Ekonomichni nauky [Collection of scientific papers of Cherkassy State Technological University. Series: Economic Sciences]*, vol. 54, pp. 52–59 (in Ukr.).

2. Budnikevych, I. (2012). *Munitsypalny marketynh: teoriia, metodolohiia, praktyka* [Municipal marketing: theory, methodology, practice]. IRD NAS of Ukraine. Chernivtsi, 645 p. (in Ukr.).
3. Vdovichen, A. (2014). Recommendations for overcoming the problems of disproportionate socio-economic development of regions of Ukraine. *Visnyk Chernivetskoho torhovelno-ekonomichnoho instytutu. Ekonomichni nauky* [Bulletin of the Chernivtsi Trade and Economic Institute. Economic Sciences], vol. 4, pp. 96–111 (in Ukr.).
4. Vdovichen, A., Kyfyak, V. (2022). Innovations in the educational process of Chernivtsi institute of trade and economics of the state university of trade and economics (CHITE SUTE) in the context of european integration. *Visnyk Chernivetskoho torhovelno-ekonomichnoho instytutu. Ekonomichni nauky* [Bulletin of the Chernivtsi Trade and Economic Institute. Economic Sciences], vol. 4, pp. 96–111 (in Ukr.).
5. Vdovichen, A., Kyfyak, V. (2022). Formation of universal competencies of the students during martial law. *SCIENTIA FRUCTUOSA*, vol 2. pp. 109-118 (in Ukr.).
6. Kusik, N., Rudinskaya, O., Bagdikyan, S. (2019). Marketing of partnerships in higher education in Ukraine. *Problemy systemnoho pidkhodu v ekonomitsi* [Problems of system approach in economics], vol 2(2), pp. 133-138 (in Ukr.).
7. Ed. Savitskaya, N. (2018). *Marketynhova polityka zakladu vyshchoi osvity* [Marketing policy of higher education institution]. Kharkiv, 163 p. (in Ukr.).
8. Romaniuk, N. (2020). *Transformatsiia rehionalnoi osvitnoi merezhi: marketynhovi pidkhid* [Transformation of the regional educational network: marketing approach], diss. ... Cand. econom. Sciences: 08.00.05, Ivano–Frankivsk, 383 p. (in Ukr.).
9. Romat, E.V., Aldankova, G.V., Berezovyy, K.V. et al. (2017). *Sotsialno-etychnyi marketynh* [Social and moral marketing], 2nd ed. Kyiv, 372 p. (in Ukr.).
10. Tkachova, N., Kosenko, S. (2023). Theoretical and methodological essence of relationship marketing. *Visnyk Natsionalnoho tekhnichnoho universytetu «Kharkivskiy politekhnichnyy instytut» (ekonomichni nauky)* [Bulletin of the National Technical University "Kharkov Polytechnic Institute" (economic sciences)], no. 2, pp. 3–9 (in Ukr.).
11. Sadova, V. (2019). *Ukrainska mihratsiia v umovakh hlobalnykh i natsionalnykh vyklykiv KhKhI stolittia* [Ukrainian migration in the context of global and national challenges of the XXI century]. Lviv, 110 p. (in Ukr.).
12. Berry, L.L. (1983). Relationship Marketing. Emerging Perspectives on Services Marketing. American Marketing Association, Chicago, pp. 25–80.
13. Carayannis, E., Grigoroudis, E. (2016). Quadruple innovation helix and smart specialization: knowledge production and national competitiveness. *Foresight&STI Governance*, vol. 10, no.1, pp.31–42.
14. Długosz, P. (2018). Uniwersytet Pedagogiczny w Krakowie Integracja ukraińskich studentów podejmujących naukę w Polsce. *Studia Migracyjne – Przegląd Polonijny Migration Studies – Review of Polish Diaspora*, nr. 2 (168), s. 67–92 (in Pol.).
15. Egan, J. (2011). Relationship marketing. Exploring relational strategies in marketing. 4th ed. Pearson, 300 p.
16. European Commission (2014). Smart specialization and Europe’s growth agenda. Brussels: European Commission.
17. Gray, B. (1987). Conditions facilitating Interorganizational colliaboration. *Human Relations*, no. 38, pp. 911–936.
18. Grönroos, Ch. (1996). Relationship marketing: Strategic and tactical implications. *Management Decisions*, no. 34 (3), pp. 5-14.
19. International student mobility in tertiary education. UNESCO-UIS. URL: <http://data.uis.unesco.org>
20. Kobieliava, T., Tkachova, N., Pererva, P., Tkachov, M., Diachenko, T. (2021). Management

РЕГІОНАЛЬНИЙ МАРКЕТИНГ

of relations with enterprise stakeholders on the basis of value approach. *Problems and Perspectives in Management*, no. 19(1), pp. 24-38.

21. Kotler, Ph. (1967). *Marketing Management: Analysis, Planning, and Control*. Publisher, Prentice-Hall, Length. 628 p.

22. Trzciński, R. (2015). Zagraniczni studenci – czy potencjalni uczestnicy polskiego rynku pracy? Imigranci o wysokich kwalifikacjach na polskim rynku pracy: Raport z badań 2014–2015 / w: J. Konieczna Sałamatin (red.); Wyd. iSEE i Fundacja «Nasz Wybór». Warszawa, s. 175–210 (in Pol.).