

SECTION 2

MECHANISMS OF PUBLIC ADMINISTRATION

A MISSION OF UNIVERSITY IS IN THE CONDITIONS OF REALIZATION OF CONCEPTION OF STEADY DEVELOPMENT OF SOCIETY

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In the article the mission of university is analyzed in the context of change of modern society. An analysis is carried out in the context of conception of steady development of society. It is traced as necessities and calls of modern society transform the mission of university. In the context of change of legislation of Ukraine «About higher education» the prospects of modernization of education and scientific activity are traced in university. Comparatively calls of informative and globalizing society with the necessities of population of separate region.

Key words: university, mission of university, education, scientific activity, steady development of society.

Formulation of the problem. The challenges of modern society contribute not only to its transformation, but also to the emergence of new forms of adaptation of people to new realities. Such forms of adaptation are the concept of sustainable development of society, which involves the formation of a balanced society needs-interests. An important mechanism for the implementation of this concept is education. In this context, the problem of adapting the mission of a modern university to the needs and interests of the society and using it in preserving the balance in it is a topical issue.

Analysis of recent research and publications. The problem of the university as an institution of society and education in general has always been of interest to many researchers (D. Bell, J. Newman, H. Ortega-i-Gasset, E. Fromm, K. Jaspers). Modern theorists of university education F. Altbach, B. Clark, J. Salmi et al. rethink the achievements of predecessors taking into account socio-cultural and economic potential of modern educational institutions. However, the question of transforming the university's mission in modern conditions remains relevant, especially in view of the emergence of new results and research in this area. Among the modern researchers of this problem is to allocate T. Balmasov, N. Golovko, E. Grebenshchikov, A. Meshchaninov, V. Polzun, R. Safronov, L. Shevchenko.

Selection of previously unsettled parts of the general problem. Despite the considerable interest in the problem of the mission (idea) of a modern university in society in the context of its global nature and informatization, the researchers' attention was paid to the problem of the implementation of this mission on the ground, especially in certain regions. With the introduction in Ukraine of a program for decentralization and popularization of the concept of sustainable development of society, this issue becomes newly urgent.

The purpose of the article. To analyze the mission of the university in the conditions of implementation of the concept of sustainable development of society.

Presenting main material. Since its inception, the university as a social institution was not only the center of education and enlightenment, but also popularization of ideas, stances, and style of behavior. The University has always responded to the needs of society – in the Middle Ages and the Renaissance, universities functioned as a translator and accumulated knowledge of the past, providing the society with the most sought after specialties: medicine and law. In the New Age, the university begins to produce not only new knowledge, but also scientific discoveries. However, their evolution in higher education was achieved in the nineteenth century, when modern examples of classical universities were created in Europe: the Berlin (1810) by V. Humboldt and the idea of the J. Newman University. The peculiarity of these institutions was not only the implementation of direct functions in society, but also the presence of a specific idea (mission). Humboldt argued that the university should be based on the principles: assessment and use of knowledge not only as a practical value; Leveling of empirical knowledge for the sake of the propagation of fundamental; the domination of the humanitarian component in any form of education. Newman proclaimed the main mission of the university to create an intellectual culture, which would become the basis for the formation of intelligence [6, p. 13–15]. These ideas formed the basis of a modern university, but the challenges of the information and post-industrial society stimulated the formation of a new approach to understanding the mission of the university.

In today's conditions, researchers most often under the mission of the university understand the "social mission of the university", but its inter-

pretation is quite a difference depending on its implementation in a particular area of public life. Thus, T. Balmasova highlights the following content characteristics of this mission: a set of specific services that contribute to the accumulation of wealth in society; obtaining the benefit of managing the hangman (it should be noted that this aspect is clearly reflected in the Law of Ukraine "On Higher Education" in part 7) [2, p. 38]. At the same time, in order to ensure this mission, the university, in the opinion of European experts, must have: human resources, intellectual property, commercial benefit from the implementation of its own ideas and projects, established links with enterprises, state institutions, voting rights and the ability to make decisions, to be an active participant in social and cultural life, to broadcast knowledge in society [2, p. 38].

At the same time, it should be remembered that the realities of Ukraine, in addition to the economic need, require the university to form nationally conscious citizens capable of responding adequately to the challenges of the present. That is why the list of the University's social mission, according to T. Zhizhko remarkable remark, should include the formation of nationally conscious elite of society, a tolerant and understanding participant in intercultural dialogue capable of independent study and improvement [9].

However, the most common is the idea of modern researchers about the university as a new business unit. So, E. Ivakhnenko analyzes in his works such a phenomenon as "University excellence" (university of advantages, perfection, high quality) [9]. J. Nelless and T. Worley suggested that education be regarded as a driving force for the economy and proposed the idea of "knowledge economy". Researchers argue that being a concentration of intelligence and creativity, the university must become the basis for the economic development of society [7]. In the work of K. Kerr "Use of the University" also emphasizes that the university has all the prerequisites for the formation of a timely challenge to economic and political problems in society [7]. Such interpretations provoke the popularization of the idea of a university mission as a business idea of the university.

For our society, there are common types of educational institutions such as commercial, private, corporate, networked educational institutions. However, with the change in the legislation of Ukraine on higher education, a research university is becoming a priority form of the university: "A national higher education institution that provides breakthrough state development in certain areas of knowledge based on the model of the combination of education, science and inno-

vation, promotes its integration into the world of educational and scientific space, has recognized scientific achievements" [1]. Under such conditions, the mission of the university in Ukrainian society is transformed into a mission of stabilizing the socio-economic sphere of the state through mediation of significant scientific achievements. Under the law, this mission must be realized through the achievements of broad autonomy: "independence, independence and responsibility of a higher educational institution in making decisions regarding the development of academic freedoms, organization of educational process, research, internal management, economic and other activities, self-selection and staffing in within the limits established by this Law" [1]. However, for the implementation of a similar mission to higher education institutions of Ukraine, there are not a number of important components contributing to the development of science and education: academic mobility, exchange of experience, financial independence, the integrity of transfer of experience and the acquisition of new knowledge. In such circumstances, the association of higher educational institutions in centralized research centers appears to be the only option for the implementation of such a mission, but any artificial association cannot bring the benefits and effectiveness that are formed in a free and intellectually oriented environment.

Moreover, in today's society, there are options for solving a similar problem. Thus, the concept of knowledge production is proposed in the work "New Production of Knowledge: the Dynamics of Science and Research in Modern Societies" (M. Gibbons, K. Limaazh, H. Novotny, S. Schwarzman, P. Scott, M. Trow). It involves transdisciplinarity, organizational multiplicity, quality, controllability of knowledge and its social responsibility. All this in the context of the tripartite interaction of the university-production-state G. Itkowitz and L. Leidsdesorf reconsider the role of the university not as a translator of knowledge, but as a generator of innovative ideas and technologies [4, p. 270–271]. In such circumstances, the mission of the university is transformed precisely in the context of the needs of the informational and postindustrial society.

An important element of learning at all times was the translation of not only knowledge but also experience. It is in this aspect that the mission of the university must be built in the context of the concept of sustainable development of society. Understanding under steady development – the need to strike a balance between satisfying the modern needs of mankind and protecting the interests of future generations, taking into account their need for a safe and healthy envi-

ronment [8, p. 17], modern researchers consider the most important element in the implementation of this concept of wide enlightenment and awareness of people about all components and principles of sustainable development of society. Most thoroughly this approach is reflected in the report of W. Bodmer (1985), which referred to the need to understand the importance of understanding by all strata of the population of science. According to the British scientist, only when science becomes clear to society, it can be formed as a civil society. When the understanding of science and its goals will improve in society, the decision-making mechanism will also be more effective, which will contribute to the improvement of the standard of living of the population [3].

At the same time, the concept of sustainable development of society in Ukraine is most often oriented towards solving regional problems, especially in the context of the introduction of the course on decentralization. In such circumstances, the social mission of a separate university is redirected to local needs, such as the state of economic development of the region, the strategic plan for the development of the region, the labor market, the prospects of employment, the level of material provision of universities, the level of international cooperation, the level of higher education infrastructure, the traditions of the university [5, p. 5]. In such conditions, the business idea and the scientific potential of the higher educational institutions are proportional to the level of regional development. However, it is in these educational institutions that national ideas are being preserved and promoted, an atmosphere is created for educational activities. A significant potential of such institutions is the promotion of self-improvement and the search for innovative ways to solve problems. It is on the example of such universities that the concept of sustainable development of society is realized and popularized in modern conditions.

However, in such circumstances, one should also talk about the sustainable innovation development of the university. It should include not only scientific and educational potentials, but also the level of social, political, economic, ecological, spiritual development, national identity, intercultural integration. It is under such conditions that a holistic social mission of the university can be realized in the country and a high index of human development is ensured.

Conclusions and suggestions. Thus, in today's market conditions, increasingly under the mission of the university is understood the entrepreneurial potential of research institutions. However, taking into account the feasibility of implementing the concept of sustainable development in the world, the university's social mission should reorient to more complex tasks of balancing needs and interests of society. In such circumstances, a more detailed study requires the implementation of this concept in separate regions and the example of regional educational institutions.

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