

Sergienko O., PhD, Associate professor, **Chuyko I.**, lecturer,

Bilan Y., student, Simon Kuznets KNUE

Сергієнко О.А., к.е.н., доцент, **Чуйко І.М.**, викладач,

Білан Ю.А., студентка, ХНЕУ ім. С. Кузнеця

Сергиенко Е.А., к.э.н., доцент, **Чуйко И.М.**, препод.,

Билан Ю.А., студентка, ХНЭУ им. С. Кузнеця

Building of the system of HEI results of managerial activity assessing on the basis of the resource-activity approach

Summary. The concept of “entrepreneurial potential of HEI” is considered; the necessity of HEI activity managing on the basis of assessing the effectiveness of using its entrepreneurial potential was justified. The approach to integral assessment of entrepreneurial potential which provides the consistency of the HEI management was suggested. This approach makes possible to receive new approach of developing its market abilities.

Key words: *entrepreneurial potential, managerial activity, integral assessment, system, approach*

Анотація. Розглянуто поняття «підприємницький потенціал вузу», обґрунтовано необхідність управління діяльністю вищого навчального закладу на основі оцінки ефективності використання його підприємницького потенціалу. Запропоновано підхід до інтегральної оцінки підприємницького потенціалу, що забезпечить системність управління вузом, дозволяючи по новому підійти до розвитку ринкових можливостей.

Ключові слова: *підприємницький потенціал, управлінська діяльність, інтегральна оцінка, система, підхід*

Аннотация. Рассмотрено понятие «предпринимательский потенциал вуза», обоснована необходимость управления деятельностью вуза на основе оценки эффективности использования его предпринимательского потенциала. Предложен подход к интегральной оценке предпринимательского потенциала, что обеспечит системность управление вузом, позволяя по новому подойти к развитию рыночных возможностей.

Ключевые слова: *предпринимательский потенциал, управленческая деятельность, интегральная оценка, система, подход*

The modernization of the higher education system directed to realization of the most important tasks of increasing the competitiveness of educational institutions, has favored the development of the HEIs' autonomy problems. Their appearance is defined by gradual solution of problems connected with searching the new sources of development and also with overcoming the barriers conjugated with deficit of the main types of resources. Limitation of resources narrows the possibilities of solving the main tasks of HEI. Without resolving the issue of resources and their optimal usage the active position and high ratings are impossible, so this process needs the actualization of the management activity of the HEIs, oriented on revealing and effective implementation of its activity (entrepreneurial) potential.

Scientists who study the entrepreneurial potential proceed, while assessing it, from internal abilities of the object. However, the effectiveness of realizing the entrepreneurial potential of HEI as a system is determined and limited by its external environment, but also by the presence of internal resources and possibilities.

This circumstance conditions the necessity of developing the instruments allowing to perform the assessment by two criteria: from one side – the assessment of internal abilities of the HEI; from another one – the assessment of effectiveness of using its entrepreneurial potential.

In modern conditions of science and technics development the general assessment of the HEI entrepreneurial potential apart from assessing the effectiveness of its implementation doesn't give the expected effect, as a results it requires the improving the instruments of assessment and analysis.

Under the concept of activity (entrepreneurial) potential the paper considers the totality of the maximum HEI's entrepreneurial resources and abilities, the innovation realization of which generates the system effect of inter-promotion synergy, providing for the possibility of more effective management of the HEI activity in process of interaction with environment [1].

The entrepreneurial abilities of the HEI are the directions of developing the HEI by initiating new types of activity, transforming the internal environment and modifying the interaction with external environment; entrepreneurial resources – are the quantitative measure of entrepreneurial abilities of the HEI.

Correspondingly, the HEI value of the entrepreneurial potential represents the maximum possible volume of market production of goods and services with the given amount of resources in conditions, which provide the most effective their implementation in order to achieve the main aim of the HEI activity.

Fig. 1 presents the scheme and components of the suggested system of the HEI entrepreneurial potential, which aggregates the following components: managing subsystem, subsystem of marketing instruments and resources subsystem.

It should be also noticed, that the complex of assessment of HEI entrepreneurial potential needs the assessment of not only the existing resources, but

also of the effectiveness of using them, which is determined by the factors of external environment. The work suggests marking out three main stages of assessment [2]:

- 1) determining the factually achieved level of entrepreneurial potential;
- 2) determining the level of imbalance of its components;
- 3) determining the effectiveness of HEI entrepreneurial potential implementing.

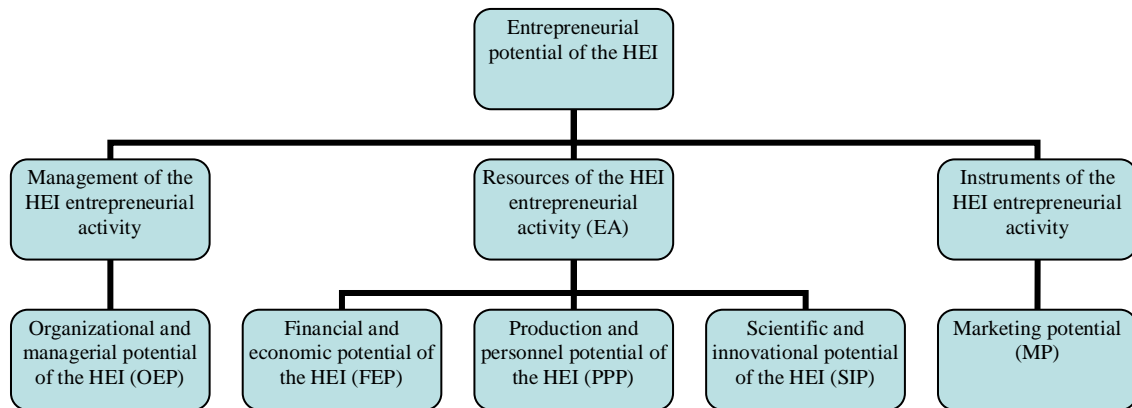


Fig. 1. Decomposition of the system for assessing the entrepreneurial potential of the HEI

The paper suggests defining the integral indicator of the entrepreneurial potential of the HEI (EPI) according to the following formula:

$$EPI = \sum_{j=1}^k W_j \left(\sum_{i=1}^n W_i X_{ij} \right),$$

where W_j – weight of group indicator of the HEI entrepreneurial potential; W_i – weight of unit indicator of the HEI entrepreneurial potential; X_{ij} – the i -th assessed unit indicator of the j -th element of EPI; k – number of group indicators (private potentials); n – number of unit indicators of private potential EPI; i – the assessed unit indicator of EPI, $i = 1, \dots, n$ j – the assessed group indicator of EPI, $j = 1, \dots, k$

In general, the assessment of entrepreneurial potential and effectiveness of its implementation at the level of separate HEI is a necessary stage of strategic analysis and management. The definition of this indicator provides the system view on managing the HEI, allowing to approach the problem of developing its market possibilities in a new way and to prove, that their optimally formed structure represents the strategic potential of the HEI, management of which would allow

increasing its competitiveness.

Literature:

1. Мищенко М.В. Системный подход к оценке предпринимательского потенциала вуза / М.В. Мищенко // Вестник НГТТИ. – 2010 – №1(4). – С. 116 – 122.
2. Колчанова Е.Е. Критерии и показатели оценки предпринимательского потенциала персонала организации (предприятия) / Е.Е. Колчанова // Креативная экономика. – 2009. – № 11 (35). – С. 35-42.

MRSESMLA