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MODELING THE DEMAND FOR EDUCATIONAL SERVICES OF THE HIGHER EDUCATION INSTITUTIONS IN THE CONDITIONS OF DIGITIZATION IN ECONOMY

Human capital is a major factor in influencing the development of the digital economy. For example, in 2018 Ukraine ranked 83 out of 140 in terms of competitiveness, and in the last year the results improved by 6 positions. According to the study, Ukraine is showing the best results in terms of "Higher education and training" (2017 - 46th position). Due to this, higher education, its current status and possible ways of reforming are updated [1].

In today's context, the demand for educational services of higher education institutions is an urgent issue. It is worth noting that over the last 4 years, thanks to the new system of admission to higher education institutions of Ukraine, which began to operate in 2016, the level of competition between higher education institutions has increased significantly. So at the beginning of the 2015/2016 academic year in Ukraine according to the State Statistics Service there were 659 higher education institutions, in 2018/2019 the number is 652. Their structure also changed, unfortunately, the hypothesis of increasing the level of competitiveness of private higher education institutions in modern conditions are not confirmed by the data, so their number decreased by 5.4% this year compared to 2015. This can be explained by the significant role of the rating for higher education institutions, the quality of their educational services, which are usually considered higher in public institutions higher of education, than in private [2].

Analyzing the cost of educational services in higher education institutions of Ukraine, it is worth noting that it is constantly increasing, increasing by about 10% every year, but what is most shocking is its divergence for higher education institutions with one degree of accreditation the cost of studying in different cities, which sometimes differs twice. three times. It is also important to note the

cost of education as a tool for attracting students. Yes, some higher education institutions lower the cost of education. The cost should be in line with market demand and supply, providing a licensed set of students and guaranteeing a return on the costs of this educational service. It is not always possible to satisfy these two criteria for higher education institutions in each of the specialties. As a rule, some specialties are more popular and there is a high competition for them - this is the basis for increasing the cost of training, other specialties are less popular, so the cost of training is lower than the cost [3]. The purpose of the study is to investigate the indicators of influence on demand generation of higher education institutions.

The specialty Economy is in great demand for a long time, despite the reduction of seats and high passing score. So, in 2019, 852 places were allocated for this specialty at the expense of the state budget, which is almost 43% less than in comparison with 2017, for example. The passing score for the last 4 years remains constant. So in 2017, for example, it amounted to 182.1 in all state higher education institutions of the country, which are subordinated to the Ministry of Education and Science of Ukraine, in 2019 - 181.34 [2].

The general tendency of intensive introduction of mathematical methods and information technologies in the economy, which is peculiar to economic cybernetics, by means of which specialists for managerial-analytical, predictive-economic and program-mathematical work are prepared, makes it the most adapted to the requirements of the labor market among others, which is fast are changing and in demand from employers, and therefore important for support.

I have constructed an econometric model of the amount of applications for the Economic Cybernetics educational program full-time bachelor's degree depending on the cost of study for one academic year, the maximum number of budget places for enrollment, ownership, profile of higher education institutions, places location of higher education institutions and university elite according to 2017 data. Model parameters are shown below (see Table 1).

Table 1

Characterization of econometric model of dependence of the general competition on one licensed place on the main parameters of higher education institutions

Parameters	Odds	Standard error	t- statistics	R^2	F	Significance level
Model adequacy parameters	-	56,99	-	0,84	22,39	0,05
Y-section	6,14	37,23	0,17	-	-	0,05
Tuition fee for 1 academic year - x1	-0,01	0,00	-1,60	-	-	0,05
The elite of higher education institutions - x2	74,71	71,30	1,05	-	-	0,05
Profile of higher education institutions - x3	20,18	24,81	0,81	-	-	0,05
Form of ownership - x4	19,48	37,10	0,53	-	-	0,05
Placement - x5	191,81	55,90	3,43	-	-	0,05
Licensed volume of educational program - x6	1,52	0,44	3,43	-	-	0,05
The maximum number of budget places for enrollment - x7	9,00	1,83	4,92	-	-	0,05

Source: authors' development based on summary data on the cost of higher education education in the Economic Cybernetics program and the information system «Konkurs»

Elitism is determined, first and foremost, by the confidence of the entrants that the higher education institution provides its graduates with the benefits that can only be obtained from this institution.

These benefits include: a favorable attitude of employers when hiring, getting useful connections in circles close to government or business structures, better living conditions for students, quality teaching of basic disciplines [4]. The profile of higher education institutions in this case was determined in accordance with the priority of the specialties for research and development of higher education institutions. Imaginary variables are used to influence location, ownership, profile and elite. The hypothesis about elite institutions of higher education of stable leaders of any ratings has been put forward. does not rank in the top rankings due to the small scale of higher education institutions, by confirming the hypothesis of its elite through a model experiment. The sample selected 38 educational institutions, these are absolutely all higher education institutions where training is offered under the Economic Cybernetics educational program. Regarding the cost of education, it is worth noting that in such higher education institutions as National University "Lviv Polytechnic", Odessa National University named after Mechnikov, Kyiv National University of Commerce and Economics, Institute of Banking Technology and Business The State University of Higher Education “Banking University” provides information on the cost of tuition for the first year and information on the amount of payment increase for each subsequent year. It can be assumed that such a policy of higher education institutions regarding tuition fees is an important factor in choosing a higher education institution.

The presented parameters of the econometric model indicate its sufficient adequacy. Statistically significant at the level of 95% reliability were elite, profile, ownership of higher education institutions. The location of higher education institutions (Kyiv) is most influential, with an average of 192 people contributing, elite contributing significantly, increasing the number of applications by an average of 74, increasing the profile and ownership of higher education institutions by an average of 20 applications The cost of education in this sample is not significant, most likely due to the fact that most entrants still focus on places on public order.

Higher education institutions are in a state of constant budget constraint, aggravation of the competitive environment, the need for

appropriate learning conditions, its quality in the context of digitization of the economy. For every university, it becomes vital to implement a coherent centralized marketing strategy and to create its own brand of educational services to attract as many students as possible to study.

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FACTORS OF THE DEVELOPMENT OF THE DIGITAL ECONOMY IN UKRAINE AND COMPONENTS OF THE DIGITAL INFRASTRUCTURE

The latest changes in the economy and society are causing changes in world economy. Today's economic concepts and categories are being replaced by new ones, which can be summarized as the emergence of new economy in the world – digital with its specific definitions, laws, models of world development, economic development as a science, as an industry that is gaining new momentum in history [1, p. 143]. In 21st century the interest of scientists and economists in digital transformation has increased significantly in economic research. After all, digitalization offers real