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FORMATION OF THE MODERN MODEL OF INTERACTION OF BUSINESS AND INSTITUTION OF HIGHER EDUCATION IN POST-WAR RECOVERY OF UKRAINE

In recent years, there has been a trend of strengthening cooperation between higher education and business in Ukraine. The system of interaction between higher education and business in different countries functions differently. Despite the fact that we are talking about countries with developed markets, the list of differences seems quite long. These differences are caused by such factors as the historically formed nature of relations between society and the state, traditions of resolving business conflicts, different types of economic behavior of the population, the level of political culture, and the distribution of resources between different universities. The modern business model is such a composition that transforms innovative technologies into economic benefits for the enterprise and high consumer value for customers. Important features of the modern business environment are: intensifying competition between national and foreign institutions of higher education; emergence of new types of risks in business activities, which are not only economic, but also social and political; the nature of periodic fluctuations in financial markets that change the speed and direction of capital movement.

In such changing conditions, it is especially important to ensure the effective functioning of economic entities, the confirmation of which is the increase in the market value of the enterprise, which becomes possible thanks to the formation of its competitive business model.

Modern business models can be created for: a specific product or service (a group of homogeneous products/services), enterprises as a whole, group of enterprises or holding.

In post-war reconstruction, taking into account the diversity of modern business models and higher education institutions and their structural complexity, it is appropriate to identify a basic set of basic elements that allow to standardize the description of models, facilitate their perception and management.

Each modern model should characterize the following fundamental aspects of the business of any enterprise:

- 1) what is the consumer value offered by the enterprise, the actual state of the economic system;
- 2) how the enterprise creates consumer value;
- 3) how the enterprise implements consumer value.

Today's reality is that the "shelf life" of modern business models and institutions of higher education is getting shorter and shorter. Therefore, every organization has a keen need to constantly create modern business models necessary for the survival and growth of its own business in conjunction with higher education institutions, taking into account the resources and innovations at its disposal [1].

The high variability of consumer needs requires entrepreneurs to constantly improve their business model in order to maintain consumer loyalty.

The standards of Ukrainian higher education do not keep up with technological progress, innovations and the ever-increasing demand for suitable specialists in the industry. The education system continues to focus on lectures and exams without paying enough attention to the realities of practical professional life.

In the end, we have two interdependent sectors that are in fact not connected: business and higher education.

Therefore, it is unlikely that graduates can be counted on as future successful and efficient workers if their training is based on outdated methods and anachronistic educational models.

In the conditions of globalization, innovation and the development of the competitiveness of the economy can be maintained only in the presence of a high-quality education system and high-quality human capital.

Partnerships of organizations in the spheres of higher education and business are a rather specific type of cooperation due to the peculiarities of higher education institutions, a wide list of areas of their activity, specialties for which specialists are trained, goals and opportunities. Partnerships are win-win for both parties.

Universities provide themselves with income and new ideas from the field of business, which helps them to form high-quality and relevant competences for the labor market in students, to improve the qualifications of teachers, to secure requests for conducting scientific research, to support them materially and financially, to improve their own financial condition by providing an expanded list of services for financially capable organizations in the business sphere. The existence of a rather extensive classification of types of partnership relations is connected with the fact that their formation depends on the conditions under which they are created, the participants and the goals they set for themselves. The types of partnerships may depend on the term for which they are concluded, the degree of coverage of the market and industry, the type of market structures, residency and number of participants, goals and the main goal of the partnership [3].

The development of business education in Ukraine has reached a level that meets world standards in this field. This positive trend is changing the business environment. Business education seems to open the eyes to opportunities and prospects here and now, helps to develop those who do not want to wait for someone abstract to change something, but initiate these changes themselves. In the post-war recovery, Ukrainians are ready to create and learn qualitatively new approaches to doing business, which are based not only on the meaning of money, but also on values and mission. That is why there are many affordable programs for entrepreneurs.

Today, technoparks and technopolises are special forms of integration of business and science. A technology park is an innovative complex located on a certain territory and combines scientific, industrial, and personnel potential with the aim of creating and implementing highly effective types of equipment, technology, materials, and products of new generations [4].

Scientific and technological parks, combining scientific research, technological and production enterprises, ensure the fastest implementation of the results of scientific research and research works, inventions in industry and business [2].

Most of the existing technology parks in Ukraine were created on the basis of scientific centers or at higher educational institutions that have powerful scientific divisions. In recent years, the development of technoparks has been held back by the lack of state support, but practice has shown their effectiveness, and

the need for their creation by researchers is not in doubt. Enterprises included in the technology park have the ability to receive such services on preferential terms as consulting from professionals on issues of scientific and technical development, the latest technologies, management, marketing, accounting and tax accounting, reporting, jurisprudence, permanent or temporary use of office, production premises and warehouse premises, telephone communication, the Internet, and are also designed to serve budding entrepreneurs, scientists, developers, engineers in order to ensure quick and direct implementation of developments and business plans.

Conclusions from this study. Analysis of the main models of interaction between business and the state shows that each of them was formed in specific cultural, economic and social conditions, each has its own strengths and weaknesses. Ukraine's transition to innovative development is important for improving the domestic economy. The formation of Ukraine as a high-tech competitive state requires the intensification of the processes of development, implementation and widespread use of the latest technologies, which is impossible without the organization of close and fruitful cooperation between enterprises and universities. Higher education is considered as one of the most important incentives for the introduction of innovations.

However, the existing modern model of business interaction of the higher education system is not fully implemented today, mainly due to the insufficient level of partnership development between universities and the business sphere, which is recognized as one of the key problems of the formation and implementation of the state innovation policy in Ukraine. Active and purposeful work on the creation of productive modern models of interaction between business and the sphere of higher education, on the one hand, will make it possible to increase the effectiveness of education and scientific research, and on the other hand, will contribute to increasing the innovativeness of domestic business, ensuring its stable development, and, therefore, the growth of innovative the potential of the national economy and its competitiveness.

In the post-war recovery, Ukrainians are ready to create and learn qualitatively new approaches to doing business, which are based not only on the meaning of money, but also on values and mission. That is why there are many available avenues.

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