

## SOURCES OF DEVELOPMENT OF BUSINESS EDUCATION IN UKRAINE

### ВИТОКИ РОЗВИТКУ БІЗНЕС-ОСВІТИ В УКРАЇНІ

**Kushchenko O.**

Candidate of Economic Sciences, Associate Professor,  
Senior Lecturer at Department of Statistics, Accounting, and Audit  
V.N. Karazin Kharkiv National University

*The article considers the followers of the prominent scientist, Professor E.G. Liberman, who lectured at the department of statistics and made a great contribution to modern economic reforms and business of education in Ukraine and other countries of Eastern Europe.*

**Key words:** business education, E.G. Liberman, followers, statistical research methods of production, economic reforms.

*У статті розглядаються послідовники видатного ученого професора О.Г. Лібермана, які викладали на кафедрі статистики та зробили великий внесок у сучасні економічні реформи і бізнес-освіту в Україні та у інших країнах Східної Європи.*

**Ключові слова:** бізнес-освіта, О.Г. Ліберман, послідовники, статистичні методи дослідження виробництва, економічні реформи.

*В статье рассматриваются последователи выдающегося ученого профессора Е.Г. Либермана, преподававшие на кафедре статистики и внесшие большой вклад в современные экономические реформы и бизнес-образование в Украине и в других странах Восточной Европы.*

**Ключевые слова:** бизнес-образование, Е.Г. Либерман, последователи, статистические методы исследования производства, экономические реформы.

**Problem statement.** The XX century is characterized by the further development of the practical and scientific activity of statisticians. It was related to the growth of productive forces and requirement in objective data for the organization of practical activity in the area of management and planning. At the beginning of the century, mathematical statistics developed swiftly, and its framework was actively used in practice. In the second half of the century, development of production becomes more difficult and socio-economic processes – more varied. This put new more difficult tasks before practical statisticians; statistical thought takes part in their solution. A great number of works devoted to the discussion of major questions of improvement of statistical methodology and application of statistical methods of research of production appear at this time.

**Analysis of recent research and publications.** Theoretical, practical, and also social issues of research of statistical thought of prominent scientist, Professor E.G. Liberman became basic themes in works of such well-known economists as V.V. Hlushchenko [1, p. 127-131], H.V. Kovalevskiy, V.M. Selivanov [2, p. 13, 29-31; 3], S.U. Oleinik [4, p. 280-284], and others. However, all these works are devoted mainly to the research of E.G. Liberman's scientific thought and there is no even hint on the study of works of his students and followers.

**The aim of this article** consists in the fact that, on the basis of analysis of present scientific historical sources, official records, facts, and available statistical data, to form a system idea about nature and character of the functioning of statistical thought of followers of prominent economist E.G. Liberman. All of them brought in a ponderable contribution to the development of business education in Ukraine.

**The main research results.** A series of academic statisticians, following the way of E.G. Liberman to modern economic reforms and business education in Ukraine and other countries of the world includes such scientists of the Kharkiv National University as Z.L. Zhytnytskyi (1911–1987), V.V. Spivakova (1924–1995), I.V. Semeniak (1935–2011), V.M. Selivanov (1929–2013), and A.V. Syvokon (1931–2017).

Liberman Evsei Grigorievich (1897–1981) was born in Podolsk gubernia, with top marks finished gymnasium and Kyiv University, Faculty of Law.

In 1920–1923, he worked in Soviet state institutions. Liberman E.G. organized and headed a laboratory of production analyses; initiated opening the first in the USSR machine station for industrial calculation. In 1940, he defended a thesis of Candidate of Economic Sciences.

In 1947–1950s, E.G. Liberman headed the Research Laboratory of Economy and Planning of Engineering Production of Kharkiv Institute of

Engineering Economics, which launched a broad research program in factories of the city and the region. In 1956, E.G. Liberman defended a thesis of Doctor of Economic Sciences; the subject of his thesis is "Ways to Improve the Profitability of Socialist Enterprises".

In 1962, Professor E.G. Liberman wrote a resonant article "Plan, Profit, Bonus", which gave a way to an all-country discussion about changes in economic mechanism and finally led to economic reform of 1965. The concept, which is laid in the basis of suggested changes, was a reduction of the volume of directive targets, definition of standards for long-lasting, increasing the role of such indicators as profit and production efficiency.

The name of Professor E.G. Liberman and ideas of the reform were very popular abroad, particularly in the USA. His portrait was published on the cover of *The Times*, many foreign economists and journalists came to Kharkiv University especially to meet Professor E.G. Liberman.

He lectured in our University, Faculty of Economics, Statistic and Accounting Department from 1963 until 1981. In 1970, Pr. E.G. Liberman published a book "Economic Methods of Increasing the Efficiency of Social Production", which was reprinted in many countries, as well as a number of other works [5]. He always supported the idea of integration of science and teaching and implemented it in his practical work [6]. A powerful school of talented researchers was formed around Professor E.G. Liberman. He was a great authority in his field and much respected among professionals.

Zhytnytskyi Zinovii Lazarevych (1911–1987) was born in Krasnohrad, Kharkiv region. He graduated from Kharkiv Institute of Planning, his major – Industrial Economy and Planning. In 1932–1937, he worked in the State Planning Committee of Kharkiv region. At the same time, he lectured at the Institute of Planning and in 1939 was appointed as the Dean of the Faculty of Industrial Planning.

In the 1940s, Zhytnytskyi Z.L. was Assistant Chairman in Kharkiv Regional Planning Committee. He never stopped his pedagogical work and taught planning at the Institute of Soviet Trade.

From 1948, Zhytnytskyi Z.L. dedicated his activity to full-time teaching at Kharkiv State University, Faculty of Economics. In 1950, he defended his Ph.D. thesis on "Reconstruction and Development of Cooperative Industry in Kharkiv Region in Post-War Five-Year Plan".

From 1953 until 1974, Zhytnytskyi Z.L. permanently headed the Department of Statistics and Accounting at Economic Faculty of Kharkiv University. Being a person of extensive knowledge in his field, possessing wisdom and tolerance as leader and organizer, being a talented lecturer, Zinovii Lazarevych was unanimously elected over a period of 19 years as the Head of Statistics and Accounting Department.

Zhytnytskyi Z.L. contributed a lot to analysis and estimation of industrial enterprises' operation, fur-

ther improvement of planning and statistical methods. Among his works are: "The Efficiency of Work at Industrial Enterprises. Statistical Indexes" (1973) [5], "Socialist Competition at Industrial Enterprises. Indexes and Final Estimation" (1977).

Particularly should be mentioned students' respect and love towards Zhytnytskyi Z.L. His every lecture was an amazing journey to the world of knowledge of such an interesting and important branch of science as economics.

Spivakova Valentina Vasilevna (1924–1995) was born in Moscow, in a doctor's family. In 1941, she entered Moscow Institute of Finance and Credit, but because of the war, finished only one year and left it for work. In the 1950s, in connection with marriage, moved to Kharkiv and became a student of Kharkiv Institute of Soviet Trade. After the graduation, she came to work as a lecturer in Kharkiv State University, Faculty of Economics. The faculty was located at that time in the historical building of architect Beketov (nowadays – Nature Museum).

In the early 60s in the USSR, the issues of further economic development were of particular interest, so, there were permanent discussions about new economic reforms. Quite popular also was a theory of rapprochement of 2 economic models: capitalist and socialist. Its essence was to take the best from each system and to create the most efficient model of economic development. For example: to use planning in the capitalist system and to introduce profit index in a socialist economy.

One of the chief economists who suggested introducing profit indicator to estimate operating efficiency was Professor E.G. Liberman. In 1963, he began to lecture in Kharkiv University, Statistics and Accounting Department. With his arrival, the scientific-research work in the faculty revived. The team of the Department carried on numerous researches at many enterprises of the country with the aim to define the most correct and useful indicators for an accounting of the efficiency of given enterprises.

Spivakova V.V., one of the first, in 1966 defended her thesis on these new indicators. Together with her colleges, she wrote several articles and educational aids on up-to-date topics of statistic investigation [5, 6]. Her whole working life was connected with the Department; Spivakova V.V. was respected by her colleagues and students.

Semeniak Inna Vladimirovna (1935–2011) was born in Voronezh in a family of employees. In 1958, she graduated from Kharkiv State University, Faculty of Economics, and worked as an economist at leading machine-building factories of Kharkiv. In 1970, Semeniak I.V. came to work to Kharkiv University, Department of Statistics and Accounting. Her career began from a postgraduate student, under scientific guidance of Professor E.G. Liberman (1970–1973 years), followed by the defence of the Doctoral thesis in 1988 and soon after – the rank of Professor of Economic Sciences at the

Department of Statistics and Accounting. Scientific and pedagogical activities of Semeniak I.V. have always been innovative and exploratory; she was the author of numerous special teaching courses (such as Philosophy of Marketing, Strategy of Marketing, Methods of Teaching Marketing, and many others). Semeniak I.V. proved the necessity to organize a new department on the Faculty of Economics of Kharkiv University – the Department of Marketing and Management of Foreign Activities; selected the new team of lecturers and headed the new department during 1998–2011.

The team of Marketing and Management of Foreign Activities Department continues to develop the ideas and traditions laid by I.V. Semeniak. In a contemporary educational model of international management lies the strategy of European integration of Ukraine and the professional competence of our graduate students.

There were published over 120 scientific, pedagogical, and methodical works written by professor Semeniak, including 2 monographs and 2 textbooks, approved by the Ministry of Higher Education of Ukraine [7, 8]. A number of these by Semeniak I.V. were presented at international conferences: Project Ecozone and Health for Analysing Information (Vienna, 1991), Marketing of Goods: Feedback Statistics (Warszawa, 1992), Modelling of Regional Marketing Information System under Conditions of Passing to Market Economy for Ukraine (Geneva, 1996).

As a member of the Specialized Council for Doctoral and Candidate Theses, she prepared 10 Candidates of Economic Sciences: Berezan-Kyshchenko E.I., Bolotnaia O.V., Bondarenko N.V., Gogitidze G.I., Kataev A.V., Oberemok S.V., Rakhman M.S., Mangushev D.V., Mozgovaia G.V. Today all of them work successfully in higher educational system of Ukraine [7; 9; 10; 11; 12]. Semeniak's teaching motto was: "Show by your own example." She devoted much attention to her younger colleges and talented students.

Selivanov Vladimir Mikhailovich (1929–2013) was born in Krasnohrad region, in a peasants' family. In 1931, his parents moved to Kharkiv to participate in the construction of Kharkiv Tractor Factory. His childhood was darkened by the war, parting with parents, evacuation. Despite all the difficulties, he finished school with a silver medal and in 1948 became a student of Kharkiv State University, Faculty of Economics. In 1953, Selivanov V.M. graduated from the University with top marks, his major – "Planning of National Economy" and, as a postgraduate student, continued further his studies at the Department of Statistics and Accounting.

All his knowledge and abilities Selivanov Vladimir Mikhailovich devoted to pedagogical activities. In the 1950s, he lectured at Kharkiv branch of All-Union Correspondence Financial Institute and at the Economic Department of Kharkiv Higher Party School. From 1960 – Senior Lecturer at the Department of Industrial Economics in UZPI.

In 1963, after defending his thesis, Selivanov V.M. was awarded Ph.D. in Economics and in 1967 the rank of Associate Professor. At the same time, Vladimir Mikhailovich comes to work at KSU, the ties with which he never stopped. The sphere of his scientific interests was wide: he did researches in statistics of industry and statistics of social economics, took part in scientific-practical conferences, wrote dozens of articles and monographs. Selivanov V.M. devoted much attention to young specialists' training.

From 1985 to 2003, Selivanov V.M. headed the Department of Statistics and Accounting. In 2002, in co-authorship with Professor Kovalevskiy G.V., Vladimir Mikhailovich published a textbook "Statistics of Foreign Countries" [3]. Due to high professional qualities and executive talent, Selivanov V.M. was one of the distinguished members in a row of prominent scientists and lecturers of V.N. Karazsin Kharkiv National University.

Syvokon Antonina Vasilievna (1931–2017) was born in Kharkiv, in workers' family. With excellent marks, she finished school and Credit and Accounting Technical College. In 1955, Syvokon was enrolled at Kharkiv University, the Faculty of Economics. After graduation from the University, Syvokon A.V. worked as senior economist at the Kharkiv Regional Department of Statistics and, at the same time, lectured at the College. In 1964, Antonina Vasilievna began to work as a full-time lecturer at the Faculty of Economics in Kharkiv University.

She finished postgraduate courses and, under the guidance of Pr. Liberman, successfully defended her thesis on the subject: "Economic and Statistical Study of Unit Cost at Enterprises of Sugar Industry".

Syvokon A.V. took an active part in the life of the Faculty: participated in the work of scientific conferences, published over 80 articles, reports, and research papers in many branches of the economy, but sugar industry remained always her major field of study.

From 1973 till 1985, Syvokon A.V. successfully headed the Department of Statistics and Accounting of the Faculty of Economics and managed to create a friendly and efficient team of teachers, highly estimated by the University's authorities.

Syvokon A.V. devoted much attention to the training of highly-qualified professionals for the Kharkiv Regional Department of Statistics.

From 1985 to 2002, Syvokon Antonina Vasilievna successfully continued scientific-pedagogical activity in the position of Senior Lecturer at Department and always was firmly convinced that training and education of young people are very good and necessary work!

**Conclusions.** A considerable place in the history of the development of statistical thought belongs to the representatives of the so-called academic statistics, i.e. to the representatives of those scientific forces that are engaged in issues

Table 1

**Subjects of thesis researches of teachers of the Department of Statistics of the Kharkiv National University [11, p. 160]**

Full name	Theme of candidate or doctoral thesis	Year
Liberman Evsei Grigorievich	Ways to Improve the Profitability of Socialist Enterprises (Doctor of Economic Sciences)	1956
Zhytnytskyi Zinovii Lazarevych	Reconstruction and Development of Cooperative Industry in Kharkiv Region in Post-War Five-Year Plan (Candidate of Economic Sciences)	1950
Spivakova Valentina Vasilievna	Statistical and Economics Methods of Estimation of Operating Efficiency of Industrial Enterprises (on the Example of Enterprises of Sewing Industry) (Candidate of Economic Sciences)	1966
Selivanov Vladimir Mikhailovich	Issues of Improvement of Accounting and Labour Statistics at Engineering Enterprises (A Case Study of Machine-Building Enterprises) (Candidate of Economic Sciences)	1963
Syvokon Antonina Vasilievna	Economic and Statistical Study of Unit Cost at Enterprises of Sugar Industry (Candidate of Economic Sciences)	1970
Semeniak Inna Vladimirovna	Product Quality Statistics at the Industrial Enterprise (Candidate of Economic Sciences); Product Quality Management Methodology (Doctor of Economic Sciences)	1973 1988

of the theory of statistics and special courses conducted in higher educational establishments. Actually, academic statistics was folded only by the end of XIX century that is confirmed by the appearance of a row of works of a theoretical character, where the theory of statistics as a special field of scientific knowledge finds its authentic ground. Academic statistics in the process of development was presented by many widely ramified directions.

Kharkiv School of Economics and Statistics engaged in one of the directions presented by the reformers of industrial production, including the followers of E.G. Liberman – lecturers of the Department of Statistics of V.N. Karazin Kharkiv National University such as Z.L. Zhytnytskyi, A.V. Syvokon, V.V. Spivakova, V.M. Selivanov, I.V. Semeniak, and also the author of the article that was the last graduate student of the prominent scientific reformer.

Generalized directions of statistical researches of teachers of the Department of Statistics under the direction of E.G. Liberman are presented in Table 1.

All these advanced studies are united by the fact that their main methodological feature was

the application in economic researches of such effective statistical instrument as a correlation and regression analysis that is still now used successfully by our young scientists when preparing candidate theses.

The main idea of E.G. Liberman and, accordingly, his followers, was: to give economic freedom to enterprises, as government control reduces the labour productivity. In fact, this was a suggestion to move to self-supporting basis and enter market elements in the blinded soviet economy.

During the last twenty years, the search for new forms of organization of production, sources of resource provision and sales markets, establishing new economic ties, marketing channels, and supply chains continue at enterprises of Ukraine, because the old ones appeared destroyed.

Continuing traditions of E.G. Liberman and his followers, it is necessary to intensify statistical researches on the issue of production organization in modern complicated conditions not only in V.N. Karazin Kharkiv National University but also in other higher education institutions with economic faculties.

**REFERENCES:**

1. Економічна наука в Харківському університеті: колективна монографія до 210-річчя університету та 80-річчя економічного факультету / кол. авт.; відп. ред. В.В. Глущенко. Х.: ХНУ імені В.Н. Каразіна, 2013. 372 с.
2. Ковалевський Г.В., Селіванов В.М. Харківська економічна школа (1804-2004) : Присвячується 200-річчю Харківського національного університету ім. В.Н. Каразіна. Х.: ХНУ, 2004. 51 с.
3. Ковалевський Г.В., Селіванов В.М. Статистика зарубіжних країн: навчальний посібник. Х.: ХНУ, 2002. 144 с.
4. Олейник С.У. Вклад Е. Г. Либермана в теорію и практику організації виробництва. Бізнес інформ. 2012. № 11. –С.280-284.
5. Либерман Е.Г., Житницький З.Л., Співакова В.В., Сивоконь А.В. Эффективность работы промышленных предприятий: Статистические показатели. М.: Статистика, 1973. 64с. (Статистика для всех).
6. Либерман Е.Г., Житницький З.Л., Співакова В.В., Сивоконь А.В. Статистическое изучение бюджета времени студентов: Отчет о выполнении работ. Х. ХГУ, 1970. 67с.

7. Семеняк И.В., Березань Е.И.(Кущенко Е.И.) Возвышение потребностей и качество товаров: статистический аспект проблемы: Монография. Х.: ХГУ, 1985. 146 с. (Деп. В ИНИОН АН СССР 20.09.85, № 22564).

8. Семеняк И.В. Философия маркетинга: Модуль академического образования по специальности «Маркетинг» Учебное пособие. Х.: ХНУ, 2004. 80с.

9. Кущенко О.І. Історія статистичної думки: навчально-методичний посібник. Х.: ХНУ імені В.Н. Каразіна, 2015. 88 с. (+ CD).

10. Kushchenko O. Professor Liberman E.G. scientific school of economics and statistics. Економіка в контексті інноваційного розвитку: стан та перспективи: матеріали доповідей Міжнародної науково-практичної конференції (м. Ужгород, 12-13 лютого 2016 р.)/За заг. ред.: М.М. Палінчак, В.П. Приходько, А. Krynski. (У2-частинах). Ужгород: Видавничий дім «Гельветика», 2016. Ч.1. С. 15-18.

11. Кущенко О.І. Історичний аспект розвитку статистичної думки кафедри статистики Харківського національного університету. Соціальна економіка: науковий економічний журнал, 2016. № 1(51). С. 156-161.

12. Кущенко Е.И. Социально-исторический аспект развития бизнес-образования на кафедре статистики ХНУ имени В.Н. Каразина. International Scientific Conference Anti-Crisis Management: State, Region, Enterprise: Conference Proceedings, Part III, November 17th, 2017. Le Mans, France: Baltija Publishing. С. 161-163.