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NATIONAL HIGHER EDUCATION SYSTEM COMPETITIVENESS SUPPORT AS PRECONDITION FOR TRANSITION TO A KNOWLEDGE ECONOMY

Among the factors of economic modernization, providing its transition to an innovative path of development and formation of the basis of knowledge economy, education occupies a crucial place, since it provides qualitative state of human potential, realization of which provides continuous technological, organizational, institutional and other changes. The importance of education and educational spheres as guidelines for the development of intellectual potential of the country has never appealed.

Education is particularly important as a factor in economic development. It contributes to improving the economic and social level of life of the individual. Education is a major factor in improving the welfare of society to ensure national competitiveness and sustainable economic development.

The competitiveness of higher education system is the ability to effectively provide the needs of the state in intellectual capital, research and forming humanistic values and ideology in society, while there are successfully integrating into the global educational environment and contributing to both economic and social development of the nation and in scientific technological progress of mankind.

The efficiency of higher education in the national economy determines its ability to provide not only the necessary intellectual capital in the economy, but also perform a wider social effects, in particular to reduce the gap between the segments of the population, to diminish social disparities and solve social problems, promoting culture.

According to Universitas 21, in 2015 as

the most competitive higher education is determined the higher education system of the USA, Switzerland and the Scandinavian countries, Canada etc., as well as those countries that over a relatively short period of time could significantly boost their educational systems, these are Singapore, Taiwan, South Korea.

Analyzing the US higher education system as the best in the world, it is necessary to consider:

- the availability of higher education and increasing number of American education;
- continued public support of research activities, development and constant upgrading of the information infrastructure;
- the policy of "open door" (except for several periods) in relation to immigration, therefore, the US economy is constantly replenished by highly qualified employees;
- implementation of state regulation of the private sector, including the creation of a favourable investment climate, which makes it attractive for researchers and scientists (e.g. by introducing a reliable system of intellectual property protection), stimulates small business development and venture enterprises.

The trend of reducing public funding costs in many countries forces higher education institutions to independently raise funds for existence. To this end, the University should become "entrepreneurial", i.e. create business incubators, technology parks, subsidiaries, etc., and attract students and graduates in business by providing them not only information and advice but also resource assistance.