

## **PECULIARITIES OF ENTREPRENEURIAL ACTIVITY IN THE FIELD OF EDUCATION**

### **Abstract**

The article examines in detail the essence and content of the concept of “entrepreneurship”, which has changed and streamlined in the process of development of economic theory. In most cases, the essence of this concept is replaced by the goal of entrepreneurial activity. In the article, the author, analyzing it from various perspectives, gives the following definition, “entrepreneurial activity” is a special type of activity aimed at generating profit, which is based on independent initiative, responsibility and innovative entrepreneurial idea. Structural changes in the national economy, caused by its transition to market lines, aroused the interest of economists in the market of services, the very phenomenon of services, including educational ones. This sphere of the economy has not yet been formed. Various sources do not formulate the concept of services, including educational one. The author demonstrated the features of entrepreneurial activities in the field of education, the accounting of which helps to increase the efficiency of the functioning of institutions in a market economy.

Key words: entrepreneurial activity, innovative approach, education, initiative, responsibility, service market, university.

Initially, the problem of entrepreneurship was posed by political economy as a problem of explaining the sources of economic growth and the nature of profit (the term “entrepreneurship” was introduced by R. Cantillon) [4].

Since then, several fundamentally different approaches to entrepreneurial function have been formed. The first interpretation prevails in the works of the classics of political economy (F. Quesnay, A. Smith), who see in the entrepreneur the owner of capital. At the same time, T. Turgot, and later German historians (V. Roscher, B. Hildebrand), he not only manages his capital, but also combines proprietary functions with personal productive labor. Over time, the entrepreneur is less and less identified with the capitalist. And in the second interpretation, he is regarded as the organizer of production, not necessarily burdened with property rights. A similar view is held by Zh. B. Say and JS Mill. Karl Marx conducts a functional distinction between the owner and the entrepreneur. The definition of an entrepreneur as a manager is firmly established in the works of neoclassicists (A. Marshall, L. Walras, K. Menger, F. Wieser). And since then, neutrality in relation to the ownership of property has become an ordinary element of most business theories – classical (J. Schumpeter) and modern (A. Cole, P. Draker) [2].

The essence of entrepreneurship, therefore, consists of three essential elements:

- ◆ organizational action;
- ◆ initiating changes;
- ◆ money income as a goal and criterion of success.

Thus, the terminological essence and content included in the concept of “entrepreneurship”, changed and ordered in the development of economic theory. In most cases, the essence of this phenomenon is substituted for the purpose of entrepreneurial activity. At the moment, entrepreneurship is defined from various positions, such as [6]:

- ◆ activities aimed at maximizing profits;
- ◆ the initiative activity of citizens, consisting in the development of goods and services aimed at making a profit;
- ◆ a direct function of the realization of property, its main production function;
- ◆ the process of organizational innovation for profit;
- ◆ actions aimed at increasing capital, developing production and making profits;
- ◆ a specific type of activity aimed at relentless search for changes in existing forms of life of enterprises and society, the constant implementation of these changes.

In this regard, entrepreneurship is more accurately defined as a process of continuous search for changes in the needs, demand of the final consumer for products and services, meeting this need by organizing production, marketing, logistics, management, innovation-oriented, bringing maximum productivity in each stage of the process reproduction.

Thus, the analysis of different points of view on the phenomenology of this phenomenon allows us to conclude that entrepreneurial activity is the realization of the individual's special abilities, expressed in the rational combination of factors of production on the basis of an innovative risk approach.

Entrepreneurial activity is a special type of activity aimed at making profits, which is based on an independent initiative, responsibility and an innovative entrepreneurial idea. And in this context, it is expedient to consider two basic elements in business:

- ◆ innovative activity as an entrepreneurial function;
- ◆ actions of the entrepreneur as a carrier of this function.

The result of each type of entrepreneurial activity is the achievement of the goals set by the entrepreneur. The main objectives of business activities can be [1]:

- 1) the receipt of profit from capital invested in this or that enterprise, financial, resource and material resources;
- 2) satisfaction of society's demand for the specific needs of its members or the country or the region.

The economic essence of entrepreneurial activity lies in the search for and implementation of new combinations of factors of production (renewal of products, technology, organizational approaches) in order to meet the apparent or potential demand.

The subject of innovative creative economic activity can be either an individual entrepreneur or a group of people acting within the organization and who are initiating the initiative to produce a new product, implementing new solutions, new approaches, etc.

Objects of entrepreneurial activity are manufactured products, work performed or services rendered, that is, what can satisfy someone's need and what is offered on the market for acquisition, use and consumption [3].

Changes in the national economy, caused by its transition to market lines, aroused the interest of economists in the market of services, the very phenomenon of services, including educational ones. The conceptual apparatus of this sphere of the economy has not yet been formed. This can be seen, in particular, from the definition of services in general, and educational in particular. Educational services – are a system of knowledge, information, skills and skills that are used to meet the diverse educational needs of the individual, society, state.

The formation and functioning of the market for educational services is subject to the general laws of a market economy, but it has a number of specific features: high dynamism, territorial segmentation and local character, a significant speed of capital turnover, a high sensitivity of educational services to market conditions due to the impossibility of storing and transporting them [5].

The market of educational services, in this case, is a market where the demand for educational services interacts with the main economic entities (individuals, households, enterprises and organizations, the state) and their offer by various educational institutions.

The market orientation of the educational institution assumes a wide range of products of the educational establishment, taking into account the requirements of the society, scientific and technological progress, which facilitates the easy establishment of processes and technologies for the provision of services. In the leadership of the educational institution, strategic decisions are prepared and accepted by people competent in the context of educational services, in matters of the regional economy. And in this case, the peculiarities of the entrepreneurial activity of an educational institution with a market orientation will be:

- ◆ based on targeted innovations that can work in conditions;
- ◆ risk and dynamic demand;
- ◆ flexible network construction;
- ◆ support of employees in activities within the framework of the organization's strategy, for which management as much as possible delegates rights and responsibilities to performers;
- ◆ orientation on the competence of personnel whose work is based on a balance of benefits and risks;
- ◆ timely and flexible response to changing customer requirements [7].

Thus, the following activities can be classified as entrepreneurial activity of an educational institution:

- 1) the sale of fixed assets and other property by all educational organizations, including educational institutions;
- 2) leasing of fixed assets and other property by all educational organizations, including educational institutions;
- 3) investment and financial activities of all educational organizations,
- 4) including educational institutions;
- 5) other types of non-operating income of all educational organizations, including educational institutions.

Accounting for the peculiarities of entrepreneurial activity helps to increase the efficiency of institutions in a market economy.

#### LIST OF LITERATURE

- 1 Bagiyev G.L. Business organization: textbook. – SPB: Publishing house, СПбГУЭФ, 2001. – 231 p.
- 2 Gruzinov V.P. Business economics and entrepreneurship. – M.: Soft, 2007. – 496 p.
- 3 Dashkevich O. Business environment and entrepreneurial activity // *Ecowest*. – 2009. – № 5. – P. 112–115.
- 4 History of entrepreneurship in Russia. Book one. From the middle ages to the middle of the 19th century. – M.: Russian Political Encyclopedia, 2006.– 480 p.
- 5 Pankrukhin A.P. Marketing educational services in higher and further education: textbook. – M.: Interpraks, 1995. – 240 p.
- 6 Pimenov V. Formation of the enterprise competitive strategy // *Standards and quality*. – 2008. – № 6. – P. 66–73.
- 7 Taranukha Yu. Entrepreneurship in a transition economy // *Economist*. – 2007. – № 10. – P. 43–48.

#### Аңдатпа

Мақалада экономикалық теорияның даму процесінде өзгерген және жетілдірілген «кәсіпкерлік» ұғымының мәні мен мазмұны егжей-тегжейлі қарастырылады. Көп жағдайда бұл тұжырымдаманың мәні «кәсіпкерлік қызметтің» мақсатымен алмастырылады. Мақалада автор оны әр түрлі тұрғыдан талдай отырып, келесі анықтаманы береді: «кәсіпкерлік қызмет» – бұл тәуелсіз бастамаға, жауапкершілікке және инновациялық кәсіпкерлік идеяға негізделген табыс алуға бағытталған қызметтің ерекше түрі. Оның нарықтық рельефтерге көшуінен туындаған ұлттық экономикадағы құрылымдық өзгерістер экономистердің қызмет көрсету нарығына, қызметтердің, оның ішінде білім беру құбылыстарына деген қызығушылығын тудырды. Экономиканың осы секторының тұжырымдамалық аппараты әлі қалыптасқан жоқ. Әр түрлі көздерде қызмет көрсету, оның ішінде білім беру ұғымдары тұжырымдалмаған. Автор білім саласындағы кәсіпкерлік қызметтің ерекшеліктерін, осы ерекшеліктердің қолдануы нарықтық экономика жағдайында университеттердің тиімділігін арттыруға көмектеседі.

Тірек сөздер: кәсіпкерлік қызмет, инновациялық тәсіл, білім беру, бастама, жауапкершілік, қызмет көрсету нарығы, университет.

#### Аннотация

В статье подробно рассматриваются сущность и содержание понятия «предпринимательство», которое менялось и упорядочивалось в истории развития экономики. В основном это понятие заменяют понятием «предпринимательская деятельность». В статье автор, проанализировав данное понятие с различных позиций, дает следующее определение: «предпринимательская деятельность» – это особый вид деятельности, направленный на извлечение прибыли и основанный на самостоятельной инициативе, ответственности и инновационной предпринимательской идее. Постоянные изменения в экономике, обусловленные ее переходом на рыночную, пробудили интерес экономистов к определению рынка услуг, в том числе образовательных. Данная область экономики находится на стадии формирования. В различных источниках не сформулированы понятия услуг, в том числе и образовательных. Автором продемонстрированы особенности предпринимательской деятельности в области образования, использование которых способствует динамичному развитию университетов в условиях рыночной экономики.

Ключевые слова: предпринимательская деятельность, инновационный подход, образование, инициатива, ответственность, рынок услуг, университет.