

For example, in the Krasnoyarsk region has a program “road map” Support access to foreign markets and “export promotion”.

The program is designed to ensure the promotion of export production enterprises of the region to foreign markets, the formation of the competitive environment, active entrepreneurs, exporters, as well as the formation of the institutional environment for the competitive conditions of enterprises in the global market.

Among the instruments of state support aimed at developing the export potential of engineering, you can select a tool, the granting of tariff preferences to Russian exporters. The system of tariff preferences operates under the general system of preferences of the United Nations. Granting of tariff preferences is a tool aimed at reducing the overall cost exporters of goods to foreign countries.

Russian Federation, in accordance with the classification of the United Nations, included in the list of countries in transition (transitive) model of the economy, so the Russian exporters may qualify for more favorable treatment to import their products, rather than RNB.

Preferential treatment of imports of goods provided by developed countries on a unilateral non-reciprocal order of the Russian Federation and is not contrary to WTO rules and disciplines.

There are Government programs to create and develop economic cooperation, developed with the participation of the intergovernmental commission on trade and economic cooperation with foreign countries. As part of the Commission to establish committees and working groups, which play an important role in the development of bilateral cooperation between Russia and foreign countries, aimed at obtaining mutual interest. Intergovernmental committees are established for effective interaction between business and the state at the international level. The main goal of each program – the creation of favorable conditions for the development of foreign economic relations of the Russian Federation, assistance to Russian entrepreneurs in collaboration with foreign partners.

The European Union and the Russian Federation signed an “Agreement on Partnership and Cooperation”, which is a program of cooperation aimed at the implementation of economic and social transformation. One tool is the organization of industrial cooperation among countries at the international level, contributing to the deepening of industrial cooperation and the formation of a coherent conceptual approaches to industrial policy.

In the Eurasian Union in the framework of this area signed the decision of the Supreme Eurasian Economic Council “On the main directions of coordination of national industrial policy”. This decision is the legal basis for the formation of industrial cooperation in key areas.

Non-financial instruments of government regulation relate to the environment, provision does not

depend on the opinions of business leaders. However, using this tool does not contradict the block with WTO rules, and hence can be used by enterprises without any restrictions. As a rule, non-financial instruments of state support are advisory in nature, the company cannot use them at all.

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THE ROLE OF INTERNAL MARKETING IN THE INTERNATIONALIZATION OF HIGHER EDUCATION ORGANIZATION

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In the nearest future high school of Russia will have to solve quite a complicated problem: no less than five Russian universities must qualify for top one hundred of leading universities all over the world according to the rating of QS World University Rankings [1]. A poor level of competitiveness at world market of the most domestic organizations of higher (tertiary) education is mostly defined by discrepancy between the level of graduates and challenges of globalization. Methodical, pedagogic, and other components of higher education often obtain over-national features as a result of spontaneous and unsystematic internationalization.

Modern definition of the idea “globalization” in application to activity of educational organizations implies parallel existence of two types of processes – internal and external (internationalization at home) internationalization [Jade Knight]. External internationalization that is being studied more closely in Russian high school, is usually represented by mobility of students, tutors, projects, educational programmes and services. External internationalization that, according to J. Knight, represents a complex of measures that provide for development of intercultural communication and international understanding skills among students, embraces almost all aspects of educational organizations’ activity, from defining educational plans and programmes to interacting with local cultural societies and various ethnical groups. From our

point of view, preparation for a successful introduction of Russian high school into the world market should start with internal internationalization. Inviting foreign tutors and student to an educational institution with unclear internationalization goals and lack of operational processes and microclimate, adapted to challenges of globalization, can lead (and does!) to degradation of an organization's image and decrease in education quality.

Studying educational services as a commodity defines a necessity to apply marketing principles to process of high school internationalization. The most appropriate model for the area of tertiary education is that of "serving in action" by P. Eiglier and E. Langedard that contains three basic elements – consumers (students), process of providing a service (education), and organization that provides services (educational institution). According to the marketing model "serving in action", an environment that favours for receiving knowledge and competences, implies providing educational services by a qualified and motivated "communicative personnel" that contributes greatly to increase in education quality.

A broad specter of organizational-managing, methodical, educational, upbringing, and scientific nature should be solved within the frames of internal internationalization. Chancellor of Russian university of international friendship in which number of foreigners forms more than 1/3, mentions a list of 29 problems [3], most of which can't be solved without a skillful introduction of marketing concepts into activity of universities. A strategic goal of internal marketing within a university is to create conditions that provide for development of competitive personnel within an institution. In this case methods of all comprehensive motivation and internal personnel training become basic tools. The latter method deserves our special attention. Most of Russian high school tutors haven't had an experience of teaching their subject in a foreign language yet and usually are completely unprepared to carrying out their pedagogic functions in terms of cross-cultural communications in both psychological and methodical sense. At the same time, with-

out trained professor-tutor and training-assisting personnel it is impossible to solve such problems as, for example, realization of educational process within international groups or implementation of modern (including interactive) methods of using global informational systems. Therefore, internationalizing activity of an educational organization of tertiary education must begin with development of new inter-firm standards of professor staff, and the system of inter-firm personnel training. However, placing new requirements before the personnel, university leaders must reveal and improve level of employee's satisfaction with their work at the same time. Definition of an optimal correlation between activity types and motivational potential is possible with toolset of internal marketing, introduction of which usually starts with figuring out subjective opinions, preferences, and settings of employees. It can be achieved through an iterative procedure, result of which is formation of work attributes' positioning map, based upon matrix "significance-realization". Specific features of university tutor's work, emergence of new informational technologies, complexity of organization goals (educational, upbringing, and scientific) require revising all parameters of their activity. Trade union organizations of educational institutions could take responsibility for forming such list according to selective study of opinions among professor and tutor personnel.

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