

THE ROLE OF INTERNATIONAL ONLINE EDUCATION IN INCREASING EMPLOYABILITY OF UKRAINIANS

There exist different roles of education: it develops ability to learn, cultivates active citizens and actors of change, socializes, inspires, and provides hard and soft skills, necessary for increasing employability. The latter becomes the most important task of education, especially in times of economic and social crises. In current innovative society, where demand for laborers decreases [1, 23], education is playing even more important role in increasing employability. Higher education, informal education and international, mostly «Western» education are playing especially crucial role in Ukrainian society.

International education became an important competitive advantage for Ukrainians as indicated, among other, by the number of expats and people with «Western diplomas» in Ukrainian government. [2] International education is perceived as a competitive advantage by Ukrainian employers. One of the reasons for such perceptions is the fact that there exists a serious gap between Ukrainian education and the skills needed at the labor market. There are many reasons for the weakness of the link between educational and labor markets in Ukraine. Among others, one can name institutional constraints indicated in the White Book of Ukrainian Education [3] as well as very low level of cooperation between employers and educational institutions. The latter issue was tackled in the recently adopted law on Higher Education with introduction of new Quality Assurance Agency, due to which employers participate in educational quality assessment. However, in order for these legislative changes to become visible, more time is still required

The easiest and the cheapest way to get international education is to get it online. The popularity of online education is growing all over the world: in most of the developed and developing countries the growth of internet penetration is followed by the popularity of online education [4], and Ukraine is not an exception. Even though the penetration of Internet here is still comparatively low (according to the analysis of Kyiv International Institute of Sociology [5] only half of Ukrainians are users of Internet, the country is on the 33rd place in the world by the number of internet users), Ukrainians are using online education services quite a lot. For example, in 2012 Ukrainians were on the 12th place among users of the popular online

educational resource coursera.org, and their quantity constituted 1,36 % of all users. [6]

One can name many advantages of getting online education, among others:

It is cheap or even free of charge. It is very easy to access for everybody, the only condition is access to internet, and therefore it became available to the majority of the population.

One can get access to online education from everywhere. Online education does not cope with the constraints which are typical characteristics of traditional education (such as difficulties of access to quality education for people from rural areas); it is possible to access the courses provided by most «Western» universities online for people physically situated in Ukraine.

Online education is more flexible than traditional education: it is possible to combine it with other activities. One can get international online education while getting traditional education in Ukraine or while working full-time.

Online education is innovative, it is usually able to adapt quickly to the constant technological changes, and therefore, it is especially useful in increasing employability.

One of the examples of increasing interest and respect towards online education among Ukrainian employers is the fact that some companies indicate completing online courses (such as Coursera) as one of requirements in their job descriptions. [7]

Besides the fact that international online education gives competitive advantage by increasing hard skills, it is also important due to the fact that due to its technology-based nature it increases one's ICT skills. The role of information and communication technology skills for successful employment nowadays in technology-intensive world is crucial and is constantly increasing. They play a very important role in increasing chances of adults' participation in job market and are even perceived by employers as basic skills. This tendency is very easy to explain, taking into account that for every organization, it is crucial nowadays to be able to organize information and knowledge in the convenient way, to form the system of structural capital based on ICT which effectively works for facilitating of decision-making process, managing all the processes within the company and its interactions with the outer world. Operation of such systems is impossible without well-education employees, familiar with information and communication technologies.

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КОГНІТИВНА ПАРАДИГМА СУЧАСНОЇ ОСВИТИ

Інформаційне суспільство вже досить швидко перетворилося на суспільство знань, у якому «хто володіє знаннями, той володіє світом». Але як опанувати постійно зростаючу кількість не просто інформації, а знань, якими повинен оволодіти майбутній спеціаліст, щоб бути успішним, конкурентним на складному ринку праці? У такому випадку потрібна не традиційна, а перспективна освіта, яка надасть технології управління знаннями, а не просто певну кількість корисної інформації. Тобто перспективна освіта повинна будуватись на основі вміння швидко орієнтуватися в стрімко зростаючому потоці інформації та знаходити потрібне і вміння осмислити та застосувати отриману