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The System of Joint Training of Management for the Common Economic Space

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ABSTRACT

This article is an original manuscript, in which integration opportunities within the framework of the Common Economic Space are considered in the context of education in the sphere of management. Objectives of professional training aimed at ensuring effective interaction between a state and business structures of the “Troika” are actualized in the publication. The approaches to creation of a system of joint management training of the member States of the Common Economic Space for civil servants, the real economy and the social sphere are represented in the article. A hypothesis, strategic and tactical objectives of the project are formed and organizational forms of educational programs and options are proposed.

KEY WORDS

Partner relation, integration processes, common knowledge bases, networking and synergetic effects, executive personnel(public administration specialists), national systems of personnel training, educational environment, interstate management

Today the world community for the most part has already realized that competition for markets, based on the forceful expansion of zones of economic influence, does not only help to build national wealth, but on the contrary, leads to negative results.

No one had any doubt about the fact that partnerships are able to provide economic growth both on the global level and within each particular state in the short and long terms.

Understanding the need to deepen the inter-business and inter-state relations definitely exists on the post-Soviet area as well. The first tangible steps in this direction were made in the process of setting up the Union State of Russia and Belarus.

Currently we are working within the framework of the Common Economic Space (CES), and in perspective lies cooperation within the framework of the Eurasian Union.

The purpose of the CES, and it is well known, is the development of integration

processes in the social, economic and humanitarian spheres. It is intended to provide:

- free movement of goods, services, and capital and labor;
- implementing coordinated macroeconomic policies;
- harmonization and unification of national legislation in the field of financial, credit, tax, investment, competition and antimonopoly policies.

CES should promote the growth of economic activity, driven by the business. Peculiarity of the approaches to business infrastructure in the overall market in the CES lies in the primary support of the functioning of the network model of the economy as the most competitive in the globalized world. The construction of such a model for the interaction of business and government agencies of the three countries is based on a combination of shared resources to reduce network costs, creating shared knowledge base, the exchange of

the most attractive market competencies, maximizing the total revenue due to the formation of network synergies.

Our task is to strengthen the competitiveness of the economies of the three countries in the world market.

At the same time it is necessary to be realistic and understand that any community integration, including the Common Economic Space is a complex system of interacting national economies.

Therefore, the implementation capacity of the CES for the participating countries involves a difficult search for a balance of risks and benefits of membership in the organization.

Minimizing risks provide coordinated actions of the managers. However, it must be noted that there are not enough specialists who are able to work together productively. A striking example is the situation in connection with the adoption of a model law on competition in the Common Economic Space: the 4th Conference on the subject was held in Minsk on April 25, 2013 but still there is no consensus regarding the evaluation of the draft law.

I stress that we need experts with specialized knowledge and skills. They must possess the necessary information on the conditions of economic activities in the partner countries, have a clear understanding of their governance structure and have information about projects under realization.

Today the problems of staff shortage are resolved by the existing national training systems, where the training sectors of national managerial elites are headed by the Academy of Public Administration under the aegis of the President of the Republic of Belarus, Academy of Public Administration under the aegis of the President of the Republic of Kazakhstan, the Russian Academy of National Economy and Public Administration under the aegis of the President of the Russian Federation (hereinafter — Academy). However, none of the actually trains the specialists able to defend supra-national interests of each of the countries, the members of the CES.

Considering that all the member countries are interested in solving the problem

of joining experience, intellectual, industrial and resource capabilities of the parties in those areas where joint activities will achieve the greatest synergy, Academy of Public Administration under the aegis of the President of the Republic of Belarus proposes a project of creating a system of joint management training of the staff of the member countries of a common economic space for the state apparatus, the real economy and the social sphere.

The strategic aim of the project is to create a mobile integration centripetal educational environment saturated with the wide range of educational products and forms of learning with their constant replenishment and renewal.

Tactical objective of the project is to create staff and methodological basis for the deepening of economic integration of the CES with consolidated cost and maximum benefit to the member countries.

Scientific hypothesis of the project is trifold.

1. The lack of the teachers-experts specializing in the country-specific studies can be resolved jointly by the three academies of member states of the CES.
2. Field studies conducted on the base enterprises of the three countries, accelerate the process of the accumulation of practice-oriented knowledge by students.
3. Joint training of representatives of Belarus, Kazakhstan and Russia in the groups formed through a competitive process on an equal footing, ensure effective interpenetration of interests and resource capabilities of design decisions to strengthen the CES at all levels of its organization, including entrepreneurship.

The prototype program is the CIS Network University.

In contrast, our project is aimed not so much to increase staff mobility as on training of the potential of the managerial staff effectively implementing the policy in the field of economic growth of their state in conditions of maximizing the benefits of integration.

CIS Network University program aimed at training specialists in unified specialities

for the member countries of the CIS (scientific, engineering, humanitarian), and are in fact a variant solution of the Bologna process. The suggested program also provides for a component unique to each state university, containing country-specific economic and administrative activity.

In other words, the CIS Network University provides citizens with an opportunity to take an identical course at any of the partner universities. The aim in the proposed project is a consistent training to a mixed group in all countries of the “troika” in the unique programs to achieve a new level of education.

The organizational form is a consortium of academies of the member states of the CES. This structure is open to receiving other interested parties of any organizational form.

We believe that, given the incomplete harmonization of legislation the most effective in the initial phase of the project will be the creation of educational programs on the franchising principle. In this case, the structure and procedures for the validation of the educational program are defined by the current legislation of the developer. And it does not preclude participation in the implementation of all of the partner universities — members of the CES.

The range of options for interstate educational programs within the primary and secondary education is extremely wide.

Running educational programs for training in cross-country management is carried out in parallel, sequentially in time. At the first stage, it is proposed to prepare the representatives of state bodies and organizations of the CES engaged in international projects.

As a result, a group of qualified professionals in the field will be formed among the bodies of state power of the three states. They will know the basic legal framework of the three states, the mechanisms of government, peculiarities of local methods of management.

These basic ideas are supported by the representatives of the three academies. Currently, there are coordination procedures for the development of programs

and mechanisms for their implementation.

Alternatively, an educational program can be created by the project team, formed on the basis of one of the academies of the number of employees of one, two or three academies.

Curriculum (Master’s or refresher) may include a mandatory block and the component including country specific studies.

This mandatory block thus can comprise, for example, management disciplines, including business management, financial management, taxes and tax regulations, the regulatory framework of the CES.

The implementation of the disciplines of the mandatory block is assigned to the Academy — the developer of the program (otherwise — by agreement).

A component of an institution of higher education (the variant solution) includes, for example:

- Analysis of the specific socio-economic processes of the member states of the Common Economic Space;
- Risks + legal framework of business environment in the states + investment planning;
- Analysis of the positive experience in economic, trade, innovation and investment fields, the study of specific business and innovation projects in each of the states;
- Internships in companies and organizations, organized by each university partner.

The implementation of disciplines included on the component of an institution of higher education is shared between partner universities.

The project finance

At the initial stage the project can be financed from the budget of the CES. Provision is made for the development of educational programs, salaries of teachers, the mobility of teachers and students (travel, accommodation, etc.).

Presentation of master’s thesis or graduation/diploma project can be carried out

in the inter-state commission formed by taking into account the proposals of the customer. According to the results of the presentation each graduate is given a state diploma of the country — the developer of the program, certificates may be issued by each member state of the CES.

I emphasize that apart from getting knowledge the participants of the educational program gain additional benefits:

- there is a constant exchange of experience between practitioners of the three countries;
- new skills to develop joint solutions and advance the interests of his country in the participating countries are acquired;
- the base of potential projects and network of contacts is got;
- the dynamic transfer of teacher's experience is insured and an integration educational environment is formed;
- the experience in implementing integration projects is gained.

However, the implementation of such a procedure, of course, requires additional efforts to harmonize our laws. The issue of a joint diploma is not possible without addressing issues of mutual recognition of learning outcomes in the member states of the CES and having a centralized program management.

In the case of the successful development of the project we believe it appropriate to consider the possibility of creating a supra-national qualification body that has the right to issue an interstate diploma.

The project is now open.

The above mentioned proposals, from our point of view, are designed to promote cooperation in trade, economic, investment and innovation spheres of Member States of the Common Economic Space, to fill the space of relations with specific projects, to expand the educational space, and to establish the contacts between representatives of the three states.