



Ekonomická univerzita v Bratislave
Fakulta medzinárodných vzťahov



*EKONOMICKÉ, POLITICKÉ A PRÁVNE OTÁZKY
MEDZINÁRODNÝCH VZŤAHOV 2019*

Zborník vedeckých prác



*ECONOMIC, POLITICAL AND LEGAL ISSUES
OF INTERNATIONAL RELATIONS 2019*

Volume of Scientific Papers

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Vydavateľ/Publisher:

Vydavateľstvo EKONÓM, 2019

Vychádza jedenkrát za rok/Is published once a year

ISBN 978-80-225-4627-0

ISSN 2585-9404

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UNIVERSITY ON THE LOCAL LABOUR MARKET: AN EXAMPLE OF A UKRAINIAN UNIVERSITY

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Recently, the university has been viewed not only as a centre for training specialists and a place of research, but also as an economic agent that has direct and indirect impact on the labour market. The present text is devoted to the study of how many direct jobs were created by the BSPU in the case of very low level of unemployment on the Berdyansk labour market. On the basis of a survey conducted by the employees of the Berdyansk State Pedagogical University in September-November 2018, it was determined how many jobs would have been lost by the Berdyansk labour market if this university had not existed.

Key words: university, staff, labour market, economic impact, Berdyansk

JEL: L25, J39

Introduction

In studying the socio-economic situation in any city and in identifying key agents whose activities directly affect the city's economy, as generators of income and profits, companies are usually considered in first turn. Companies create jobs, thereby reducing the unemployment rate in the city of their location. But it should be noted that in recent decades more attention has been paid to the study of the economic role of educational institutions, in particular, higher education institutions (universities) and their economic impact on their location.

In Ukraine, the university is the driving force of the city's socio-economic development by attracting funds from the state budget, funds for legal entities and individuals. The University is a buyer of goods and services, which are also offered by local manufacturers and suppliers. This, in turn, affects the incomes and costs of local businesses and households.

The University plays a significant role in the local labour market, creating jobs for highly skilled specialists and for service staff. In full, this applies to the Berdyansk State Pedagogical University (BSPU), which is the largest higher educational institution in the city of Berdyansk.

The economic contribution of university associated with the direct, indirect and induced impact connected with university's operational and staff expenditure.¹ The direct expenditures of the university, its staff and students are the main part of the total economic impact of a university.

This study examines the direct impact of the university on the local economy through staff expenditures and the provision of jobs.

The purpose of the article is to determine the role of the Berdyansk State Pedagogical University in the local labour market and the size of the incomes and expenditures of inhabitants of the city of Berdyansk, which are generated precisely due to the existence of this university in the city. In order to accomplish this, in November-December 2018, a survey was conducted

¹ A Study of the Economic Impact and Benefits of UC San Diego (2008).

among BSPU employees on the structure of their income and expenditures. Based on respondents' answers, it was determined how Berdyansk labour market would change if there were no university in the city.

1 Literature review

Numerous studies have shown that the educational level of the population significantly affects economic growth. The contribution of higher education to the development of the economy can be measured using a production function or even a simple regression equation. Studies that used the gross enrolment ratio and the higher educational attainment as variables of higher education have shown that these two variables positively influence the level of economic development (GDP per capita).² Therefore, higher education can be considered as one of the key factors in ensuring economic development.

At the same time, institutions of higher education create jobs, generate income and expenditures that affect the local markets of goods (services) and labour.

A. Valero & J. van Reenen point out that, there are a number of channels through which universities may affect growth of local economy. Authors highlight greater skill supply, more innovation, support for democratic values, and demand. The last channel of influence implies that increased consumption from students and staff and the universities' purchase of local goods and services from the region could in principle have a material impact on local labour market and local economy. This would occur when university costs are financed through national governments from tax revenues raised mainly outside the region where the university is located.³

In different studies various indicators of university's economic impact for local economy are investigated. Kotosz et al. (2015) found that the university's total impact per student depends of the region and country. This indicator is in the range of 15-50 thousand euros (USA), in the range of 10-20 thousand euros (Western Europe), in the range of 5-10 thousand euros (Eastern Europe).⁴

A university can be an important employer for the host city. For example, the University of California (UC) San Diego is the third major employer in the San Diego Region behind the State of California (40,600 employees) and the Federal Government (39,900 employees). In the FY 2006-07, UC San Diego paid \$1.137 billion in salaries and wages to 1,260 student and 15,500 non-student employees.⁵

Another example is Boston University that supports 28,979 jobs within the Commonwealth of Massachusetts. These full-time and part-time jobs include direct employment by the university (17,890 jobs), as well as indirect and induced jobs (11,089 jobs). Indirect and induced jobs are created as a result of spending throughout the state by the university, employees, students, families, and visitors.⁶

Also, universities in United Kingdom play great role in the generation of jobs. In 2015/16 the University of Portsmouth supported around 12,700 UK jobs including approximately 9,300 jobs in the Solent Region, and 7,900 in Portsmouth City. It means that in 2015/16 the University generated nearly 7% of all jobs on the local labour market.⁷

In 2015-16, the 24 Russell Group universities taught 609,285 students, and employed 153,015 FTE staff. The total economic impact associated with the Russell Group universities'

² PILLAY, P. (2011): Higher Education and Economic Development, p. 72.

³ VALERO, A. – VAN REENEN, J. (2016): The Economic Impact of Universities:

⁴ KOTOSZ, B. – GAUNARD-ANDERSON, M.-F. – LUKOVICS, M. (2015): The local economic impact of universities, p. 608.

⁵ A Study of the Economic Impact and Benefits of UC San Diego (2008), p. 8.

⁶ The Economic and Community Impacts of Boston University (2016), p. 3.

⁷ Economic Impact of the University of Portsmouth (2017), p. 1.

activities across the UK was estimated to be £86.75 billion in 2015-16.⁸ It means that universities are the major employers in national economy of the United Kingdom.

The economies of Central and Eastern Europe are usually weaker than the economies of Western European countries. Therefore, in absolute numbers, the economic impact of universities in these countries is lower than the relevant indicators of universities in Western European countries.

University of Žilina (Slovakia) generated 262 new full-time jobs in the economy through the total UNIZA's regional expenditures in Žilina region in 2015. The creation of new jobs in 2015 depended on the additional production in each of the sectors of the economy.⁹

In Ukraine, universities do not pay attention to determining their impact on the economy of the city – the place of their location. Therefore, this study is one of the few that is dedicated to assessing the impact of the university on the state of the local labour market and on the local economy.

The research results show that the share of full-time jobs is more than the share of indirect and induced jobs taken together.

2 Berdyansk State Pedagogical University and its role for Berdyansk city

Berdyansk is a city of regional significance. It is located in the south of the Zaporozhye region, on the coast of the Sea of Azov. Berdyansk is a sea, climatic and mud resort. The city was founded in 1827 on the location of fishing settlement, and later developed on the basis of a seaport in the gulf of Berdyansk. The population of the city is 114 thousand people (as of 01.01.2018).

Berdyansk is an important industrial centre in the Sea of Azov. The city has more than 30 enterprises of various industries: metalworking, food, petrochemical and mechanical industry, as well as engineering. On the territory of the city there are about two thousand commercial facilities, public catering, and services. There are 9 markets and trading networks.

The economically active population of Berdyansk is approximately 71 thousand people.¹⁰ Many of them work for micro-, small and medium enterprises (up to 20 thousand people). The number of individual entrepreneurs equals 6413 persons.¹¹ Taking into account the level of registered unemployment on the local labour market (2.3%)¹², it can be noted that more than 38 thousand people work in the public sector of the city of Berdyansk.

There are three institutions of higher education in the city of Berdyansk: Berdyansk State Pedagogical University, Berdyansk Institute of State and Municipal Management of the Classic Private University and Berdyansk University of Management and Business. There are also 21 secondary education institutions.¹³

During 2012-2016, 55-64% of the total number of students of higher educational institutions of the city of Berdyansk studied at the BSPU. In recent years, the importance of the BSPU for Berdyansk has been increasing due to a decrease in the number of students in other universities of the city (table 1).

⁸ The economic impact of Russell Group universities. (2017): Final Report for the Russell Group, London, London Economics, October 2017, p. 43.

⁹ GAŠPEROVÁ, L. – MOŽUCHOVÁ, L. – ROSTÁŠOVÁ, M. (2018): Economic impact and multiplier effect of university on economic development of the host region, p. 8492.

¹⁰ General demographic characteristics of the city of Berdyansk (2017).

¹¹ Profile of the city of Berdyansk (2018): p. 9.

¹² Employment, income of the population (2017): Labor market.

¹³ Strategy of development.

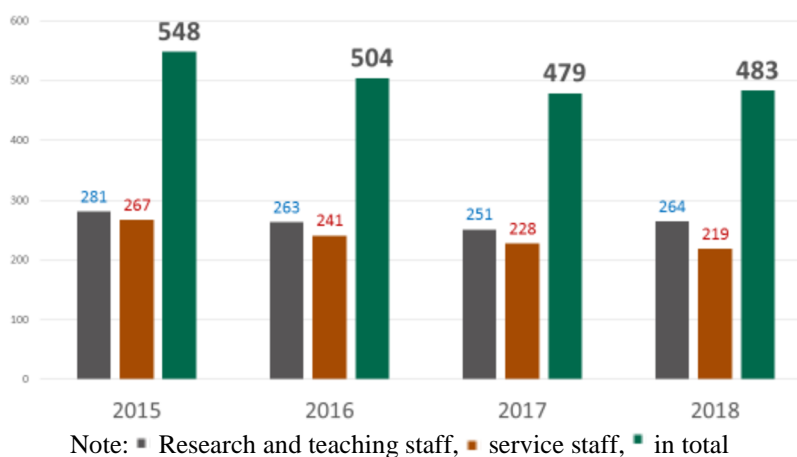
Table 1: Total population and the number of students of higher educational institutions in Berdyansk (2012-2016)

| Indicator | 2012 | 2013 | 2014 | 2015 | 2016 |
|--|---------|---------|---------|---------|---------|
| Total population of Berdyansk | 119,200 | 118,600 | 118,200 | 117,300 | 116,200 |
| Number of students of higher educational institutions | 11508 | 10067 | 9711 | 9067 | 8088 |
| Share of students in the total population of the city, % | 9,65 | 8,52 | 8,22 | 7,23 | 7,00 |
| Number of students of Berdyansk State Pedagogical University (BSPU) including: | | | | | |
| full-time | 6694 | 5999 | 5491 | 5003 | 5245 |
| part-time | 2959 | 2660 | 2681 | 2543 | 2599 |
| | 3735 | 3339 | 2810 | 2460 | 2646 |
| The share of BSPU students in the total number of students, % | 58,16 | 59,59 | 56,54 | 55,18 | 64,85 |

Note: compiled by the authors on the basis Report of the Rector of the Berdyansk State Pedagogical University (2017) and Monitoring of indicators for implementation of the Strategy (2017)

Berdyansk State Pedagogical University plays a noticeable role on the local labour market. Despite the decrease in the number of employees from 548 to 483 (Figure 1), the role of the BSPU on the local labour market has only increased, as the reduction in the number of employees of the other two higher educational institutions occurred at a much higher pace. Nearly 2% of all employees of the Berdyansk budget sector work at BSPU. The university is the major payer of single social payments for the local budget.

Figure 1: The dynamics of the number of university employees



Source: Materials of the report of the Rector of the BSPU (2019), p. 18.

That is why, the impact of university staff on the local community has to be considered in two aspects: staff as consumers of goods and services of local firms and staff as part of the city's workforce.

3 Methodology and findings

In order to determine the direct impact of Berdyansk State Pedagogical University on the labour market of Berdyansk, it is necessary to ascertain how many direct jobs would not have been created if this university had not been located in the city.

According to official data, the labour market in the city of Berdyansk is characterized by low unemployment (2.3%)¹⁴. Therefore, we can assume that the university staff could easily find another place of work if the BSPU did not exist. This means that university employees could find a job in another organization or in another enterprise.

A quick search for a new job and employment are possible if employees of the BSPU would be willing to take on any jobs. However, in reality, the future employee is also interested in how his/her job responsibilities correspond to his/her skills and interests.

Therefore, if in the city of Berdyansk there would be no vacancies suitable for the future employee, then he/she could choose different options, among which the main ones are:

- registration in the centre of employment as unemployed;
- search for a job in another city of the Ukraine;
- search for a job abroad;
- an agreement to take a post that does not meet his/her qualifications or interests;
- retirement (in case of reaching retirement age);
- opening his/her own business;
- withdrawal from the labour force.

In order to determine how many jobs were created in the city of Berdyansk due to the existence of BSPU on its territory, in September-November 2018 a survey was conducted among university staff. Two types of questionnaires were developed: for research and teaching staff and service staff (including administration staff).

The questionnaire consisted of 3 parts. We investigated the location profile, income and expenditure profile, and demographic profile of respondents.

Questionnaires were developed electronically. University staff was asked to answer questions through Google Forms. However, only 6 persons from the research and teaching staff gave answers to the questionnaire in September 2018, while nobody from the service staff completed the questionnaire through Google Forms.

Therefore, questionnaires were printed out and distributed (150 copies for each group of staff). Respondents were kindly asked to return filled out questionnaires by the end of November. 112 questionnaires were returned, completed by research and teaching staff. 53 questionnaires were incomplete, while 59 questionnaires provided all the answers. The service staff returned 105 questionnaires. Only 57 questionnaires provided all the answers. The large number of incomplete questionnaires was due to the fact that respondents did not want to answer questions about the structure of their income and expenditures.

For the purposes of this study, the response to the question “Where would you have worked if Berdyansk State Pedagogical University had not existed?”, is of primary interest?” (Table 2).

Table 2: Distribution of answers of respondents to the question “Where would you have worked if Berdyansk State Pedagogical University had not existed?”

| <i>Answer</i> | Research and teaching staff | | Service staff | |
|--------------------------------|-----------------------------|----------|----------------|----------|
| | <i>Persons</i> | <i>%</i> | <i>Persons</i> | <i>%</i> |
| in Berdyansk | 37 | 62,7 | 51 | 89,4 |
| in another city of the Ukraine | 10 | 16,9 | 3 | 5,3 |

¹⁴ Employment, income of the population (2017): Labor market.

| | | | | |
|---------------------|-----------|------------|-----------|------------|
| look for job abroad | 9 | 15,3 | 1 | 1,8 |
| retire | 1 | 1,7 | 2 | 3,5 |
| not work | 2 | 3,4 | 0 | 0 |
| In total | 59 | 100 | 57 | 100 |

The results of the survey show that the existence of the BSPU is more important for research and teaching staff: 37.3% would leave the labour market of Berdyansk, if the university did not exist. On the other hand, only 10.6% of employees from service staff would not be part of the Berdyansk labour market in this case.

If the results of the survey were extrapolated to the all university staff, then it can be concluded that out of 251 direct jobs for research and teaching staff, only 94 jobs were created through the BSPU and 24 of the 228 direct jobs – for service staff.

In general, thanks to the University 118 people have jobs in the city of Berdyansk – people, who, in the absence of the BSPU, would not have participated in the Berdyansk labour market.

Conclusion

In Ukraine, universities do not pay attention to determining their impact on the economy of the city – the place of their location. Therefore, this study is one of the few that is dedicated to assessing the impact of the university on the state of the local labour market and on the local economy.

This provides strong evidence that the Berdyansk State Pedagogical University plays an important role on the local labour market.

The existence of the BSPU in the city of Berdyansk has created 118 direct jobs for residents of the city. Otherwise these residents would not be local labour market participants.

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Názov/Title:

Ekonomické, politické a právne otázky medzinárodných vzťahov 2019

Zborník vedeckých prác

Economic, Political and Legal Issues of International Relations 2019

Volume of Scientific Papers

Zostavovatelia zborníka/editori:

Ing. Adam Cibul'a, Ing. Ivana Dancáková, Ing. Natália Goda, Mgr. Martin Karas, Ing. Monika Kochajdová, Ing. Peter Valačai, Mgr. Eva Vlková, Ing. Andrej Zrak

Rozsah/Range:

357 strán/pages

Formát/Format:

Vydané vo forme elektronického zborníka/Published in an electronic form

Vydavateľ/Publisher:

Vydavateľstvo EKONÓM

Rok vydania/Year:

2019

Vychádza jedenkrát za rok./Is published once a year.

ISBN 978-80-225-4627-0

ISSN 2585-9404