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## **FORMATION OF THE EDUCATIONAL PROCESS IN THE CONTEXT OF CROSS-CULTURAL MANAGEMENT**

Modern reform processes taking place in various spheres of the functioning of society have a decisive influence on ensuring the harmonization of relations between the state and the population, which determines the socio-economic and political stability of the country, as well as the possibility of establishing interethnic and other conflicts. This necessitates the development of national educational systems, their integration into the world educational space, using innovative approaches to ensure their quality and effectiveness, taking into account intercultural characteristics.

In modern conditions, Ukraine is at the stage of transformation of value orientations in education through increased quality training of specialists who can efficiently work and compete in a globalized environment, focusing on cross-cultural interaction. This will allow us to reach a substantially new level in the field of international education among the leading countries, which is already confirmed by the growing demand from foreign citizens for higher education in Ukraine. So, last years there was an annual increase in the number of foreign students studying in Ukrainian universities. In general, today it is about sixty thousand students from 145 countries. However, along with this growth dynamics during 2009-2016 Ukrainian students studying abroad, according to the CEDOS Analytical Center, amounted to 176%. Only for 2015-2016, this growth was almost 20% or 10934 people. Poland, Germany, Canada, Italy, Czech Republic, the USA, Spain, Austria, France and Hungary are the most popular among the students for the studying. Taking into

account such tendencies, at least 72,000 Ukrainians studied abroad in the 2016/2017 academic year [4].

Under such conditions, the growing role of the formation of cross-cultural values in modern youth is evident, which confirms significant student mobility, involvement in European integration processes, the need to preserve and enrich cultural values. Problems of coexistence of different cultures require solving in not one state. It is extremely important to create an enabling environment for life for each of the representatives of different cultures. In fact all people are different, each has different rites, beliefs, traditions, behavioral stereotypes and different professional ethics, so it is necessary to create such conditions of coexistence within defined territories in order to minimize inconvenience for each individual citizen or communities.

Unfortunately, in general, in the modern world, when the problem of emigration is taking turns, these rules are not in force in every country. An example of adaptation and coexistence of different cultures can be Germany. In particular, more than 4 million Turks live in the Kreuzberg district of Berlin. This is precisely what causes the collision of two different cultures. Since the Turks want to live according to their rules, they are at the same time claiming sufficiently high social assistance in Germany, recognition of faith, holidays, etc. [2]. In such conditions, it is necessary to study cross-cultural problems, which is due to the need to overcome the contradictions caused by the intensification of the processes of globalization of the economy, the combination of different national cultures in business, in the process of learning, etc. At the same time, an important part in the context of making effective decisions in terms of cultural and linguistic differences and features is appropriate to consider cross-cultural management, which aims at building a specific corporate culture, achieving a high efficiency of the educational process, finding and emphasizing cultural universals in the management of the recognition and respect of cultural values, in particular all participants in the educational process [3].

It is worth noting that in the context of solving the main tasks of the European Higher Education Area in order to ensure the high quality of higher education and

promote the mobility of European university subjects, cross-cultural recognition of qualifications and their profiles is necessary. One of the important means that will contribute to this is the introduction of a social dimension of higher education, taking into account national traditions, approaches in the educational process, the development of world and national cultural values, an orientation towards democratization and humanism, which is an indispensable condition for the functioning of civil society [1].

Therefore, reforming the domestic education system and promoting the creation of decent living and learning conditions for all citizens is an important prerequisite for preventing the spread of emigration processes, especially among Ukrainian students. Education is an important source of intellectual, cultural, social and economic development of the society, which enables to develop skills of intercultural communication with the improvement of cross-cultural management in educational space.

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