

ECONOMICS

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Regional environment of local markets of educational services: features and factors

The article describes regional environment as a confluence of factors, active and influencing the local market of educational services. It is considered the development and operation of the local market of educational services based on local markets, taking into account regional macro-and micro habitation. For example, the Rostov region peculiarities and environmental factors and certain social benefits are described. It is identified the indicators of the gross regional product of the Rostov region and analyzed the demographic environment. It is justified by economic factors, the economic profile and socio-cultural factors that contribute to the formation of the environment of the local education market.

Key words: local market of educational services, particularly regional macro-and microspheres, environment factors of formation of market education.

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