



## THE SOCIO-ECONOMIC ESSENCE OF THE CONCEPT OF “EDUCATIONAL SERVICES” AND THE ENHANCEMENT OF THEIR ROLE IN THE CONTEXT OF THE LEGALIZATION OF THE THIRD RENAISSANCE STRATEGY

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**Abstract.** The article examines the socio-economic essence of the concept of “educational services”, as well as their significance in the context of global changes and development of society. In modern conditions, education is transformed not only in terms of content, but also in terms of the role of educational services as one of the most important factors in the development of human capital. The article focuses on the need to reform the educational system so that it meets the needs of a rapidly changing world, where knowledge and skills are becoming the main resource for economic growth and social mobility. The main conclusions of the article are that for the successful implementation of the III Renaissance strategy it is important to create a system in which educational services will be perceived not only as a means of obtaining knowledge, but also as an important element for improving the social and economic situation in the country, contributing to the creation of a more just and efficient society.

**Key words:** Education, educational services, international educational standards, human capital, investing in human capital, educational system reforms, investing in the future, skilled labor force, social mobility, fair and efficient society, improving living standards.



**Аннотация.** В статье рассматривается социально-экономическая сущность понятия «образовательные услуги», а также их значимость в контексте глобальных изменений и развития общества. В современных условиях образования трансформируются не только с точки зрения содержания, но и в плане роли образовательных услуг как одного из важнейших факторов развития человеческого капитала. В статье акцентируется внимание на необходимости реформирования образовательной системы, чтобы она отвечала потребностям быстро меняющегося мира, где знания и навыки становятся основным ресурсом экономического роста и социальной мобильности. Основные выводы статьи заключаются в том, что для успешной реализации стратегии III-го Ренессанса важно создать систему, в которой образовательные услуги будут восприниматься не только как средство получения знаний, но и как важный элемент для улучшения социальной и экономической ситуации в стране, способствующий созданию более справедливого и эффективного общества.

**Ключевые слова:** Образование, образовательные услуги, международные образовательные стандарты, человеческий капитал, инвестирование в человеческий капитал, реформы образовательной системы, инвестирование в будущее, квалифицированная рабочая сила, социальная мобильность, справедливое и эффективное общество, повышение уровня жизни.

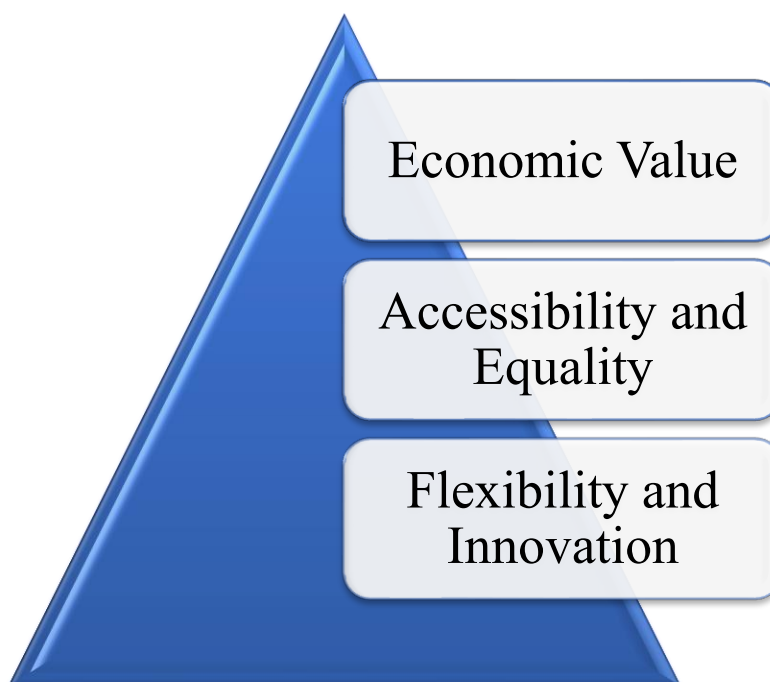
**Introduction.** In recent decades, the term “educational services” has become an integral part of both the economic and social context. Education, as a vital element of social infrastructure, is not only a process of acquiring knowledge and skills but also a significant economic resource. In the context of globalization, as well as in light of ongoing social and technological transformations, the role of educational services has become even more critical-especially within the



framework of the legalization of the Third Renaissance Strategy, which envisions the development of innovative approaches to education, social mobility, and enhanced cultural exchange.

**The socio-economic essence of educational services.** Educational services can be viewed as a process that ensures the creation and transmission of knowledge and skills from educational institutions (schools, universities, training centers, etc.) to learners. In a socio-economic context, these services serve not only a cultural and educational function but also represent a crucial component of the economic system. They contribute to the formation of human capital, which is a key factor in the development of both the economy and society.

Let us examine the key characteristics of educational services (Figure 1):



**Figure 1. Key Characteristics of Educational Services**

**Economic value:** Education is an important resource in the labor market. A person with a high level of education and competence becomes more in demand, which promotes labor productivity and economic development.

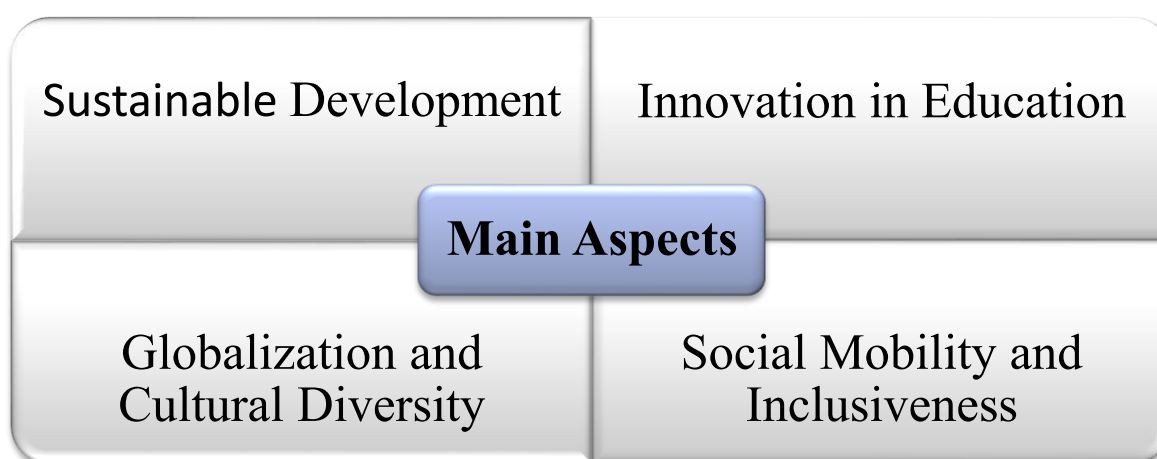


**Accessibility and equity:** The quality of educational services is closely tied to their accessibility for different social groups. A gap in access to quality education can lead to social and economic inequalities.

**Flexibility and innovation:** Modern educational services must be adaptable and responsive to a rapidly changing world. The use of technology, new teaching methods, and innovative learning approaches ensures their relevance and ability to meet current challenges.

**The role of educational services in the context of the third renaissance.** The term “Third Renaissance” symbolizes a new stage of development associated with rapid technological advancement, internationalization, and the globalization of society. This process involves the revival of cultural and scientific values, as well as a revolution in the sphere of information and knowledge. In this context, educational services acquire not only economic but also strategic importance, playing a central role in shaping a new development paradigm.

Let us explore the main aspects of enhancing the role of educational services under the conditions of the Third Renaissance and examine each of them (Figure 2):



**Figure 2. Key Aspects of Enhancing the Role of Educational Services.**



**Educational innovation:** The implementation of digital technologies, online education, and distance learning opens up new horizons for educational services. This enables learners to access quality education regardless of their geographic location.

**Sustainable development:** A key aspect of educational services in the Third Renaissance is the focus on sustainability, environmental awareness, and the development of skills that contribute to solving global challenges such as climate change and social inequality.

**Globalization and cultural diversity:** In the era of globalization, educational services serve as a tool for cultural exchange and international cooperation. Educational strategies should account for cultural diversity and traditions, encouraging intercultural dialogue and exchange of experience.

**Social mobility and inclusion:** An important factor is the creation of an educational system that promotes social mobility by reducing barriers for certain population groups such as people with disabilities, ethnic minorities, and other vulnerable groups.

**Conclusion.** The socio-economic essence of educational services today represents a multidimensional process that contributes not only to individual development but also to broader economic progress. In the context of the Third Renaissance, characterized by innovation, globalization, and the need for sustainable development, educational services are becoming a strategic resource of utmost importance.

Enhancing their role involves the integration of new technologies, the expansion of access to quality education, and the creation of a system that fosters inclusivity and social mobility.



Only in this context can educational services ensure long-term growth and stability, both at the level of individual development and in terms of global progress.

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