

THE ROLE OF UNIVERSITIES IN THE SOCIAL CAPITAL FORMATION OF THE REGION

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The article is to study the role of higher educational institutions in the social capital formation of the region.

In modern literature there are three common approaches to the definition of "social capital": as an aggregate of society resources; as a set of social relations; as a membership in a particular social network. Based on the study of literature we have formulated our own definition of social capital as a combination of able to generate income ties and socio-economic relations that occur in a particular social network based on existing standards and trust.

The region is considered by us not only as the territory, but the concentration of economic, social, cultural and political interests of its population. In determining the role of higher educational institutions in the formation of its social capital we study the main characteristics – social networks, norms and trust.

Social networking in the system "higher professional education – region" are formed at levels of HEI interaction with partners, and

collaboration with other institutions in the educational environment. Norms, which due to universities influence the development of social capital of the region, include feasibility, conscious choice-making, formation based on the given social structures, and innovation in educational and research activities, management, and creation of information field of HEI. In this context, trust is presented as an attitude of population of the region to results of the HEI activity, to their fulfilment of social functions.

The impact of universities on the formation of social capital in the region is reflected in meeting the needs of its population in higher education, improvement of social structures, promoting the accumulation of intellectual potential, increase of productivity, and public recognition in the field of HEI achievements.

Prospects for further research are to study the impact on the formation and development of social capital in the region of other agencies and organizations within the subsystems of other social institutions.