Problem setting Gradual transformation of Ukrainian economy is directly related to the formation of a new structure, one of the main components of which are the scope of higher education that strengthens the position of the most effective institutions - higher educational establishments. In other words, the success of reforms carried out in all areas, spheres and sectors directly related to the development of higher education, which in turn allows for efficient operation of all structures of the economic system of a country.

Recent research and publications analysis Significant contribution to the theory of educational management made foreign and domestic scholars, including E. Petrunya, M. Matthew, I. Ivanov, L. Karamushka, M. Niyazov, A. Kratt, B. Queen, S. Mamontov, T. Matthew, T. Obolensky, N. Ushakov, E. Hrykov and other.

Paper objective is to analyze the economic mechanisms in the management of higher educational establishments.

Paper main body Higher educational establishments act as centers of specialized training and research programs in accordance with industry at the expense of industries. As subjects of regional universities are centers of accumulation of intellectual, industrial, commercial, financial and charitable resources whose use is not contrary to the objectives of society, state regulations and ensures the reproduction of intellectual potential of the region.

In the context of modern market globalization and modernization of the Ukrainian economy sphere of higher education is undergoing significant transformation manifested in the appearance of adequate macroeconomic and mezoeconomic realities new forms of regional education market in the formation of a single branch area major universities, the growing influence of complex regional and local factors at functional environment of higher education, increase in asymmetry and fragmentation of higher education, further strengthening the interdependence between educational activities and regional organization of the economy as a whole.

Determining trends in reforming higher education institutions in Ukraine should take into account the specific content of the educational process, as well as qualitative and quantitative parameters of its most important component - the economic potential of higher education. Moving Ukrainian socio-economic system to a market model of development is accompanied by the spread of market forms of management on those activities that are traditionally considered unproductive.
Conclusions of the research … Since education services are characterized by a large degree of intelligence and presents a wide field of personal contacts producers and consumers, the activities in the field of education can be characterized on the one hand, as a labor, but on the other – as a work.