

DETERMINANTS OF THE OFFER FOR EDUCATIONAL SERVICES OF THE ROMANIAN MILITARY HIGHER EDUCATION INSTITUTIONS

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ABSTRACT: In a society of changes which is dynamic, in a state of permanent change, the offer for educational products and services is fundamented on the needs for instruction, it is flexible and addresses to diverse types of consumers. Adapting the educational offer to the demands of the labor market and of the employers, adjusting depending on the qualification needs, are priorities of the higher education institutions, of the Romanian educational policies. Beginning with the hypothesis that the educational offer of the military higher education system depends on macroeconomic factors, our analysis reveals that the demographic evolution does not exert a significant influence over the number of admission places for the military higher education institutions, the number of national military high school graduates having the strongest influence over the educational offer of the military higher education system.

KEYWORDS:: military; higher education; Romania; market; educational marketing

JEL CODES: B23; C34; I21; I23; M31

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