

Scientific mechanism for solving problems of innovative development of universities through the economic socialization of students

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The concept of the entrepreneurial socialization considers the processes of the involvement of the person into society, cultural acceptance and social maturation, and it could be applied in university studies as well in the acquisition of entrepreneurial skills and behaviour (Table 1). Socialization described as a process of acceptance of the moral orientation and behaviour norms of society in which a person becomes a society member could be extrapolated to the business behaviour and the importance of entrepreneurial socialization in finding self-expression should be considered during the trainings and activities in universities accenting its main features according to the nature of expression - recognition of possibilities, strategy development, adjusting to market changes, formation of organization culture - namely: proactivity, possibilities, risk tolerance, constant competence improvement, learning organization, creativity, team work, social responsibility, etc. (Fig. 1), which “establish favourable assumptions to every person to find self-expression” [1, p. 891].

*Table 1. Features of entrepreneurial socialization*

Nature of expression	Features
Recognition of business possibilities	Proactivity, opportunities observation, risk tolerance
Development of business strategy and its adjustment to market changes	Decisions making skills, innovativeness, changes control
Forming of business organization	Teamwork, constant competence improvement, learning organization
Formation of organization culture	Social, environment protection, economic responsibility, creativity, ethics

Source: Adamoniene, R., Astromskiene, A. 2015. Peculiarities of entrepreneurial socialization expression. *Procedia - Social and Behavioral Sciences* 213 (2015) 890 – 895.

Proactivity	Efficiency and initiative
Ability to make unordinary decisions	Gaining of competitive advantages

*Fig. 1. Functions of entrepreneurial socialization*

Source: Adamoniene, R., Astromskiene, A. 2015. Peculiarities of entrepreneurial socialization expression. *Procedia - Social and Behavioral Sciences* 213 (2015) 890 – 895.

The students should get the skills of interaction in the team long before they have to undergo practical training in the workplace, and even more so - to start work in the company. If one student can show indecisiveness, and do not risk even where the risk is clearly justified, then teamwork will help take bold, fast ambitious

decisions based on a sense of collective responsibility, mutual understanding and mutual assistance.

Students' exchange. The opportunities of students' exchange, especially mobility by Erasmus programme, provide conditions for increasing not only intercultural communication but also the skills of adaptation and socialization by dealing with the problems encountered during the stay in a foreign country with different education life and culture influencing personal and career development of students [2, p. 1408].

The realization of academic mobility in the educational process can be associated with the phenomenon of the formation of a translational personality of a student of an institution of higher education who has been studying abroad for a long time. The assumption that such an opportunity exists and is gaining an increasingly stable character results from communication with colleagues responsible for training students in partner universities in programs within the framework of academic mobility. This is evidenced, above all, by the observation of the change in the appearance of the verbal communication of students who have returned from abroad. In addition, representatives of faculty who supervise studies abroad are increasingly faced with both bilingual and translational character of the student's reporting documentation about the period of study conducted outside the home university in any country.

We believe that the vast majority of students, a limited amount of time studying abroad, can hardly show their linguistic or culturological preferences to the host country and its language. To do this, they have not yet accumulated enough knowledge, and the level of internal culture and the corresponding cultural requests is not a worthy argument in favour of the language and culture of another country. Immersion students in a different language reality, consistently leading to the development of thinking in the language of the country of instruction, ultimately can lead to the fact that the prevailing number of subjects and phenomena that students of some universities face in partner universities abroad, a much better expression is found precisely in foreign language.

## Literature

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