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**REGISTRATION-ANALYTICAL PROVIDING OF FINANCIAL STABILITY OF state and communal higher educational establishments of UKRAINE in THE CONTEXT of SPECIFIC of FORMING of THEIR BRAND**

*Essence of the registration-analytical providing of financial stability of state and communal higher educational establishments has been specified in the article. Essence and specific of forming of brand of higher educational establishment have been determined. The types of brands and feature of intercommunication have been considered between the necessities of consumers of educational services and constituents of brand of state and communal higher educational establishments. Influence of brand of higher educational establishments on their financial stability has been grounded. The features of providing of sufficient level of financial stability of state and communal higher educational establishments and their brand have been exposed at the market of educational services of Ukraine in the context of reformation of higher education and integration in European educational space.*

***Keywords:*** *financial stability, state and communal higher educational establishments, registration-analytical providing of financial stability, brand, brand-management.*