

**THEORETICAL APPROACHES TO INCREASING THE COMPETITIVENESS OF
HIGHER EDUCATION INSTITUTIONS ASPECTS**

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Abstract: This article examines the importance of the competitiveness of higher education institutions in the market of educational services, the features and conditions of the formation of competitiveness, the state of development of higher education institutions, the indicators of the development of higher education institutions.

Key words: higher education, educational services, competitiveness, innovation, corporate cooperation, indicators and principles.

improving the quality of training highly qualified specialists in higher educational institutions (HEIs) and achieving socio-economic efficiency, on the one hand, is related to the methods and means of managing HEIs based on international experience, and on the other hand, it is directly related to changes in the market conditions of educational services, the correspondence of supply and demand in it, and the supply of qualified personnel to HEIs. In general, the market for educational services reflects the system of socio-economic relations between producers of educational services, their consumers and intermediaries in the production, exchange and consumption of these services.

the economist DA Shevchenko, "the market for educational services is all potential consumers who are able to enter into exchange relations with the seller and seek to satisfy their educational needs ¹." In this approach, the definition given to the category of the market for educational services has a one-sided description. Since this definition does not describe the manifestation of demand and supply for educational services and the mechanisms for the development and regulation of this market. Also, it does not include entities that implement educational services.

The role of scientific and technical knowledge as a key factor in the development of the state of education and social development is significant, which was clearly manifested in education, in the reproduction of workers. This situation led to discussions among world scientists in the 60s-70s of the 20th century about the role and place of the non-production sector at the macroeconomic level. According to M.A. Lukashenko, "an educational product is a specific economic benefit produced for exchange and satisfying the needs of subjects in education, educational services are a set of purposeful activities between educational products in the form of a product that satisfies the needs of subjects in education and leads to such activities" ².

"Educational services are the activities of educational institutions aimed at meeting the needs of individuals and legal entities in acquiring the necessary knowledge, skills, and abilities to engage

¹ Shevchenko D. A. Marketing research of the educational services market in Russia // Marketing in Russia and Abroad. 2013. No. 1. P. 25-32.

² Lukashenko M.A., T.Yu. Dobrovolskaya . Digital corporate culture of an entrepreneurial university // Modern competition. - M.: No. 4, 2020.

in one or another type of professional activity, based on the achievements of modern science and technology ³. "

"Educational services are the process of forming various human abilities for labor, that is, investment in human capital, which takes the form of complex benefits ⁴." The economic aspects of the formation of educational services reflect only one side of this activity. The place of a person in society directly depends on the effectiveness of educational services, which leads to an increase in his intellectual potential and his manifestation as a capable member of society with his place.

In the formation of social benefits, educational services can have internal and external effects that arise directly through endogenous and exogenous factors. "The internal effect of the need for educational services is that each person who increases his educational potential in a profession or specialty receives a higher income compared to others, which allows him to increase the individual return on education ⁵." The external effect is manifested through the development and implementation of macro-level economic and management decisions, an increase in the volume of gross domestic product, and an increase in labor efficiency and productivity.

"In developed countries, 60% of national income growth is determined by the growth of education and knowledge in society. Economically, investments in education pay for themselves in a very short time, and according to expert estimates, \$ 1 in spending on the education system provides \$ 3-6 in income. In addition, according to some estimates, a 1% increase in spending on education leads to an increase in the country's GDP by 0.35%, or an increase in the duration of education by 1 year in developed countries leads to an increase in GDP by 5-15%. The experience of developed countries shows that in order to ensure sustainable economic growth, 40-50% of the population must have higher education, and in a knowledge economy, the contribution of people with higher education reaches 60% ⁶. "

According to OV Saginova, "the product of any educational institution is an educational program, designed to meet the needs of professional training, education and retraining, that is, to achieve a certain social effect (change in educational or professional level) ⁷. "

According to AA Chensova, "educational product" is defined as the result of scientific and pedagogical work, which in turn is a variety of scientific work. "Educational services, in turn, are a variety of scientific work and are created in the process of scientific and pedagogical work. The result of scientific work is a scientific product. The result of scientific and pedagogical work is educational work - this is a part of the intellectual product adapted to the appropriate segment of the educational service ⁸." In this process, the product obtained from education arises as a part of the intellectual product, which corresponds to the appropriate segment of the educational services market.

A.P. Pankrukhin noted that "the main feature of educational services is the creative cooperation between the teacher and the listener. In the field of educational services, the identity of the client is formed, he seeks to play an active role in the process of providing and producing educational

³Zakharova I.V. Marketing in a modern university: research trends // Education in Russia. 2018. Vol. 27. No. 6. P. 20-30.

⁴Maslov D.V. Educational services market: methodological aspects. Abstract of diss. candidate of economic sciences / Yaroslavl. 2002.

⁵ <https://cyberleninka.ru/article/n/talim-hizmatlari-bozorida-oliy-talim-muassasalari-ra-obatbardoshligini-oshirish-ning-a-miyati-va-tamoyillari/viewer>

⁶ Higher education today. 2008. No. 8. Logos Publishing Group, 2008. - P. 5.

⁷educational services market / www . marketologi.ru

⁸ Chentsov A.G. Elements of finitely additive measure theory. II. USTU-UI, Ekaterinburg, 2010. – 215 p.

services. It is also important that the provision of educational services, which implies a clear expression of the openness of this field for personnel, information and other exchanges, implements cooperation at the highest level and limits the competitive effectiveness of educational service providers⁹. ”

According to O.A. Hashirov, “the market in the field of education is an integral part of the market economy, performing the functions of regulating the supply and demand for educational services. The essence of regulation is that at any given moment the quantity and quality of educational services offered by educational institutions or the agreement of individual producers on terms in accordance with the forms of ownership and the composition of individual consumers”¹⁰.

As stated in Article 3 of the Law of the Republic of Uzbekistan "On Education": education is a systematic process aimed at providing learners with in-depth theoretical knowledge, qualifications and practical skills, as well as at forming their general and professional knowledge, qualifications and skills, and developing their abilities¹¹.

Article 5 of this law states: The right to education guarantees equal rights to education to everyone, regardless of gender, race, nationality, language, religion, social origin, beliefs, personal and social status¹². Accordingly, attention to education in Uzbekistan is aimed at ensuring the implementation of goals at the state policy level as an important social task of socio-economic development. In general, society interprets¹³ the higher education system as an important social institution that provides a number of opportunities for the social, cultural and communicative development of both the individual and society as a whole, along with the means of professional self-realization .

Research shows that a number of features of the formation of competitiveness in the educational services market The development of public and private universities in the higher education system formed with :

The characteristics of the services provided imply the formation of competitiveness, depending on their quality, both for objective economic reasons and in view of the high social importance of the higher education sector , the acceleration of the processes of integrating innovative achievements of scientific research schools based on the development of integration processes in the educational services market, and the standardization of qualification requirements for the quality of education .

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⁹ http://pankrukhin.ru/wordpress/wp-content/uploads/2014/12/Marketing_obrazovatelnuh_uslug.pdf

¹⁰ Khashirov O.A. Entrepreneurship in the service sector. - St. Petersburg UEIF, St. Petersburg, 2010, - P. 31-45.

¹¹ Law of the Republic of Uzbekistan "On Education". 23.09.2020. No. YPK-637. <https://lex.uz/docs/5013007>

¹² <https://lex.uz/docs/5013007>

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