

THE IMPORTANCE OF INCREASING THE COMPETITIVENESS OF HIGHER EDUCATION INSTITUTIONS

Kuldashev Sherzod Alimardonovich,
SamISI “Iqtisodiyot nazariyasi” kafedrası
dotsent v.b., PhD

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.

Currently, the main goal of human development in our country, in particular, human capital, is to increase the share of cognitive factors in society, labor potential, the standard of living and well-being of the population, as well as to create an environment that allows achieving sustainable trends and ensuring labor intensity. Education, as a key element of the concept of human development, plays a key role in solving important issues of ensuring social development and increasing intellectual potential at the macro level. “At various stages of socio-economic development, the development of science and education at a high level is considered an important factor and driving force of socio-economic and technical-technological development¹.”

In economics, the category of educational services has always been a cause for heated debate. In the economic literature, the characteristics of the educational services market, marketing research, market segments, and various issues related to individual aspects that represent the socio-economic nature of the market have been examined. However, in the scientific literature, there are fewer comprehensive studies of the educational services market. This necessitates the systematization of information about the nature and content of the educational services market as a category and this concept.

We focus on increasing the competitiveness of our republic's universities in the educational services market and improving the methodology for assessing their ratings.

In the educational services market The activities of higher education institutions are characterized by a number of features , which include the following :

- the nature and characteristics of educational services ;
 - the characteristics of the impact of specific factors and the importance of these factors in shaping the competitiveness of higher education institutions ;
 - between persons (parties) interested in educational services relationships and processes .
- Characteristics of higher education institutions (HEIs) in providing educational services :

¹ <https://cyberleninka.ru/article/n/talim-hizmatlari-bozorida-oliy-talim-assassalari-ra-obatbardoshligini-oshirish-ning-a-amiyati-va-tamoyillari/viewer>

Ta'lim xizmatlarining o'ziga xos xususiyatlari

1. Ta'lim xizmatlarini pul ko'rinishidagi qiymatini bevosita o'lchashning imkoni mavjud emasligi, ko'p hollarda ushbu ko'rinishdagi xizmatlarni yaratishga xarajatlarni aniqlashning imkoni yo'q.

2. Ta'lim xizmatlarini ishlab chiqaruvchi subyektlar oldiga qo'ygan maqsadlarining keng ko'lamliligi va ularni yuqori darajada kengayib borishi. Ko'pchilik ta'lim muassasalari oldida potensial iste'molchi talabini qondirish uchun ular tomonidan bajarilishi kerak bo'lgan ko'p miqdordagi vazifalar qo'yiladi va har doim ham ular qonunchilikda aniq ko'rsatilmaydi. Jahonda ta'lim sohasida yuz berayotgan o'zgarishlar ularga qo'yilayotgan talablar va vazifalarni doimiy o'sishiga olib kelmoqda.

3. Ta'lim ma'naviy qadriyatlarni yaratadi hamda ta'lim xizmatlarini ko'rsatishning kompleks tavsifga egaligi ta'limni olayotganlarning shaxsi sifatida namoyon bo'lishi, tarbiyalanishi va ijtimoiy rivojlanishiga qodirligini paydo qiladi.

4. Ta'lim xizmatlarini berish jarayonida o'qituvchilar va tinglovchilar bir-biri bilan o'zaro munosabatda bo'lishadi. Bunda ta'lim xizmatlarini ko'rsatish jarayonida mutaxassisning bilimi va faol bo'lishiga talab oshadi hamda mijozni shaxsi tubdan o'zgaradi.

5. Ta'lim xizmatlarini ko'rsatish va uning natijalari uchun jamiyat va davlat nazorati amalga oshiriladi. Bu ta'lim sohasida qonunchilik tizimini mustahkamlash bo'yicha islohotlar doirasida yuzaga keladigan mas'uliyatni oshiradi.

6. Ta'lim xizmatlarining natijalarini aniqlash va bir vaqtda baholash imkonining mavjud emasligi. Bunda ta'lim xizmatlarini ko'rsatish samarali natija sifatida uzoq vaqtdan keyin sodir bo'lishi mumkin hamda uni bilvosita ko'rsatkichlar assoida baholash mumkin.

7. Ta'lim xizmatlari bozorida oldi-sotdi jarayonini murakkabligi.

8. Ta'lim xizmatlarini ko'rsatishning uzoq muddat davom etishi. Ta'lim xizmatlarini ko'rsatish davomli uzoq davrni o'zida ifoda etadi.

Figure 1.1. The following features are characteristic of educational services:²

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- the nature and characteristics of educational services ;
- the characteristics of the impact of specific factors and the importance of these factors in shaping the competitiveness of higher education institutions ;
- between persons (parties) interested in educational services relationships and processes .

Characteristics of higher education institutions (HEIs) in providing educational services :

- An important aspect of educational services is that they are intangible and not accumulated , but their results, aimed at the formation of intellectual potential, are accumulated and summarized;
- The standard duration of educational services includes a long period of time ;
- The need to have a certain level of support is a fundamental condition for the formation of higher education institutions as consumers of educational services ;
- services are developed and provided simultaneously , without any intermediaries or market agents ;

The state is interested in providing educational services as a high- level social service . and therefore educational services are a guarantee of the social development of society .

The high social significance of the general and higher education system places serious demands on the organization of the activities of educational institutions : it determines the conditions for participation in the educational process and the requirements for assessing its effectiveness, as well as the involvement of a wide range of stakeholders , the public It determines the need to take into account the interests of³institutions and organizations .

The educational services market is diverse The nature and specificity of relations, based on the interests of ⁴various participants , affect the formation of the competitiveness of higher education institutions in this market . First of all, the listed characteristics occur in the context of satisfying the needs of society and customers of educational services. The goals pursued by various participants in this market impose a system of restrictions on the organization that determine a certain model of behavior, and then it creates the necessary conditions for the formation of competitiveness, which allows determining the strategy of actions in the educational services market ⁵.

Now we will examine the participation of universities in the educational services market and their impact on supply and demand.

First, let's examine it from the perspective of the customers. In the education system of our republic, the main customer of educational services is the state, which, through the executive authorities of the relevant state, forms an order for the training of specialists in certain

² Author by working released .

³ <https://cyberleninka.ru/article/n/talim-hizmatlari-bozorida-oliy-talim-muassasalari-ra-obatbardoshligini-oshirish-ning-a-amiyati-va-tamoyillari>

⁴ <https://cyberleninka.ru/article/n/talim-hizmatlari-bozorida-oliy-talim-muassasalari-ra-obatbardoshligini-oshirish-ning-a-amiyati-va-tamoyillari>

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

educational areas (specialties) and levels of education and implements budget financing in a normative form per capita ⁶.

Using definitions from economic theory, the next category of customers, "households", appears as the object of demand formation for the training of specialists and knowledgeable personnel based on contracts for the provision of paid educational services, and they are considered the main customers.

A non-significant share of the market is formed by business structures that directly form the demand for training of certain categories of specialists based on their own interests on the basis of contracts ⁷. Here, customers, as their main consumers, place relatively high demands on university graduates based on their assessment of the professional competencies and qualification levels they possess.

Currently, the increasing number of state and private universities in the higher education system of our country exacerbates the problem of employment of their graduates. However, the indicator of employment of graduates is one of the main indicators of accreditation of universities and requires the revival of work on improving cooperation between customer economic entities and universities by introducing modern forms of employment of graduating specialists and assistance in increasing their professional adaptability.

We have developed the following conclusions and proposals on the key factors and development status of increasing the competitiveness of higher education institutions in the educational services market. Accelerate the processes of integrating innovative achievements of scientific research schools based on the development of integration processes in the educational services market, standardize qualification requirements for the quality of education, and implement the integration of science, education, and production into practice.

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⁶ <https://cyberleninka.ru/article/n/talim-hizmatlari-bozorida-oliy-talim-muassasalari-ra-obatbardoshligini-oshirish-ning-a-amiyati-va-tamoyillari>

⁷ <https://cyberleninka.ru/article/n/talim-hizmatlari-bozorida-oliy-talim-muassasalari-ra-obatbardoshligini-oshirish-ning-a-amiyati-va-tamoyillari>