

PRINCIPLES OF INCREASING THE COMPETITIVENESS OF HIGHER EDUCATION INSTITUTIONS

Kuldashev Sh erzod A limardonovich,

Samarqand Institute of Economics and Service, Department of "Economic Theory"

Professor , PhD

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

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

The positive changes and strategic tasks taking place in the Republic of Uzbekistan necessitate the restructuring of society, the acceleration of transformational processes, and the formation of a modern higher education system in the future, and are being put forward as an urgent issue.

today , the educational services market is considered a type of commodity market, a component of the commodity market where spiritual products are produced. The educational services market expresses a system of socio-economic relations. In this case, the essence of the educational services market can be determined based on the relations that arise between the producers and consumers of this commodity, on the one hand, and between groups of producers and consumers, on the other. Therefore, the educational services market is considered a type of commodity market, the essence of this concept should correspond to the content of the commodity market, according to the description of services. The definitions given to this category by a number of scholars do not take into account the essence and content of the educational services market, its specific aspects and features related to achieving endogenous and exogenous effects, as well as other social benefits, as well as its characteristics as intangible wealth, intangible benefits, social significance, and the implementation of educational services by various performers according to specific aspects.

Based on the above scientific approaches and the specific features of the development of the educational services market, we offer the following definition of educational services: **educational services** are services provided by educational institutions in the process of implementing educational activities, which are considered the result of mastering certain competencies, skills and abilities, confirmed by documents on education and qualifications in the prescribed manner.

The educational services market is diverse The nature and specificity of relations, based on the interests of ¹various 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

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

formation of competitiveness, which allows determining the strategy of actions in the educational services market ².

The main customer of educational services in the education system of our republic is the state, which, through the executive authorities of the relevant state, forms an order for the training of specialists in specific areas of education (specialties) and levels of education and implements budget financing in a normative form per capita ³.

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.

Studies show that the discrepancy between the share of the private sector in the gross national product and the ratio of financing creates an imbalance in the system of state and business relations in the field of training qualified personnel for the national economy . ⁴The number of university graduates is 70.0 More than 100 % of them are employed in the private sector , where the state, while performing social functions, forms and finances specific orders based on grants.

's consider the influence of educational services market participants on the formation of the competitiveness of higher education institutions :

1. Ensuring the competitiveness of the national higher education system, compliance of the structure and volume of specialist training with the needs of the economy , and compliance of their qualifications with the requirements of state educational standards It is the basis for ⁵the innovative development and competitiveness of the entire country's economy .

2. The main criterion for households when choosing a higher education institution is the expected return on investment in education. A stable position in the market , an effective marketing strategy, and innovative characteristics of educational programs convince households that a particular university offers more opportunities than others and forms ⁶its competitiveness .

Meeting the demand for qualified personnel and ensuring the level of training of personnel in specialties in line with modern technology was considered the main goal of business structures . A tool for shaping the competitiveness of universities as the relationship between business and education , and It is important to increase the level of compliance . is considered . The establishment of direct contacts between economic relations subjects and universities makes it ⁷possible to adapt educational programs , form specialties, conduct practical training and carry out specialization based on the real needs of the national economy .

4. Students are encouraged to constantly introduce and improve innovations, while presenting requirements for the level of innovation of educational programs, academic mobility,

² <https://cyberleninka.ru/article/n/talim-hizmatlari-bozorida-oliy-talim-muassasalari-ra-obatbardoshligini-oshirish-ning-a-miyati-va-tamoyillari>

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

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

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

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

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

relevance and application of acquired knowledge. In this regard , an important source of competitiveness is the opportunity for professional realization of university graduates within the framework of the chosen direction of specialist training .

5. The competitiveness of universities is an important aspect of their formation and their unique role . Based on the implementation of the marketing strategy, they take the necessary measures to capture a large share of the market and attract investment sources and human resources . Universities participate not only in the distribution of targeted state budget funds , but also in the competition for applicants in the open market , and the main factor in this is the public and professional recognition of the university's position , its status in national and international rating systems .

Community within informal arrangements institutions from standard parameters The education system will have a significant level of operational impact on various exclusions . By addressing the direct participants in the educational relationship, they stimulate ⁸necessary actions . First of all, ensuring a high level of competitiveness of state universities and is a source of support .

In the formation of control indicators of admission , the level of implementation of state-provided educational programs, taking into account the needs of sectors and industries of the economy and market conditions for educational services , gives priority to ⁹state universities .

The large-scale educational programs and scale of educational institutions implemented allow for centralized and effective management , Placing a state order for training specialists and creating a potential labor market. From the point of view of experts, flagship universities take second place, achieving or failing to achieve sectoral, departmental and regional admission targets on a residual basis, in general, often due to the insufficient quality of implementation and number of educational programs, as well as a low share of the educational services market ¹⁰.

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 :

1. The characteristics of the services provided imply the formation of competitiveness, depending on their quality, both for objective economic reasons and due to the high social importance of the higher education sector .

2. Customers of educational services , through appropriate instruments, set requirements for educational institutions in terms of the quality, volume and composition of training specific specialists , determine their behavior and determine the choice of competitive strategy .

LIST OF REFERENCES USED:

1. Address of the President of the Republic of Uzbekistan Shavkat Mirziyoyev to the Oliy Majlis on January 24, 2020. // —Xalq so'z'il newspaper. January 25, 2020. Issue 19. Pages 1-4.
2. Human Development . Textbook. Ifd, edited by Professor Q.X.Abdurakhmanov. – T.: “Science and Technology” Publishing House , 2013. – 476 pages.

⁸ <https://cyberleninka.ru/article/n/talim-hizmatlari-bozorida-oliy-talim-muassasalari-ra-obatbardoshligini-oshirish-ning-a-amiyati-va-tamoyillari>

⁹ <https://cyberleninka.ru/article/n/talim-hizmatlari-bozorida-oliy-talim-muassasalari-ra-obatbardoshligini-oshirish-ning-a-amiyati-va-tamoyillari>

¹⁰ <https://cyberleninka.ru/article/n/talim-hizmatlari-bozorida-oliy-talim-muassasalari-ra-obatbardoshligini-oshirish-ning-a-amiyati-va-tamoyillari>



3. Pardaev M.K. et al. Educational services and improving their efficiency issues. Monograph. – T.: —Innovative Development Publishing House, 2020. – 200 p.
4. Isroilov BI Issues of preventing corruption in the education system. // Problems of developing the service sector in the context of an innovative and digital economy. (February 21-22, 2020) Proceedings of the International IAK, Samarkand-Tambov, 2020. – pp. 183-186.
5. Statistical Agency under the President of the Republic of Uzbekistan stat.uz