

## ENSURING THE COMPETITIVENESS OF HIGHER EDUCATION INSTITUTIONS THEORETICAL BASICS

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**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.

To understand the economic essence and content of the category of competition, it is necessary to approach its description from different angles. The problem of competition has aroused the interest of many authors at different stages of the development of economics.

In the second half of the 20th century, M. Porter is considered a scientist who made a significant contribution to the development of the theory of competitive relations <sup>1</sup>. In his "Theory of Competition," M. Porter gave a leading role to the potential and ability to adapt to technological changes. As a source of competition, M. Porter saw the fundamental economic structure and determined that it depends on the influence of new entrants, substitute products, buyers and suppliers on the market, and the characteristics of competition between market participants. From this point of view, M. Porter defines competition as extended competition.

M. Porter "considers the appropriate competitive strategy aimed at achieving dominance in a particular market. He suggests basing such a strategy on an assessment of its competitive advantages, as well as the possibilities of deepening and improving them. M. Porter distinguishes "high-level competitive advantages", the specific nature of which does not allow competitors to borrow them. He says that the conditions for the formation of these competitive advantages are not only the development of production capacities, but also long-term and intensive investments in special training of personnel, conducting research and development work, and marketing research" <sup>2</sup>.

M. Porter's contribution in this area is the five competitive forces model (based on the generalization of approaches from different economic schools) proposed by him for the formation of a sound competitive strategy.

were considered in the works of R.A. Fatkhutdinov, L.V. Novak, G.L.Azoev, E.G. Efimova, and E.S. Podbornova .<sup>3</sup>

According to R.A. Fatkhutdinov's approach, import substitution, innovation, management system efficiency, product quality, and tactical marketing are the main tools for shaping a competitive

<sup>1</sup> Porter M. Competition: per. English [Text] / M. Porter. - M.: Williams, 2005. - 608 p.

<sup>2</sup> Porter M. Competition: trans. from English [Text] / M. Porter. - M.: Williams, 2005. - 608 p.

<sup>3</sup> Fatkhutdinov R.A. Strategic management: textbook [Text] / R.A. Fatkhutdinov . - M.: Delo, 2008. - 448 p. ; Efimova G.A. Competitiveness of the Russian agro-industrial complex in the context of Russia's accession to the WTO [Text] / G.A. Efimova, E.G. Stepanova // Young scientist. - 2015. - No. 8. - P. 390-392. ; Podbornova, E.S. Organizational and economic directions of development of competitiveness of industrial enterprises: on the example of the automotive industry: dis. ... Cand. of Economics. Sciences [Text] / E.S. Podbornova [Place of protection: Samara state economic. [at n-t]. - Samara, 2012. - 171 p.

environment <sup>4</sup>. In this regard, the author focuses on competitiveness factors, distinguishing among them the quality and price of goods, costs in the field of its consumption, as well as synergy and time <sup>5</sup>.

R. Fatkhutdinov defines competitiveness as “a property of objects that characterizes the real or potential level of specific consumption in comparison with the best of the same objects in a given market <sup>6</sup>.” R. Fatkhutdinov indicated that, in addition to products, most objects that express competitiveness characteristics include regulatory documents, scientific and methodological documents, project design documents, technologies, production personnel (“worker”, “specialist”, “manager”), securities, and infrastructure information.

LVNovak states that “the description of the influence of the external and internal environment and the need to produce products with the desired characteristics and low consumer costs make competitiveness a driving force and strategic goal <sup>7</sup>. ”

According to Ye.S. Podbornova, “the basis for increasing the competitiveness of an enterprise is economic, financial, personnel, management activities, as well as ensuring flexible adaptation to external and internal influences <sup>8</sup>. ”

According to GLAzoev, “the main directions of ensuring the competitiveness of a firm are the structure of the market, the degree of its monopolization, the concentration of production and capital. The author pays less attention to the internal resources for increasing competitiveness and does not focus on the analysis of the means of increasing the competitiveness of an enterprise in the market <sup>9</sup>.” GLAzoev defines competitiveness as “the economic process of interaction, communication and struggle between enterprises operating in the market in order to ensure the best possible opportunities for selling their products and satisfying the various needs of customers <sup>10</sup>.” The variety of approaches to the study of competitive relations means that there are many options for their classification.

One of the first attempts among CIS scientists to systematize various theoretical approaches to the problem of assessing competitiveness was made by IV Pilipenko, who in his research distinguished three foreign schools of competitiveness : American, British, and Scandinavian. The author notes that the American school focuses more on the practical aspects of achieving competitiveness, “ the British school pays great attention to the features of ensuring the competitiveness of developing countries, and the Scandinavian school focuses its research on the social and economic aspects of society. considers in terms of meeting the requirements i ” <sup>11</sup>. The versatility of the definition creates a certain difficulty in classifying schools and theories in the context of studying various theoretical aspects of competitiveness and leads to some

<sup>4</sup> <https://elibrary.ru/item.asp?id=29078129>

<sup>5</sup> <https://elibrary.ru/item.asp?id=29078129>

<sup>6</sup> Fatkhutdinov R. Strategic competitiveness of Russia // Standards and quality 2003. No. 5. – P. 52-58.

<sup>7</sup> Novak L.V. Modeling the mechanism of increasing competitiveness in active economic systems: monograph [Text] / L.V. Novak ; Branch of the Federal State Educational Institution of Higher Professional Education " RGUTIS " in Samara. - Samara: Samara Literary Fund Department , 2009. - 184 p.

<sup>8</sup> Podbornova E.S. Organizational and economic directions of development of competitiveness of industrial enterprises: on the example of automobile manufacturing: dis . ... Cand . of Economics [Text] /E.S. Podbornova [Place of protection: Samara State Economic University . [at n-t]. – Samara, 2012. - 171 p.

<sup>9</sup> <https://www.dissercat.com/content/formirovanie-mekhanizma-povysheniya-konkurentosposobnosti-organizatsii-vysshego-obrazovaniya>

<sup>10</sup> Azoev G.L. Competitive advantages of the company: monograph [Text] / G. L. Azoev, A. P. Chelenkov. - M.: Novosti, 2000. - 256 p.

<sup>11</sup> Pilipenko, I.V. Competitiveness of countries and regions in the world economy: theory, experience of small countries of Western and Northern Europe: monograph [Text] /I.V.Pilipenko. - M .: Oikumena, 2005. - 496 p.

“artificiality” of the classification, which does not diminish the scientific value of the previously cited studies <sup>12</sup>.

In our opinion, it is appropriate to analyze the classification of a particular school, depending on the formation of its theory of competition and competitiveness.

We classify various aspects of competition and competitiveness from the perspective of economic schools:

1. Schools and theories that served as the basis for modern concepts of competition and competitiveness. “This consists, first of all, of mercantilism, various theories of international trade, and perfect and imperfect competition (A. Smith, D. Ricardo, A. Marshall, J. Robinson, P. Krugman, B. Balassa)” <sup>13</sup>.

2. Schools and theories that consider competitive relations in the context of studying various economic phenomena and processes. These include: some theories of location organization (A. Lesh, F. Perroux, J. Boudeville, J. Dunn's pre-election OLE paradigm, M. Shimaguchi's theory of systemic innovation <sup>14</sup>. The concept of a national innovation system by B. Lundvall, territorial production systems by D. Maillatt, etc.

3. Schools and theories whose subject of research is competition or competitiveness itself. These include: M. Porter's theory of competitive advantages and industrial clusters, M.J. Enright's theory of regional clusters, E.S. Reinert's concept of the "quality index" of economic activity, J. Humphrey and H. Schmitz's theory of the interaction of clusters and value chains (J. Humphrey and H. Schmitz, R. Kaplinsky, etc.) <sup>15</sup>.

4. Theories and concepts that have influenced the study of various theoretical aspects of competitive relations. These include: geopolitical theories (F. von Ratzel, R. Kjellen, F. Naumann), classical theories of positioning (I.G. Tünen, W. Launhardt, A. Weber, etc.) <sup>16</sup>, etc.

To conclude from the above points We have developed the following conclusions and proposals on the important factors and development status of increasing the competitiveness of higher education institutions.

- implementing the integration of science, education, and production into practice ;
- formation of a competitive environment between educational services market entities;
- Increasing the competitiveness of higher education institutions by achieving their competitiveness through the promotion of their graduates;
- the competitive factors and principles of higher education institutions in the educational services market and improving the mechanism for increasing competitiveness in the higher education system;
- The development of competitive universities will have the opportunity to train competitive personnel with high professional skills through in-depth acquisition of professional and modern knowledge.

<sup>12</sup> <https://www.dissercat.com/content/formirovanie-mekhanizma-povysheniya-konkurentosposobnosti-organizatsii-vysshego-obrazovaniya>

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<sup>15</sup> <https://www.dissercat.com/content/formirovanie-mekhanizma-povysheniya-konkurentosposobnosti-organizatsii-vysshego-obrazovaniya>

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