

CONDITIONS FOR ENSURING THE COMPETITIVENESS OF HIGHER EDUCATION INSTITUTIONS

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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.

One of the important structural elements of the functioning of the market mechanism is competition. Market relations, regardless of their level of development and characteristics, require the existence of a competitive environment. Also, in the process of economic transformation, competition and competitive relations are improving and changing their forms. Competition is the main sign of the formation of the market mechanism and commodity relations in general, as well as a means of its development.

Despite the existence of theories and mechanisms for ensuring competitiveness, the category of competition has not been formulated as a holistic concept in research on competitive relations at various levels.

According to the methodology developed by the Organization for Economic Cooperation and Development (OECD) in determining the essence of competitiveness, "competitiveness is the creation of sufficient levels of profitability and wages for companies, industries, regions, and countries, while being open to international competition ¹. "

At first glance, this definition seems perfect, but questions arise about the applicability of the methodology to domestic conditions and the universality of indicators and criteria for companies, regions, and countries.

Another attempt at universalization is the Global Competitiveness Index (GRI), calculated according to the methodology of the World Economic Forum. Currently, the index is determined by 113 key indicators, which include statistical data and the results of a survey of managers in different countries. These "indicators are combined into a nine-factor index, and then a ranked competitiveness index is determined according to the indicators of the countries ². An attempt to adapt the GRI is given in the works of A.Yu. Egorov" ³, but this methodology cannot be used at the level of specific business entities.

According to M. Porter, "competitiveness is a category that is manifested as the productivity of using resources, primarily labor and capital, in comparison with other entities. However, in this case, the question arises about the adequacy and completeness of its indicator characterizing the efficiency of resource use and the quality of management ⁴. "

¹ <https://elibrary.ru/item.asp?id=21328516>

² <https://www.dissercat.com/content/formirovanie-mekhanizma-povysheniya-konkurentosposobnosti-organizatsii-vysshego-obrazovaniya>

³ Egorov A.Yu. Complex analysis in the system of marketing activities : monograph [Text] / A.Yu. Egorov. - M.: Vsy Moskva, 1994. - 255 p.

⁴ Porter, M. Competition: trans. from English [Text] /M. Porter. - M.: Williams, 2005. - 608 p.

G.Ya. Belyakova “analyzes the problem of competitiveness from the point of view of the ability of an economic entity to meet the demands and requirements of consumers. This approach is popular, but it raises doubts from the point of view of ensuring the interests of other participants in economic relations.⁵ Based on his analysis of national scientific literature, he divided the definition of competitiveness into five main characteristics⁶:

- achieving commercial goals of the activity;
- A market segment is a specific group of consumers formed by the conformity of characteristics or compliance with specific market requirements;
- the ratio between the price of products (from the consumer's point of view) and their value;
- level of satisfaction of consumer demand;
- The degree of preference of individual goods over identical goods in the opinion of consumers.

A similar idea can be found in TVSachuk's approach, "in which competitiveness is presented as a set of individual competitive advantages determined for the consumer, that is, in this case, consumer interests are primary, which is characteristic of the marketing approach⁷. "

The same approach is interpreted in the monograph of Yu.V. Savelev, who “considers competitiveness as the ability to create a unique combination of production factors, external and internal environments, which ultimately turn into unique offers for potential consumers”⁸. This definition places high demands on it. “The “ability” of the management system, “to create unique conditions ...”, but there is a problem of selecting and quantitatively assessing indicators, as well as determining the criteria for competitiveness. It is also important to compare indicators with data from other economic entities, since “unique conditions” may also imply the presence of unique features”⁹.

Researcher Ye.N. Bondarenko believes that “competitiveness is the ability to produce products that are in demand in domestic, interregional and international markets, which, in turn, allows business entities and the population to have a high level of income and the required standard of living.¹⁰”

Therefore, within the framework of determining competitiveness, the authors try to describe not only the quantitative description of the level of economic development achieved, but also the interaction with the external environment and the quality of economic growth.

Competitiveness includes: competitive potential, factors and conditions for the formation of a competitive environment, resource efficiency, competitive advantages, competitive strategies of economic entities, state and market mechanisms for managing economic potential¹¹.

According to GG Karachurina's approach, "competitiveness in the system of sustainable development indicators is emphasized as the ability of interacting entities to ensure progressive

⁵ Belyakova G.Ya. Competitiveness of the regional economy. The concept of advanced development: monograph [Text] / G.Ya. Belyakova. - Krasnoyarsk: Sib. state techn. university, 2001. - 230 p.

⁶ Belyakova G.Ya. Competitiveness of the regional economy. The concept of advanced development: monograph [Text] / G.Ya. Belyakova. - Krasnoyarsk: Sib. state techn. un-t, 2001. - 232 p.

⁷ Sachuk, T.V. Territorial Marketing: monograph [Text] / T.V. Sachuk. – St. Petersburg: Piter, 2009. - 368 p.

⁸ Saveliev Yu.V. Management of regional competitiveness. From theory to practice: monograph [Text] / Yu.V. Saveliev. - Petrozavodsk: Karelian Research Center of the Russian Academy of Sciences, 2010. - 516 p.

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

¹⁰ Bondarenko D.V. Practical issues of increasing the competitiveness of leading Russian universities [Text] / D.V. Bondarenko // Innovations in education. - 2017. - No. 4. - P. 12-20.

¹¹ <https://www.dissercat.com/content/formirovanie-mekhanizma-povysheniya-konkurentosposobnosti-organizatsii-vysshego-obrazovaniya>

socio-economic development through the introduction and use of new technologies, organizational and other innovations to achieve stability in an innovative economy ¹². "

In Uzbekistan, there are also several scientific views of economists related to competition. According to the definition of Sh.Sh.Shodmonov and UVGafurov, "competition is a conflict of economic interests of market entities, which means a struggle between them for higher profits and greater profitability ¹³." Thus, competition is a multifaceted economic phenomenon, which reflects the complex relationships between all market entities.

According to QXAbdurakhmonov, "competition is an integral part of any market mechanism, which implies the presence of a large number of free buyers and sellers of labor and the possibility for them to freely enter and leave the labor market ¹⁴. "

According to the nature of the competitive relationship, the market is divided into various forms, each of which is characterized by a certain behavior of economic entities. In this case, the influence of competition does not mean competition, but the general market conditions regarding the behavior of market participants. These conditions are directly related to the improved competitive environment in the labor market.

There is still no single point of view in the scientific literature on the essence of competitiveness, there are different interpretations of its essence. It is not possible to generally define the essence of competitiveness, depending on which object (subject) or subject it belongs to.

In economic dictionaries, competitiveness is defined as follows:

- determines the total consumer characteristics of a good that differ from other similar goods in terms of the degree of satisfaction of consumer demand and the level of costs for its development and exploitation ¹⁵;
- the ability to be the most affordable product for consumers in comparison with other products of the same type and purpose, which best meets the consumer price and the requirements of this market in terms of quality and value;
- The characteristics of goods and services, subjects of market relations are the same as those of the same goods, services or competing subjects of market relations on the market ⁵.

IPFaminsky approaches the category of "competitiveness" methodologically, focusing on the following important issues:

- multivariate - this implies a separate technical description of a product, company, industry or industries based on competitiveness;
- relativity, a product that is considered competitive in one market may not be competitive at all in another;
- Different levels of competitiveness and differences in approaches to assessment: at the commodity, enterprise, industry levels, and finally at the level of the entire national economy.

Most authors consider competitiveness to be a description of a specific state of development of the existing system. Therefore, indicators obtained from methods developed for various research objects are given as efficiency criteria ¹⁶. Therefore, the problem lies in the lack of application of the methodology and the lack of presentation of the results of the analysis.

¹² Karachurina G.G. Innovative competitiveness of the region and its impact on the sustainability of economic development [Text] / G.G. Karachurina , A.V. Zolotukhina, E.A. Putenikhina // Regional Economics: Theory and Practice. - 2010. - No. 21. - P. 29-34.

¹³Shodmonov Sh.Sh., Gofurov U. Iqtisodiyot nazariyasi. Darslik. – T.: "Iqtisod-moliya", 2010, 220-bet.

¹⁴Abdurakhmonov K.Kh. Mekhnat iktisodioti. Darslik. T.: "Mehnat" – 2009, 145-bet.

¹⁵Ambartsumov A A, Sterlikov F F 1000 terms of market economy Reference manual - M .: Kron-Press, 1993. - P. 107.

¹⁶ <https://www.dissercat.com/content/formirovanie-mekhanizma-povysheniya-konkurentosposobnosti-organizatsii-vysshego-obrazovaniya>

The specific factors that determine the position of an enterprise in the market and the mechanism of interaction with the external environment differ from state or regional indicators, which, in turn, is reflected in the competitive relations and competitiveness of enterprises in various sectors of social production ¹⁷.

The competitiveness of enterprises, as a characteristic of a specific state of an economic entity, allows us to assess its market position, the level of resource efficiency, the level of commercial efficiency, etc. A number of specific areas of public relations do not provide for the achievement of commercial efficiency or do not consider this goal to be a priority ¹⁸. One of such activities is educational services in the field of higher education.

The assessment of the competitiveness of higher education institutions is reflected in the works of the following authors: Ye.M. Bely, Ye.A. Dergacheva, D.A. Bonchukova, T.K. Ekshikeev, L.A. Korchagova, E.N. Zakharova, V.A. Lazarev, T.Yu. Mitrofanova, E.D. Lipkina, M.G. Podoprighora, R.A. Fatkhutdinov, S.D. Reznik ¹⁹ and others. Despite the scientific significance of the presented studies, the author believes that they need to be expanded in terms of defining the essence of the competitiveness of higher education institutions and its classification. In conclusion, it should be noted that the review of existing approaches to defining the concept of competition and competitiveness of higher education institutions shows that there are extensive discussions on the use of various criteria, depending on the specific object of research. In general, based on views on the essence of the competitiveness of organizations, it was possible to formulate an author's definition of the category of competitiveness of higher education institutions.

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¹⁷ <https://www.dissercat.com/content/formirovanie-mekhanizma-povysheniya-konkurentosposobnosti-organizatsii-vysshego-obrazovaniya>

¹⁸ <https://www.dissercat.com/content/formirovanie-mekhanizma-povysheniya-konkurentosposobnosti-organizatsii-vysshego-obrazovaniya>

¹⁹ Bely E.M. Competitive advantages of universities: classification from the standpoint of stakeholder management [Text] / E.M. Bely, I.B. Romanova // Modern problems of science and education. - 2012. - No. 5. - P.268 - 274 .; Bonchukova D.A. Strategic marketing and competitiveness of the university [Text] / D.A. Bonchukova , N.M. Starobinskaya // Marketing MBA . Marketing management of the enterprise. - 2013. - No. 2. - P. 38-56; Dergacheva E.A. Improving the competitiveness and quality of educational services in the university [Text] / E.A. Dergacheva, N.N. Chernetsova // Bulletin of the Bryansk State Technical University. - 2008. - No. 3. - P. 108- 117; Ekshikeev TK Development of the competitive potential of the university in the educational services market [Text] / TK Ekshikeev // Problems of the modern economy . - 2009. - No. 2. - P.375-378; Zakharova, EN Features of the formation of the competitiveness of the university as a subject of the educational services market [Text] / EN Zakharova, OG Gisina // Problems of Economics and Legal Practice. - 2013. - No. 2. - P.185-188; Korchagova LA Assessment of the competitiveness of the university [Text] / LA Korchagova // Marketing in Russia and abroad. - 2007. - No. 5. - P.48-54; Lazarev, V.A. Competitiveness of the University as an Object of Management : monograph [Text] / V.A. Lazarev, S.I. Mokhnachev. - Ekaterinburg: Prigorodnye Vesti, 2003. - 160 p.; Mitrofanov T.Yu. Development of a competitive strategy for a university in the educational services market : dis Cand. of Economics : 08.00.05 [Text] / T.Yu. Mitrofanova [Place of protection: Russian State Pedagogical University named after A.I. Herzen]. - St. Petersburg, 2011; Reznik S.D. System and mechanisms of managing the competitiveness of a higher educational institution : monograph [Text] / S.D. Reznik. - Penza : PSUAS , 2009. - 147 p.



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