



GOVERNANCE AND COMPETITIVENESS IN EDUCATION

Hakimov Hajimurod Komiljon ugli

Oriental University of Tashkent city

Master's degree in Educational Management.

Annotation: This article analyzes the theoretical and practical foundations of increasing the competitiveness of the education system and creating an effective management system. In the context of globalization, the need to improve the quality of education, introduce innovative approaches, train qualified personnel and improve the management methods of educational institutions are highlighted. In addition, on the example of foreign best practices, the factors of ensuring competitiveness in education and effective management mechanisms were studied and recommendations for the national education system were given.

Keywords: training, competitiveness, governance, innovation, training, quality of education, management system, globalization, educational institutions, development strategy.

In modern times, the education system is one of the main factors in the socio-economic development of each state. Globalization and increased scientific development strengthen the need to increase the competitiveness and effective management of education sector. Currently, training of personnel with modern knowledge and skills, ensuring the quality and effectiveness of education is one of the priority tasks facing each state.

What behaviors should educational organizations carry out in competition in the education market?

First, it must be able to convince consumers that it is better than another area or other educational organization.

Secondly, the costs of training specialists must be acceptable.

Third, education should be much cheaper to market access than others.

Fourth, they need to be able to attract the best teachers, because they pay more within the same financial capacity.

The relationship between concepts such as strategy and competitiveness is interrelated. Competitiveness can be expressed as "the use of talent and ability." Always losing in the competitive struggle belongs to the weak educational organizations, which are considered weak in every respect, and the educational service is classic. Therefore, with poor quality service, poor quality education and technology, the results will not be high.

Therefore, in a competitive environment, the goal of an educational institution should have two characteristics.

First, from the point of view of the external environment, what is needed to organize the process of achieving goals in a competitive environment are the tools that serve education. These tools directly contribute to ensuring the competitiveness of the educational institution. This

requirement applies to all resources in which the management of the educational institution operates: students, personnel, the necessary resources, modern equipment and technologies, buildings and structures.

Second, a clear management system based on competitiveness is important to achieve the objectives of the educational institution's activities.

In modern market conditions, the management system will have the ability to create many management effectiveness in response to changes in the external environment. This method of selecting solutions that ensure the achievement of goals affects the object in the context of a multiplicity of goals for the functioning of the educational institution. Therefore, success in competition is a measure of the use of ability, which is determined by the characteristics of the educational institution and the level of development of its management system. Competitiveness has two key components: flexibility and innovation. Education understands the organization's adaptation to external relations. As an innovative ability, it is manifested as a process of continuous change and reorganization according to the criteria for speed, innovation creation or application.

In other words, minimal actions are performed with consistent and non-standard processes to achieve the goal. If flexibility leads to a change in the external environment of an educational institution, innovation is the energy of such an impact that develops solutions aimed at transforming activities based on the development of new elements during its operation. Flexibility is suited to be in an environment that has specific characteristics. Innovation enters and leads to complete change in all activities of the system structure.

Competitiveness in education means the ability of educational institutions to provide high-quality education on the basis of international and national standards, the ability to train personnel that meet modern requirements based on innovative approaches. A competitive education system provides a platform for the successful operation of its graduates in the labor market and their active participation in scientific and technological development.

Without an effective management system in educational institutions, it becomes difficult to achieve the quality of education and competitiveness.

The management process includes: Strategic planning of the educational process;

Introduction of innovative technologies; Capacity building of personnel; optimization of financial and resource management;

Monitoring and evaluation of education quality.

Effective management also serves to support students' personal development and creative abilities.

Global trends and international experience

In advanced education systems of the world — such as the USA, Japan, Finland, Singapore — the following approaches are successfully used to increase competitiveness:

Individual training programs adapted to the needs of students; Introduction of the principle of lifelong learning;

Teachers with continuous professional development and use of new methodologies;

Strengthen integration between education and production.

These experiences are also important for the development of the national education system.

Management and competitiveness in the education sector of Uzbekistan. A large-scale reform is being carried out in Uzbekistan to develop the education sphere and increase its competitiveness. In particular, measures to strengthen the material and technical base of educational institutions, transition to a credit modular system, participation in international rankings, and the introduction of modern educational technologies contribute to positive results.¹

However, there is still a need to work in such areas as improving the effectiveness of management, systematic capacity development of pedagogical personnel, improving monitoring of the quality of education.

The problems of competition in education management have not been sufficiently studied and overlooked. Firstly, the excessive participation of the state in the management of education is high and the mechanisms that serve to promote competitive relations by the state have not been developed, which is manifested in the intervention of the state in the development of independent activities and activities. Secondly, the transition to a market economy has led to a significant increase in the price of goods and services and a decrease in quality. The fact that Hali still has a state monopoly on education, which is manifested in highly centralization. In order to regulate the creation and development of a competitive environment in education, a number of normative legal acts are being adopted, which in turn creates a competitive environment.

In the conditions of modern economy, the need for professional personnel is growing sharply. However, the education market is not always able to keep up with the delivery of such staff. Therefore, almost everyone is enrolled. Expanded training of specialists and low level of training of personnel lead to a decrease in the quality of activities of educational institutions. Insufficient professional potential of teachers, their simultaneous employment with teaching and upbringing leads to the collapse of some mechanisms in the education system. One of the main factors in the decline in the quality of educational institutions is explained by the fact that educational standards are not developed together by employers. Every educational institution has a monopolist of its services and at the same time competitors. If an educational institution is given all the opportunities over others, it becomes a monopoly.

An educational institution must refuse services in accordance with government requirements standards that do not meet the requirements of the labor market. No one denies the need for a state standard to establish the institutional boundaries of an educational institution. But if there is almost no change, if the needs of the consumer are not met, then such services should be abandoned.

In conclusion, ensuring competitiveness and effective governance in education is a fundamental factor for the sustainable and continuous development of any society. In this regard, it is important to improve the education system in accordance with modern requirements, the introduction of innovative management methods and the use of international experience. It will also be possible to strengthen the country's competitiveness on the global stage by improving the quality of education and strengthening the effectiveness of management.

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