

## **PROBLEMS AND PROSPECTS FOR THE DEVELOPMENT OF INNOVATIVE CORPORATE COOPERATION IN IMPROVING THE QUALITY OF EDUCATION**

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**Annotation:** In this scientific article, the roles and significance of innovation corporate communication in improving the quality of education are summarized and analyzed. The issues of the development of the innovation market in the sphere of education are discussed, foreign experience in the development of innovative corporate communications in the sphere of education is analyzed, questions about the main ways of development of innovative corporate communications in the education sphere are studied, materials on the ways of developing the quality of education through innovative corporate communications in the system "Science-education-production". Also, in the scientific article, recommendations were developed for the development of innovative corporate communications in the field of education.

**Key words:** quality of education, innovation, innovative corporate cooperation, recommendations, foreign experience, foreign experience, principles of innovative development, innovative activity.

**Introduction.** The rapid development of science and technology is radically changing the face of industry and agriculture in our independent country. Many professions in modern production require the involvement of not only educated people, but also highly developed, creative and thinking people. "The main task is to form a new composition of managers and officials with high professionalism and modern thinking, capable of making comprehensively correct decisions and achieving their goals. In this direction, it is necessary to pay special attention to the training of qualified personnel for territorial governing bodies, primarily khokimiyats of districts and cities of the country. For this, along with the system of higher educational institutions, it is necessary to more actively mobilize the scientific and practical potential and capabilities of organizations such as 6 academies, the Scientific and Educational Center for Corporate Governance under the Cabinet of Ministers. "

The solution of complex tasks related to the training and upbringing of young people, directly with production enterprises in corporate cooperation, depends on the intellectual culture, professionalism, art, talent and culture of the teacher. The modern lesson has three goals: education, upbringing and the development of innovative corporate partnerships. Therefore, at each stage of the process of training qualified personnel, it is necessary to implement certain tasks for the effective organization of education, its promotion to a higher level.

### **Literature review.**

Models and current trends in the introduction of professional management principles into the higher education system are determined by foreign scientists T. Bush, R. Barnett, R. Middlehurst, R. Birnbaum, P. Eckel, James J. Duderstadt, J. Douglas, S. Collini, P. Maherey, Jan. Bahe, S. Marginson, R. Millters, Samsudin Wahab, Adlan Rahmat, Mohd Sukor Yousaf, Badrisang Mohamed, M. Crow, W. Debars and others.

Ch.U. Damkulova in his research work "Formation of mechanisms for organizing the

management of the development of HEU in the context of the modernization of the field of higher education: theory, methodology, practice" supplement it with components related to its activities.

Article by A.A. Makhmudov "Some theoretical approaches to the management of financial resources in higher educational institutions"

### **Research methodology**

Currently, one of the factors for improving the efficiency of the organization is to find ways to activate human potential and take into account the psychological characteristics of employees. Based on a deductive and induction approach to highlighting the role and value of innovative corporate cooperation in improving the quality of higher education, observation of the object of research in determining the principles of innovative development of the market for higher educational services, experimental, case studies, questionnaires, ethnographic methods were widely used, a research strategy was developed based on advanced foreign experience in organizing innovative corporate cooperation in improving the quality of higher education, priority areas for the development of innovative corporate cooperation of higher educational institutions, the reliability and accuracy of the way to improve the quality of higher education through innovative corporate cooperation were checked.

### **Analysis and discussion of results.**

Currently, in order to systematically develop research work in higher educational institutions, establish innovative corporate cooperation and develop international relations, more than 1230 innovative groups have been created at specialized departments, a database of modern enterprises corresponding to the profile of the departments has been created. Cooperation has been established with more than 4,400 enterprises and organizations in which a bank of existing scientific and technological problems has been formed. Based on these problems, research work is carried out on more than 10,000 graduation and qualification works, more than 3,400 master's theses, more than 1,600 doctoral dissertations and about 700 economic contracts. Currently, 465 projects worth more than soums are being implemented in higher educational and research institutions for a total of 26.93 billion [10].

Experts also express their opinion on the technologies developed by scientists of higher educational institutions for obtaining food products for hydrocarbons, rubber, hydrogel, poultry and animal husbandry, transplants for medicine and other developments. As you know, the result of training is products, that is, the consumer of young personnel are legal entities and individuals who are the market for consumers of educational services. In the analysis of the state of the world and domestic market of educational services, one can see not only the quality of education, but also the presence of different views and criteria in the approaches to the organization of educational services, accounting and assessment of consumer needs. The acceleration of the pace of development of society leads to inconsistencies in the supply and demand of food. The reasons for the discrepancies between the quality of education and market requirements in our country can be seen in:[10].

- the lag of the organization of educational services from market requirements;
- are not interconnected with the consumer of educational services;
- insufficient attention to issues of corporate cooperation between educational institutions and consumers;
- organization of educational institutions for reports and low efficiency of mutual innovative corporate cooperation.

We believe that when assessing the quality of education, it is necessary to group by subjects participating in the education system. At the same time, it is advisable to group the factors affecting the quality of education by the subjects of the education system as follows:

- factors depending on the body developing educational policy;
- factors related to the educational institution;
- factors depending on the trainee;
- consumer-dependent factors;

- factors related to innovative corporate cooperation between the educational institution and consumers.

Each of these groups has factors that have a direct and indirect impact on the quality of education, which affect the change in the quality of education in the positive or negative direction. As noted above, in the system of modern education, it is necessary not only to train personnel, but also to conduct scientific research to determine the mechanisms for the development of production. In the structure of world educational services, the share of income received from the provision of "innovations and other services" for the development of production is growing. For example, the Innovation and Entrepreneurship Institute at the Singapore Institute of Management created 110 companies in partnership with the institute in the amount of 3.7 million US dollars, and from grants and other events - 9.4 million US dollars by organizing various competitions for teachers and students, as well as introducing new initiatives.[21]

The income of educational institutions of our country is still formed at the expense of budgetary funds and training students on a contractual basis. While revenues received by budget organizations with the status of a legal entity from all sources are exempted from all taxes and mandatory payments until January 1, 2018. In ensuring cooperation between science, education and production, which is one of the mechanisms for improving the quality of education in our country, it is allowed to use mechanisms for encouraging a professor, teacher and student who are parties and main subjects of innovative corporate cooperation, which gives positive results.

The procedure for organizing innovative corporate cooperation, formation, storage and updating of relevant documents is as follows [5]:

of the main management that carries out mutually beneficial innovative corporate cooperation with the production of the higher education system.

departments of specialties of higher educational institutions. In order to establish this cooperation, innovative groups will be formed at the departments of specialties from among leading professors-teachers, representatives of relevant production enterprises, doctoral students, undergraduates and gifted students;

At the departments of specialties, information about members of the innovation group is formed, containing the last name, first name and patronymic, place of work and position, academic degree and title, task in the innovation group and information about the contact phone number, signed by the head of the department of specialty, representative (s) of the enterprise (s)

The heads of departments of specialties are responsible for the formation, content, updating and constant storage of this information at the departments at the beginning of each new academic year; innovative groups form a database of modern enterprises corresponding to the specialization of the departments of the corresponding specialty.

This information contains information about the name of the relevant manufacturing enterprise, the cooperation agreement, the route (s) of production or provision of services, the address of the enterprise, the last name, first name, patronymic of the head and information about the employee responsible for cooperation. This information is signed by the head of the department of specialty, approved by the dean of the faculty in agreement with the representative (s) of the partner enterprise and updated quarterly.

- Heads of departments of specialties are responsible for the formation, content, constant storage and timely updating of information [21];

➤ The higher educational institution establishes contractual relations with modern enterprises included in the information base formed by innovative groups in the departments of specialties. The relevant contract should reflect the following issues of mutual interest for the higher educational institution and the production enterprise:

- studying the scientific and technological problems of the enterprise awaiting its solution and taking measures to solve them, including mobilizing the intellectual potential of the teaching staff, doctoral students and independent applicants, gifted students of a higher educational institution to solve these problems;

- introduction of developments created as a result of research activities of the teaching staff of a higher educational institution; organization of educational and industrial practice of students and advanced training of the teaching staff at the production base; employment of graduates of a higher educational institution, etc.;
- conducts a study (if necessary, with field visits), summarizes, analyzes and creates a single information base of scientific and technological problems of each enterprise with which cooperation agreements have been concluded with a higher educational institution.

The information base will collect information about the name of the innovative partner enterprise, the topic of the scientific and technological problem, the essence of the problem, the required solution and the expected result of solving the problem. [5]. The information is signed by the head (s) of the department of specialty, approved by the dean of the faculty in agreement with the representative (s) of the partner enterprise. information is subject to quarterly update and heads of departments of specialties are responsible for the content, safety and update of this information; - based on the expertise, analysis and selection of a unified information base of scientific and technological problems, a list of typical topics is formed. Departments that graduate specialists form topics of coursework, final qualification works, master's, candidate's and doctoral dissertations on the basis of a unified information database of problems, organize research in the interests of the enterprise, on the basis of economic contracts and based on the results

Information is subject to update at the beginning of each academic semester and heads of departments of specialties are responsible for its formation, content, preservation and update; - the name of departments (faculties) that graduate specialists at the level of a higher educational institution and its faculties, the number of innovative groups at departments, the number of participants, the number of enterprises in which innovative cooperation has been established on a contractual basis, the number of scientific and technological problems of the studied enterprises, the number of scientific and technological problems of enterprises, generalized information is compiled on the number of withdrawn research works. This information is prepared in the context of each department and faculty and approved by the vice-rector for scientific work and the rector in agreement with the dean of the faculty and the vice-rector for scientific work, respectively[28].

Information should be updated at the beginning of each academic semester and deans of the faculty and vice-rectors for scientific work are responsible for the formation, content, constant storage and updating of this information [26]. A study of the development trends of countries around the world shows that some countries seek to quickly change their development based on qualitative changes and innovations, using the results achieved by developed countries. The recent global financial and economic crisis proved the validity of such progress.

An important factor in the implementation of innovative progress in developed countries is the establishment of a relationship between research institutions and manufacturing industries that are customers of innovation. At the same time, research institutions organize their activities on the basis of creating innovations that are in demand directly by the production industries, which, in turn, prevents some time from the inaction of the created innovations [28]. The most effective tool for introducing innovations obtained as a result of scientific research in the shortest possible time is the formation of a system that ensures the commercialization of intellectual property.

Not all EU countries have the same system for introducing innovations. For example, in higher education institutions in France and Germany, innovation is created by innovative groups consisting of gifted students and masters, directly commissioned by enterprises. In higher education institutions in Spain, in the process of creating innovation, researchers work mainly who independently study the market needs for innovation. and the resulting result takes the form of small manufacturing enterprises at the expense of universities. The Spanish model of innovation transfer differs from other countries in its independence and the direct involvement of universities in the entrepreneurial process.



Of course, the development of innovative processes in higher educational institutions is carried out on the basis of the specifics and legislative basis of the educational system of each country. Information technologies offer various new types of education, in particular, the principle of an integrated approach has recently been strengthened in the modular education system. The adapted placement of different forms and methods led to the introduction of blended education as an innovation. Particular attention is paid to supporting small innovative entrepreneurship in Western countries [25]. Institutional support for innovative entrepreneurship in the United States is provided by the Small Business Administration, the National Science Foundation, NASA, universities, and industry ministries. In Germany, this work is carried out by the Ministry of Economy, the Ministry of Scientific Research and Technology, the Federation of Industrial Research Associations, the Patent Center; In France, the Ministry of Economy, the National Agency for the Implementation of Research Results,

### **Conclusions and suggestions.**

In order to improve the quality of the higher education system and further accelerate the integration processes in the science-education-production system, we recommend that the implementation of the following measures can have a sufficient effect. Firstly, it is necessary to radically reform the activities of the centers of innovation and technology transfer at the khokimiyats of the city of Tashkent and the regions. Currently, the activities of these centers are not focused on the status of organizing innovations and innovative corporate cooperation in the regions. In addition, the staff units of these centers are insufficiently formed and do not have a material and technical base [22]. Direct the scope of activities of existing centers to the development of innovative corporate partnerships, improve their material and technical base, establish consulting services in their composition, organize the transfer of innovative developments created by scientists, organize experimental and experimental workshops as part of the center

Secondly, it is advisable to form a bank of regional enterprises and their problems, as well as a bank of potential scientists, conduct an advertising policy, form mutual trust and consolidate regulatory legal acts.

Thirdly, it is advisable to develop organizational and legal mechanisms to stimulate innovative corporate activities between higher education and the consumer. It is necessary to bear in mind:

1. simplified tax policy for work performed within the framework of innovative corporate cooperation;
2. regular material and spiritual stimulation of scientists, enterprises, student youth participating in works performed within the framework of innovative corporate cooperation;
3. establishment of a target training system in higher educational institutions;
4. introduction of a "test - experimental status" in the regions on the basis of an operational system free of bureaucratic mechanisms, when introducing innovative developments produced at the centers of innovation and technology transfer into production;
5. The introduction of a procedure for exempting income in the form of the salary of a professor-teacher and a student conducting research on the basis of grant funds from enterprises from personal income tax and not calculating a single social payment to wage funds.

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