
Factors to Ensure Competitive Advantage of Higher Education Institutions in the Market of Educational Services

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Abstract: In this article, educational services, interaction of participants of the market of educational services on the system of higher education and the importance of increasing the competitiveness of educational institutions has been studied.

Keywords: educational services, educational services market, higher education system, competitiveness.

INTRODUCTION

Today, increasing the social and economic efficiency of the development of the higher education system depends, on the one hand, on the widely used methods of managing this system in international practice, on the other hand, changes in the market of educational services and the provision of higher education institutions with qualified scientific potential.

The positive changes taking place in the Republic of Uzbekistan and the ongoing socio-economic reforms make it necessary to create a system of higher education that will allow for the reconstruction of society and further sustainable development.

The formation of the competitiveness of higher education institutions in the market of educational services is determined by a set of specific factors, the specificity of which is reflected in the process of interaction between participants in the market of educational services.

The market of educational services today consists of all the interconnected elements of the socio-economic system that are complex in the consumer market. Being the main generator of this system is undoubtedly the need of society in the training of qualified professionals who will emerge in the labor market as a specific product. Therefore, in the context of economic transformation, it is especially important to study the importance and principles of increasing the competitiveness of higher education institutions in the market of educational services.

LITERATURE REVIEW

Education is one of the key components in the concept of human development and plays a key role in solving important problems of society. The high level of development of education and science in human civilization is an important driving force of social, technical and economic development.

Different aspects of the formation of competitiveness of higher education institutions D.A.Bonchukova [1]., E.M.Belyy [2]., E.A.Dergacheva [3]., T.K.Ekshikeev [4]., E.N.Zaxarova [5]., L.A.Korchagova [7]., V.A.Lazarev [8]., R.A.Fatkhutdinov [9]. and in the

works of other scholars, in which the problems of increasing competitiveness in higher education institutions have been studied in detail.

In the monograph published by M.Ya. Veselovsky and MA Izmaylova, increasing the competitiveness of educational institutions in the market of regional educational services, theoretical bases of competitiveness of higher education institutions in innovative economy, development of human capital, formation of knowledge economy, development of intellectual leadership strategies in sustainable development of higher education institutions, main directions of state policy in this field, peculiarities of educational services market and factor analysis of competitiveness of higher education institutions studied [6].

RESEARCH METHODOLOGY

The study used a dialectical and systematic approach to the study of economic systems and ratios, integrated assessment, statistical and dynamic approaches and grouping methods to improve the mechanism of development of the market of educational services and assessed the level of competitiveness in the market of educational services.

ANALYSIS AND RESULTS

The formation of the competitiveness of higher education institutions in the market of educational services is determined by a set of specific factors, the specificity of which is reflected in the process of interaction between participants in the market of educational services.

Different aspects of shaping the competitiveness of higher education institutions D.A.Bonchukova, E.M.Belyy, E.A.Dergacheva, T.K.Ekshikeev, E.N.Zakharova, L.A.Korchagova, V.A.Lazarev, R In the works of A. Fatkhutdinov and other scientists, the problems of increasing competitiveness in higher education institutions have been studied in detail. Based on the research of these authors, we have developed a classification of factors that shape the formation of competitiveness in higher education institutions (Figure 1.1).

The classification shown in Figure 1.1 is grouped according to the levels and directions of influence of factors that increase the competitiveness of higher education institutions in the market of educational services.

According to the scope of coverage, we classify groups of external and internal factors.

External factors are manifested through political, organizational, economic, social processes and trends that do not depend on educational institutions. Their source is usually various subjects of public relations.

The specificity of the impact of internal factors is determined by the effectiveness of management processes to one degree or another, the use of different types of resources and the effectiveness of the educational institution.

Determining the specific type of activity of an educational institution allows to distinguish specific factors of competition. In particular, the competitiveness of the institution in the educational process is influenced by factors such as the quality and innovation of educational technologies, the level of academic activity.

As a sign of grouping factors, it is necessary to assess the impact of research activities on the level of public activity, grant activities and the development of basic doctoral and doctoral studies.

The effectiveness of the management system in higher education institutions is a key factor in its competitiveness, which depends on the characteristics of the management and

organizational flexibility system, the formation and use of human resources, the effectiveness of information exchange, resource efficiency.

Table 1.1 Factors affecting higher education institutions in terms of activities¹

№	Areas of activity	Description of factors
1.	Education	Quality of educational process, accreditation of professional / international educational programs, level of development of educational technologies, level of development of academic mobility programs, level of development of network and distance education programs, quality of curriculum development, etc.
2.	Research	Participation in national and international research projects, interaction with leading research centers, the effectiveness of involving leading experts in the implementation of priority research projects, the level of development of academic mobility programs, the effectiveness of doctoral and research activities, interaction with leading bibliographic and abstract databases, activity level and publishing activity, etc.
3.	Marketing	Effective marketing strategy, level of training, effectiveness of mobilization tools and marketing communication, brand promotion, the scope of the list of educational programs.
4.	Investment, trade and finance	Attracting funds for infrastructure development, forming sources of funding, realizing the costs of operating activities, the characteristics of the accounting and management accounting system, the characteristics and efficiency of the audit system, etc.
5.	Management	Features of the system of management and organizational flexibility, the formation and use of human resources, the effectiveness of information exchange, the efficiency of resource use.
6.	Innovative	The use of innovative approaches and technologies in the learning process, the use of information and communication technologies, the interaction with high-tech production, etc.
7.	International	International education market situation, level of international integration, level of economic, scientific and cultural exchange, place in international rankings, etc.

The group of technical and technological factors is influenced by the quality of the infrastructure and its ability to meet the requirements of the implementation of educational programs.

The impact of innovative factors on the competitiveness of higher education institutions in the market of educational services is reflected in the application of innovative approaches and technologies in the educational process, the use of information and communication technologies, their interaction with high-tech production.

The impact of international factors on the higher education system is determined by the conjuncture of the international education market, the degree of integration in international education, the level of economic, scientific and cultural exchange, its place in international rankings.

¹ Developed by the author.

We grouped the factors affecting the competitiveness of universities in the market of educational services by classification:

I. By period of exposure:

1.1. Constantly influencing factors: the situation in the national education services market; the situation in the market of regional educational services; potential for educational activities; research potential; Economic potential and commercial efficiency of the university; marketing potential; human resources; potential for integration of science, education and industry; level of infrastructure development; management potential, etc.

1.2. Periodic influencing factors: regulatory regulation of the education system; regulatory regulation of financial activities; control over measures at the discretion of the founder; licensing and accreditation of educational activities; accounting and management accounting efficiency, etc.

1.3. One-time influencing factors: responding to stakeholder statements; interactions in contractual processes. One-time factors are formed once or over a very random and long period of time.

II. In terms of exposure:

2.1. Factors that have a strategic impact: political, economic, socio-cultural, technological, innovative and others.

2.2. Tactical factors: development characteristics of market infrastructure; level of development of science and education; the level of development of modern sectors and industries of the economy; the share of research expenditures in GDP; the state of the natural environment; level of social development; the level of development of the social protection system, etc.

2.3. Factors with operational impact: qualified management; the state of the competitive environment; availability of resource supply; the presence of a communication system with the audiences in contact.

In terms of impact, strategic factors in the competitiveness of universities in the market of educational services - usually political changes in society, the level of development of economic relations, the specifics of socio-cultural relations and the level of technological innovation determine the level and direction of national education. The relatively low level of development of public institutions, technical and technological backwardness and insufficient efficiency of the national economy have a negative impact on the introduction of innovations and the quality of educational processes. Such a group of factors is represented as factors of a strategic nature.

Tactical factors affecting the competitiveness of universities in the market of educational services are related to the development characteristics of market infrastructure, the state of the environment, the level of social protection, the level of development of science and education and a number of other factors.

Operational factors of competitiveness represent the presence of an insignificant impact in the short term in the near future within a particular area, within a particular educational institution. These factors include the specifics of the competitive relationship, resource provision, and the availability of a communication system with the audience in contact.

III. In terms of coverage:

3.1. External factors influencing: the structure and level of development of the national

economy; national market conditions; place in national rankings; stability of the political system; the level of development of the system of legal relations; population and composition dynamics; level of quality of life of the population; level of development of education.

3.2. Influencing internal factors: features of the management system; goals and features of personnel policy; level of use of production resources; production structure and specialization; characteristics of commercial activity, etc.

IV. In terms of application. The specificity of the impact of the competitiveness of universities on the market of educational services allows to distinguish between general and specific factors, depending on their area of application.

4.1. General factors: management system efficiency; efficiency of commercial activity; efficiency of use of material and technical base, etc. Common factors are a group of factors that apply depending on the size of the institution. Their impact is on both educational institutions and businesses in other sectors of the economy.

4.2. Specific factors: These factors have only a practical description, and their impact is determined by the characteristics of the activities of educational institutions. These factors include: the effectiveness of the organization of the learning process; effectiveness of doctoral activities; efficiency of publishing activities; the level of publication activity, the proportion of scientific and pedagogical staff with academic degrees and titles, etc.

V. According to the description of financing:

5.1. State funding: budget financing of educational activities on the basis of established norms; government subsidies; subsidies for the development of property complexes.

5.2. Private funds account financing: household funds; business investment; investment by foreign agents; financing through various private funds, etc.

Based on the above points, the feature of financing educational institutions allows to group the factors according to one of the two sources. First, state funding, which provides for subsidies provided by the state, per capita budget funds for educational activities and subsidies for the development of the property complex. Second, private equity is dependent on household investment, business investment, and foreign investment. The nature, composition and amount of funding taking into account these sources determine the level of competitiveness of higher education institutions in the market of educational services.

VI. According to the nature of the effect: In terms of the nature of the impact, it is possible to distinguish between direct and indirect factors of competition.

6.1. Indirect factors directly affect the competitiveness of universities in the market of educational services (competitive environment, human resources, regulatory framework). Indirect factors include the regulatory environment in the education system, the competitive environment, opportunities to attract labor resources, interactions with counterparties, the level of consumer satisfaction, etc.

6.2. The impact of indirect factors is indirect. These include economic conjuncture, scientific and technological progress, socio-cultural factors, and political factors.

The specificity of educational activities is reflected not only in the influence of specific factors, but also in the specific features of the implementation of educational programs and the interaction of participants in the market of educational services.

In our opinion, the mechanism of formation of competitiveness of higher education institutions in the market of educational services of higher education institutions and clients of

higher education institutions, realizing their goals, tasks and functions on the basis of different methods and tools, provides competitive educational services of higher education institutions.

Today, the main goal of universities is to create and introduce new knowledge, to provide innovative development of society with highly qualified personnel. It is also important to increase national and international competitiveness through the development of educational and scientific capacity.

The tasks of developing and increasing the competitiveness of universities are:

- Development of research and educational activities worldwide;
- Achieving international leadership in selected research areas;;
- Students have unique knowledge as a result of educational and research activities;
- Formation of scientific, educational and technological base for socio-economic development of the country and its regions;
- Ensuring the balanced development of the educational institution in the implementation of tasks.

In our opinion, a comprehensive reflection of the needs of the national economy, customers of educational services and society in general in the development of the basic principles of the educational institution determines its competitiveness and serves as a means of shaping the latter.

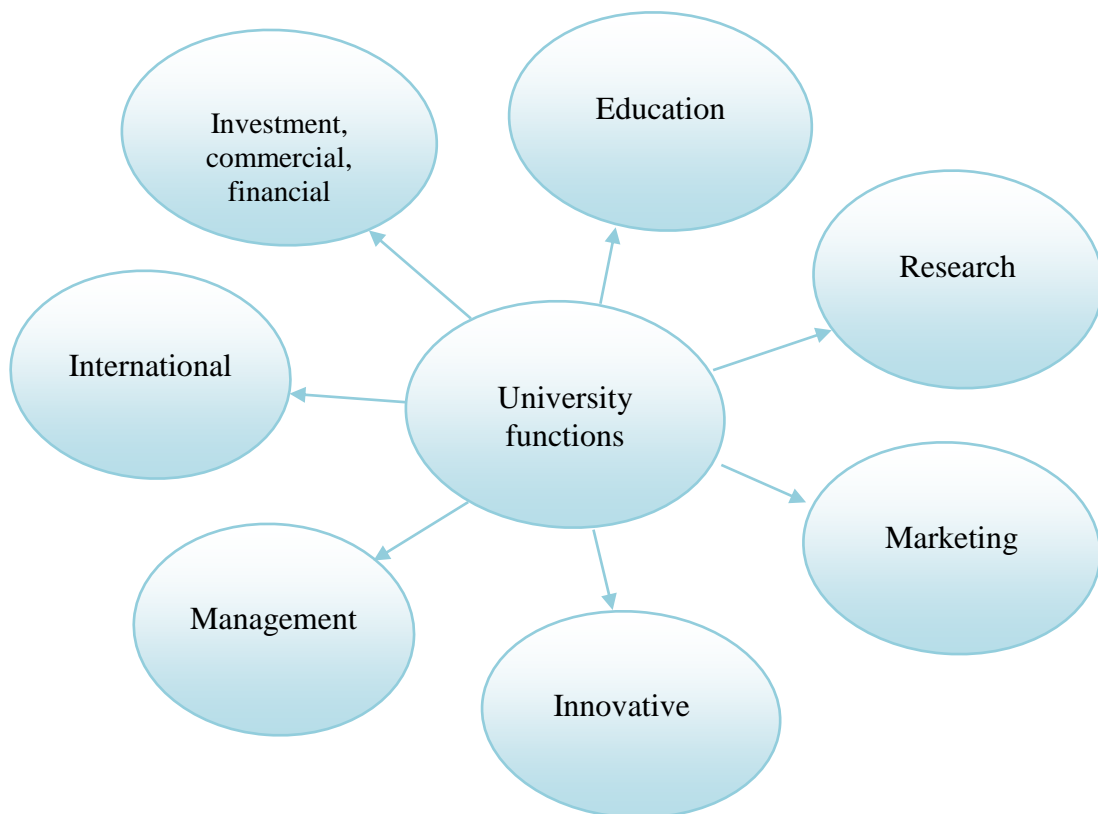


Figure 1.1. Functions of higher education institutions in the market of educational services²

The goals and objectives of the educational institution are based on the following functions:

² Developed by the author.

education, research, marketing, innovation, management, international, investment, commercial and financial. Execution of functions within a certain activity using certain methods and tools forms the competitiveness of higher education services and higher education institutions (Figure 1.1).

The principles, indicators and assessment methodology of assessing the competitiveness of higher education institutions allow them to assess their competitiveness and make corrections by identifying deviations and rehabilitating them.

Conclusion/Recommendations

The mechanism of competitiveness in higher education is reflected in the interaction of market participants, implemented in practice in the goals, objectives, functions, methods and tools of higher education institutions, provides feedback and assesses the level of competitiveness in order to implement the amendment.

The development of public and private universities in the higher education system will allow to form a number of features of the formation of competitiveness in the market of educational services.

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

It is reflected in the introduction of certain methodological approaches to assess the competitiveness of the formation of the competitiveness of higher education institutions in the market of educational services, which takes into account the specifics of this area.

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