
Increasing the Competitiveness of Higher Education Institutions in the Market of Educational Services and Creating a Competitive Environment

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Abstract: The role and characteristics of competition in the market of educational services, the role of higher education institutions in the modernization of production facilities and the acceleration of the process of technical renewal in the country.

Keywords: education services market, competition, demand, supply, higher education system, cocktail market.

The globalization of the world economy, the intensification of integration processes, the rapid development of innovations set the national economy the task of achieving international competitiveness and a strong position in the world market. As you know, it is possible to increase the competitiveness of the national economy by modernizing production facilities in the country and accelerating the process of technical renewal. The current competitive environment, which drives the economy, accelerates the process of modernization and technical renewal as a facilitator of development.

Creating a healthy competitive environment in the country, maintaining it and maintaining the competitiveness of the economy at the required level requires well-thought-out, clearly targeted actions of strategic importance. Therefore, the main goal of the ongoing economic reforms is to create an effective healthy competitive environment in the markets of goods and services. In the economic literature, there are also broad interpretations of the concept of "competitive environment" (konkurentnaya sreda, competitive environment).

The textbook of economic theory states that "a competitive environment is a set of economic, legal, organizational and political conditions that provide equal opportunities for market participants in economic management."

Competitive environment is understood as the equality of market participants in the market, the existence of economic freedom in their market activities, the unilateral action of various administrative agencies, and the creation and implementation of laws and regulations in accordance with them.

A competitive environment will be needed to make the competition happen. But even the competitive environment does not form spontaneously, but it has to go through several stages. First of all, the property had to be privatized and transformed from "ours" to "mine". The result is a multi-property economy.

Second, this economy had to be freed from the clutches of administrative command. This is being

achieved and is deepening.

Third, it also requires that all normative documents for free activity have been adopted and put into practice. Relevant successes have been achieved in this regard as well.

In our country, all steps have been taken in this direction, a competitive environment has been created. However, the Competition Law does not define this term. The definition of this term is almost not covered in the literature on economics. Based on the current situation, we found it expedient to describe it as follows. **Competitive environment means ensuring the legal equality of business entities, especially business entities, the introduction of the same undifferentiated economic freedom, the creation and implementation of laws and regulations aimed at eliminating the interference of various administrative agencies in their activities.**¹

The establishment of a competitive environment in the higher education system is associated with the formation of its non-governmental segment on the one hand, and the formation of the commercial sector in public universities on the other. As a result, the institutional (collective) conditions necessary for the development of various forms of entrepreneurial activity in higher education have emerged. However, non-governmental educational institutions, especially those that provide higher education, have not yet been formed in our country. It is time to pay attention to this issue.

Entrepreneurial activity in the form of external and internal management in the field of education is an innovative activity with the specificity of providing educational services for a fee in the public higher education segment of educational institutions through the use of modern methods and technologies. However, it should be borne in mind that where there is entrepreneurship, there is also a certain level of risk. This issue has not yet been sufficiently studied.

At present, the private sector is developing in our country. Staff for this are also trained by state universities. In our opinion, it is time for a part of this sector to establish private and higher education institutions based on private property. There are several advantages to this:

First, these educational institutions are not funded from the state budget.

Second, a competitive environment is formed in the education system.

Third, the system of training will be implemented on the basis of orders in accordance with the needs of the private sector.

Fourth, there will be a competitive environment among professors and teachers, and the demand for their professionalism will increase. Thus, in order to strengthen the competitive environment between educational institutions, higher education institutions should be developed in the following areas (Figure 1.2.1).

¹Qudratov G'.H., Abdukarimov B.A., Pardaev M.Q., Normurodov U.N. et al. Problems of Trade Economics: A Textbook. Team of authors. Study guide. - T.: "Economy and Finance", 2016, pages 460-461.

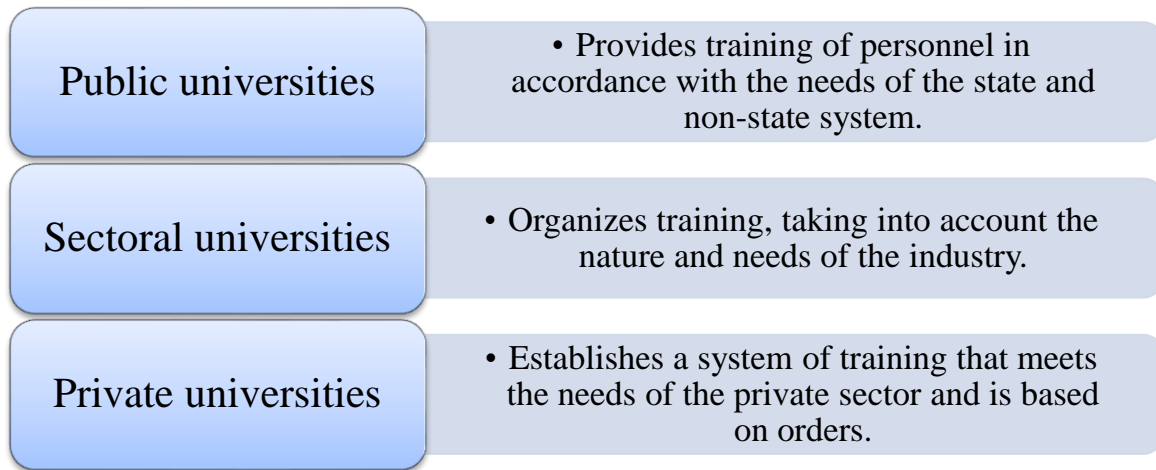


Figure 1.2.1. Creating appropriate conditions to create a competitive environment in the education system ²

As shown in the figure, the formation of a competitive environment in the market of educational services requires the formation of a system of higher education institutions based on different property and serving the interests of different entities accordingly. The study of this sector should also pay attention to the multifaceted and structural aspects of its deep-segment economy. Because if something in society operates in the interests of only one subject, it will not develop. For the development of anything, it is inevitable that all interests (state, owner, workers, society, labor community, etc.) must be taken into account.

Taking into account the above, it is necessary to implement a comprehensive and systematic approach in the classification of types of competition. Therefore, we propose to classify the types of competitiveness according to their different characteristics (Table 1.2).

Table 1. Classification of competitive appearances ³

Classification marks	Appearances of competitiveness
According to the hierarchical level	International, regional, territorial, local.
According to the field of activity	Education, health, industry, construction, agriculture, energy, trade, etc.
According to the types of organizational activities	Education, research, marketing, investment, commerce, finance, management, innovation and more.
According to the description of market impact	High (comfortable), low (uncomfortable).
According to the stages of the life cycle	New product, "mature" product, "obsolete" product.
According to the use of the potential of the organization	Real competitiveness, potential competitiveness.
According to production factors	Labor (worker-employee), capital, land (location).
According to the object of control	The whole university, production departments (institute, faculty, department, staff).
According to the time factor	Dynamic competitiveness, static competitiveness.
According to the level of growth	Primary, multiplicative, synergistic, etc.

²MK Pardaev et al. Educational services and issues of increasing their efficiency. Monograph. Innovative Development Publishing House, 2020, p.42.

³ Developed by the author.

In view of the realization of the potential of the university	Educational activities, research activities, innovation activities, marketing activities, international activities, investment activities, management activities, commercial activities, financial activities.
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The main directions of reforming the higher education system in the country have been developed and relevant regulations have been developed for their implementation. However, the formation of organizational and economic mechanisms to ensure the reproduction of quality educational services, especially those related to the form of entrepreneurial activity in this area, has not been scientifically studied, nor tested in practice. This situation requires research in this area.

In our opinion, it is necessary to take appropriate organizational and legal measures to further increase the funds from entrepreneurship in higher education. So, as our research shows, there are many ways to increase the efficiency of educational services:

- ✓ creating a competitive environment in the education system, especially in higher education;
- ✓ formation of a system of higher education in this system aimed at different property and purposes;
- ✓ development of entrepreneurship in the higher education system;
- ✓ factors such as achieving a continuous improvement in the quality of education.

If our recommendations are put into practice, the opportunities for training highly qualified personnel will be expanded to achieve the quality and effectiveness of education, and, ultimately, the competitiveness of higher education institutions will be further strengthened.

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