

Evaluating the Efficiency of Marketing Strategies to Increase the Competitiveness of Higher Education

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Annotation

The development of the country is determined by qualified specialists. It is impossible to raise a society without training personnel who meet the requirements of advanced science, technology and technological achievements. The system of continuing education, established on the basis of the Law "On Education" adopted in 2020 and the concept of development of the higher education system of the Republic of Uzbekistan until 2030, has a comprehensive knowledge, intellectual potential, high spirituality, the mechanism of formation of a harmoniously developed generation serves as an important factor in building and developing a strong democratic state in our country.

Keywords: *Marketing, Education, specialists.*

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Introduction

It is known that reforms in the field of education are being carried out in our country is one of the integral and decisive directions of socio-economic reforms. "There are gaps between higher education, science and industry, and integration is not ensured. Research institutes are not sufficiently involved in the process of training in higher education, where scientific research is carried out without taking into account the real needs of the economy. The lack of systematic training of highly qualified scientific and scientific-pedagogical personnel leads to a decrease in the scientific potential of higher education institutions"[1]. The establishment of direct cooperation with enterprises and organizations, research institutions will have a positive impact on increasing the potential and competitiveness of higher economic education. Therefore, to the specialists who are being trained today, in the sectors and industries of the real economy there is a growing need for effective use of modern marketing concepts and strategies in the higher economic education system, with particular emphasis on current demand.

Analysis of the relevant literature

Strategies aimed at increasing the competitiveness of higher education should include not only staff training, but also innovative teaching methods. Medium or long-term decisions that provide individual action in this regard are described in studies conducted by E. Dichtl, H. Hershgen [2]. The research of E.Wagner and J.M.Ferreira [3] proposed a conceptual model that explains the process of identifying competitive advantages in a higher education institution. It identifies the internal and external factors that create a competitive advantage for organizations managing educational institutions. The main contribution of this study is that three theoretical approaches in the field of business strategy have been adapted to the higher education system. Mazzarol, Tim, Geoffrey research suggests a model of factors that are important for creating and maintaining a sustainable competitive advantage for educational service enterprises in international markets. It is industrial economics and management competitive advantage theories developed by the theory, based on the study of the literature on service marketing. The model focuses on explaining the strategic decision-making environment in education and the ideal outcome to achieve competitive advantage [4]. Globalization, ratings, and declining government funding for universities create a competitive environment. This encourages the development of marketing strategies in education. As a result, universities need to choose clear strategic directions to develop marketing strategies. Strategic directions aimed at gaining a competitive advantage are systematized in the research of G. Miotto and other authors [5]. The study aims to identify how sustainable competitive advantage can be created for public universities.

Public universities are adapting to their new environment and are diverse through the use of proactive marketing strategies that take stakeholders into account and involve third-party institutions ways to be competitive S.E.Nemar and D.Vrontis [6] and modern management strategies have been studied in M.Cattaneo, M.Meoli, and A. Signori [7]. The first research on the development of a marketing strategy for the development of the market of higher education services was conducted by G. Akhunova[8], the latest dissertation research was conducted by G.S.Sa'dullaeva increased. G.S.Sa'dullaeva's research proposes separate marketing strategies by grouping higher education institutions[9]. Although much research has been conducted in Uzbekistan to improve the quality and competitiveness of education, no clear mathematical functions have been developed to streamline the classification of competitiveness assessment factors.

Research methodology

Methods of observation, generalization, factorial and dynamic comparison, logical analysis were used in the research.

Analysis and results

The education system is limited not only to the training of competitive personnel for the market, but also to the training and improvement of labor resources, which is an important factor in meeting the socio-economic, spiritual, educational and other needs of society and the state. General methodological approaches in the development of marketing strategies have been applied in the following scientific areas: medium or long-term decisions aimed at achieving priority goals and providing direct individual action (Dichtl Ye., Hershgen H.); use of marketing strategy methods to attract to target markets and meet demand, taking into account consumer behavior (Stone M., Woodcock N., Mechtinger L); brand, price, to achieve marketing goals is a concept that explains how advertising and promotion should work in a coordinated manner (O'Shanessi Dj); marketing strategy is a set of services based on market demand, taking into account the growth of market share (Lavlok K); marketing research means that management needs to have an understanding of marketing model data in order to make management decisions balanced (Malhotra N.K) [10]. Based on the generalization of these approaches, the author has improved the process of collecting and analyzing marketing data in the decision-making process aimed at meeting the demand of the labor market and businesses for qualified personnel in the concept of marketing strategy in higher education. marketing strategy is a set of services based on market demand, taking into account the growth of market share (Lavlok K); marketing research means that management needs to have an understanding of marketing model data in order to make management decisions balanced (Malhotra N.K) [10]. Based on the generalization of these approaches, the author has improved the process of collecting and analyzing marketing data in the decision-making process aimed at meeting the demand of the labor market and businesses for qualified personnel in the concept of marketing strategy in higher education. marketing strategy is a set of services based on market demand, taking into account the growth of market share (Lavlok K); marketing research means that management needs to have an understanding of marketing model data in order to make management decisions balanced (Malhotra N.K) [10]. Based on the generalization of these approaches, the author has improved the process of collecting and analyzing marketing data in the decision-making process aimed at meeting the demand of the labor market and businesses for qualified personnel in the concept of marketing strategy in higher education. marketing research means that management needs to have an understanding of marketing model data in order to make management decisions balanced (Malhotra N.K) [10]. Based on the generalization of these approaches, the author has improved the process of collecting and analyzing marketing data in the decision-making process aimed at meeting the demand of the labor market and businesses for qualified personnel in the concept of marketing strategy in higher education. marketing research means that management needs to have an understanding of marketing model data in order to make management decisions balanced (Malhotra N.K) [10]. Based on the generalization of these approaches, the author has improved the process of collecting and analyzing marketing data in the decision-making process aimed at meeting the demand of the labor market and businesses for qualified personnel in the concept of marketing strategy in higher education.

The definition of marketing strategy is based on the need to take into account the specifics of the activities of educational institutions, including: modern university activities (creative university,

university 3,0) have many directions, the provision of educational services, research - research sector, development of teaching materials, consulting and innovative entrepreneurship, foreign economic relations and other services provided by the staff of the educational institution; Existence of integrated relations with consumers (real sector of the economy, large corporate structures, representatives of the private sector, etc.) in the provision of educational services provide,

Strengthening the material and technical base of higher education institutions, joint development of innovative products and services, obtaining requirements for the qualifications of graduates from customers, etc.

Its interaction with the labor market (the situation in the labor market, the balance in the labor market, including at the regional level, the emergence of new professions, etc.), the composition of consumers of its services (state and regional authorities, legal entities and individuals, foreign students, etc.) and institutional organizations (employment centers, recruitment companies, educational associations, etc.).

Table 1. Indicators influencing the formation of marketing strategy in the activities of universities [11]

№	Indicator	Sign	№	Indicator	Sign
1.	Number of students (total)	x1	20.	The amount of income of graduates for a year after entering the labor market, UZS / person	Z3
2.	Number of students (grant)	x1.1	21.	The amount of income per one university, UZS / number	C4
3.	Number of students (contract)	x1.2	22.	Advertising costs	V5
4.	Income from educational services (full-time)	Y2	23.	University marketing expenses in million soums	N6
5.	Revenues from educational services (evening)	Y2.1	24.	Rate of innovation in the region,%	M7
6.	Revenues from educational services (external)	Y2.1-1	25.	The total number of students competing in the field of study	B8
7.	Income from international students	Y2.1-2	26.	Number of students competing on a grant and contract basis	K9
8.	Income from additional education services	Y2.2	27.	Competitors' market share of educational services,%	R10
9.	Income from distance education services	Y2.2-1	28.	The share of innovation revenue in total revenue,%	W11
10.	Revenues from additional services received from corporate consumers	Y2.2-2	29.	Competitors' Marketing,%	E12
11.	Income from teaching materials	Y2.2-3	30.	Share of other university income,%	O13
12.	Income from training	Y2.2-4	31.	Number of published articles	P14
13.	Proceeds from the sale of high technology	Y2.2-5	32.	Number of articles published abroad	I15

14.	Proceeds from the sale of licenses	Y2.2-6	33.	Population in the region, thousand people	U16
15.	Average income per university	Y2.2-7	34.	Market size, billion soums	T17
16.	Number of international grants, pcs.	Y2.2-8	35.	Index of prices for higher education services,%	F18
17.	Income from international grants	Y2.2-9	36.	The level of availability of higher education computers	G19
18.	Number of students studying abroad, person	Y2.2-10	37.	The average amount of educational services per capita	H20
19.	Number of teachers studying abroad, person	Y2.2-11	38.	Number of small innovative businesses	J21

The study suggests the use of a system of absolute and relative indicators that affect the development of marketing strategies of universities: internal (number of students, income from additional and distance education services, training and teaching materials, corporate self-reliance) income from farmers, advertising costs, etc.); external (the level of entry of new educational services into the markets, the number of competitors, international grants, income from the sale of high technology, the amount of income from the sale of licenses and one university, the amount of income for one year after entering the labor market, market size, population in the region and

The effectiveness of economic growth and market reforms in our country is inextricably linked with the further development of the market of educational services, increasing its role in solving the most important socio-economic problems of society. Marketing is carried out in a marketing complex based on the project program, price formation, distribution methods and shift system. This means that each element of the complex has an impact on the behavior of consumers of educational services. For example, despite the high cost of educational services in prestigious universities, students are not left without, the quality of programs and the stable position of the educational institution in the market are crucial.

Competitiveness of a higher education institution The ability of a higher education institution to adapt to changing conditions in a particular market segment by increasing the economic efficiency of its activities (internal economic competitiveness) and the ability of consumers to graduate and individual (education, scientific) is a high level of satisfaction of demand for services by competitors with attractive products in terms of quality and value compared to educational services (external social competitiveness). The classification of factors affecting the competitiveness of a higher education institution is shown in Figure 1.

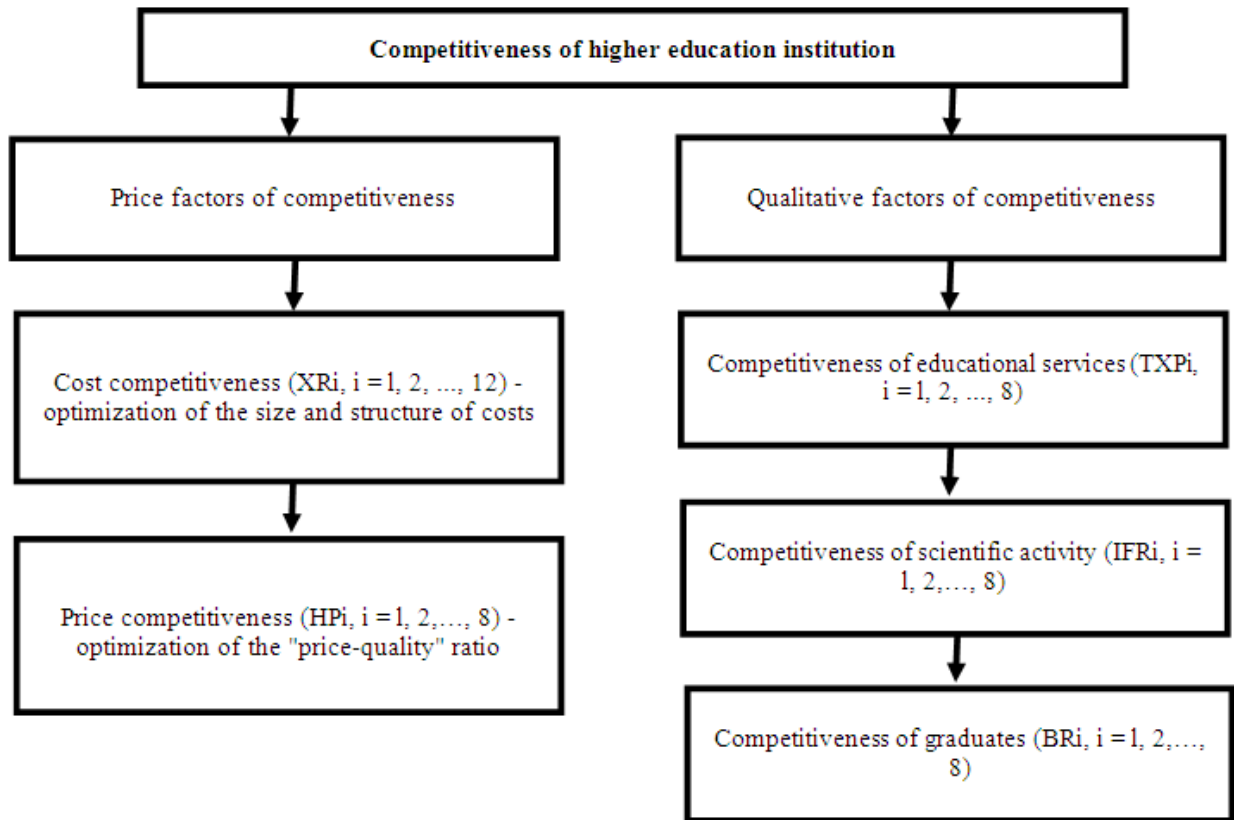


Figure 1. Classification of factors affecting the competitiveness of a higher education institution

The level of competitiveness of an educational institution can be calculated using the following formula:

$$RD = K \text{ norm} \cdot K \text{ techn} / K \text{ price}, (1.1)$$

Where: K norm - normative indicators of quality, K techn - technological indicators of quality, K price - price indicators of quality.

The quality of educational services means, on the one hand, that the content and processes of education meet the requirements of educational standards, and, on the other hand, means ensuring that the educational process is sufficiently technological.

The level of normative indicators of quality can be of two types: either zero (non-compliant with standards), or co-equivalent (compliant with standards). Price indicators of quality, on the other hand, cannot be zero, as certain costs incurred in the service must be reimbursed. It turns out that the overall level of quality of educational services depends more on its technological performance.

There are many national models of education. They differ in structure according to the following main criteria:

- the main goal and expected result of the development of the education system for the country in a specific historical period;
- economic opportunities of the state and society in financing the education system;

➤ Mechanisms and tools used to achieve the goals of the education system.

In terms of these criteria, it is possible to distinguish three main models of education used in developed and rapidly developing countries with a certain degree of difference: European, American and Asian.

The strategy of radical change in Uzbekistan is based not only on local values, experience and traditions, but also on the use of advanced foreign experience. In the process of reforming the national education system, Uzbekistan seeks to take into account and creatively use the achievements of the above three educational models, first of all, the elements of the Asian model of education, which are successfully applied.

Conclusion and suggestions

The competitiveness of a higher education institution depends in many ways on the success of its ongoing strategy. Strategic analysis of the environment is an important part of developing a strategy for an organization and its functional units. The results of the analysis will form the basis of a strategic plan for the development of the organization.

The competitiveness of the university in the market of educational services is determined by the quality of trained specialists. Education quality management is carried out in two types: norm-centered and based on market relations. The marketing vision of management is inextricably linked with competition, commercialization, and diversification of educational activities. It should not be forgotten that marketing is a market innovation in the management of a public university. The marketing model of education quality management is an education management algorithm, according to which the choice of the best type and outcome of educational activities is made through the interaction between competitor-producers and competitor-consumers.

Choosing a specific one of the basic (model) strategies mentioned above and widely used in practice is not an easy task. Because it depends on many factors. It is therefore advisable to develop several alternative strategies in advance and then choose one of them firmly.

The use of growth strategies in the higher education system today is important because it is required today. Based on the experience of the most developed countries in the world, three priority areas for the development of higher education have been identified in our country. The first is related to the granting of independence to higher education institutions in financial, academic, personnel selection and management. The second involves the implementation of a new training system. The third is aimed at increasing the attractiveness of higher education. Based on these priorities, today it is important to develop a marketing strategy to increase the competitiveness of higher education, especially the effective use of growth strategies.

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