

Theoretical Aspects of Educational Services Market Development and its Importance

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Abstract

The article examines the processes associated with the sharp increase in the requirements for educational training and special knowledge of personnel, as the modern economic process is new, technologically based. The requirements for personnel are based on the fact that in the context of scientific and technological development, the establishment of high criteria for the quality of the workforce, the level of professional training of workers will significantly increase the cost of developing higher education. Through this, the experience, skills and agility of the staff, but also the knowledge, creativity, data processing, analysis and ability to apply the acquired knowledge at a professional level were studied.

Keywords: *educational services, innovative development, labor market, education system, strategic plan, educational activity management models, market infrastructure, knowledge chain reaction.*

Introduction

At present, the level of knowledge of the population, the development of education and science, the efficiency of investment activities, the introduction of new technologies in production have become a necessary condition for the development of society and the further development of the national economy.

The fact that the education sector is a factor in increasing the intellectual potential of the country, human resources have become a key factor in economic development and competitiveness in the context of globalization, technological changes that ensure economic growth are the result of greater human capital accumulation. The level of development of the economy and the education sector has become an important source of socio-economic development of the country. indicates that

The fact that a program for the development of higher education institutions is being prepared in the country to further improve the training of local staff, which is necessary for our national economy in a market economy, once again confirms that serious attention is paid to this problem. The main goal of the local training program is to further strengthen the material and technical base of higher education institutions, to improve the quality of national training on the basis of equipping them with modern advanced training laboratories and scientific equipment.

Deepening economic reforms and modernizing the economy in our country require the development of a system of innovations. Innovations are created on the basis of knowledge

acquisition, research. Therefore, the role of the education system in accelerating the socio-economic development of our country and ensuring its economic security is invaluable.

The full implementation of the National Training Program required "the development of the labor market, its clarification, taking into account the real socio-economic conditions." Structural changes in the Uzbek economy will affect the demand for educational services in the market of educational services. In turn, the market of educational services must be able to meet this demand in quantitative, structural and qualitative terms. The sustainability and effectiveness of this process depends on the extent to which economic relations in the market of educational services are adapted to the changes and trends taking place. All this determines the relevance of this topic.

Literature review

Economists U.Petty [1], A.Smith [2], D.S.Mill [3], Y.Schumpeter [4], G. Becker discuss the role of education in the reproduction of the labor force and increase labor productivity in "human capital". It is considered to be one of the foundations of the concept of education[5]. The development of the market of educational services in a market economy, its state regulation, economic relations in the field of education are analyzed in the research of P.Draker [6], V. Marshenkevich, I.Soboleva [7].

Problems related to the theory of "human capital" in our country, management, financing of education, the impact of the education system on the development of the national economy, improving marketing services in the market of educational services A.V.Vakhobov, E.Imamov, A.Soleev [8], Sh.Sh.Shodmonov [9], H.P.Abdulkasimov [10], S.S.Gulomov [11], E.Nabiev [12], A.S.Kucharovs [13].

The above research is of great scientific importance in identifying economic problems in the development of the education sector, the market of educational services and identifying ways to solve them. However, they are of more practical rather than theoretical importance. Theoretical aspects of the market of educational services in our country, in particular, the peculiarities of economic relations in the market of educational services, the issues of theoretical description of their improvement have not yet been sufficiently studied. For the above reasons, this problem was chosen as a research topic and determines its relevance.

Research methodology

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

Analysis and discussion of results

The axiomatic features of education in the present period influence the development of these processes. The educational process is associated with a number of internal key socio-economic and socio-cultural factors, the concentration of which leads to significant changes in the processes of forming market relations in the market of educational services.

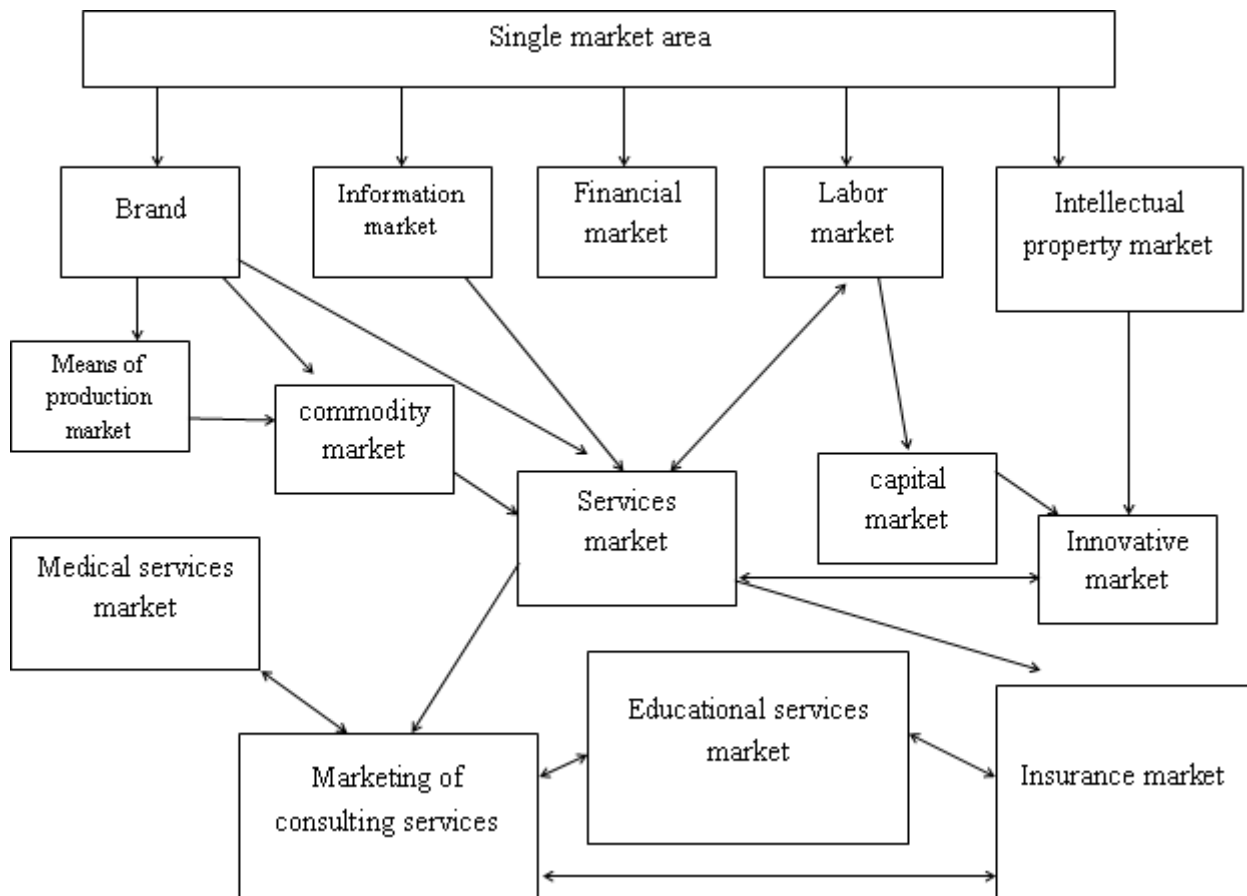


Figure 1. Interaction of goods and services markets [14]

Effective use of the accumulated scientific and educational potential is one of the main conditions for the socio-economic stability of society. Investing in education has a multiplier effect. Under the influence of the knowledge chain reaction, opportunities arise for self-education, independent work, acquisition of new knowledge and skills, development of the need for knowledge, and improvement of professional skills. Competition in the market of educational services constantly requires innovative development factors. As a result, enterprises and firms begin to invest heavily in the development of their human capital.

In the context of modern socio-economic development, one of the most important problems in the field of education, especially in the education system, is to provide the general population with quality and affordable educational services.

Today, the socio-economic development of the market of educational services continues to meet the growing demand for educational services in the context of parallel globalization and globalization of the world.

In the system of economic relations, the market of educational services appears as a central category of the modern socio-economic mechanism based on the exchange of goods and money.

At the heart of the market system is the commodity market, which works in conjunction with the capital, labor, information, services and other markets. The following economic, legal and social conditions are necessary for the effective functioning of the market mechanism of the service sector:

- autonomy and independence of market participants in accordance with the economic responsibility and economic and legal basis of the market mechanism;
- Creation of conditions for market competition when the object of competition is price, quality, service, etc.;
- development of cost-effective innovation mechanisms;
- Free prices for services formed on the basis of a combination of state (administrative) and market regulation.

The task of managing socio-economic processes in the market of educational services is to help the consumer by developing a scientific basis.

In connection with the above, there is no doubt that a further strengthening of the management role using a system of economic and administrative methods can be seen. In the context of market mechanisms of incentives, it serves to ensure the effective development of market infrastructure, taking into account the specific characteristics of regional labor markets, information, means of production and capital. State-administrative methods of regulating the development of market infrastructure are based on the relationship of power and subordination inherent in the territorial system. With the help of administrative methods, regional authorities can regulate the processes of formation and development of the educational space, control the use of intellectual, labor, and natural resources.

Administrative methods should be used in conjunction with economic methods, the optimal combination of which can ensure the normal operation of the infrastructure of the education services market in a single structure.

The objective need to use economic methods of regulation arises when it is not possible to effectively solve the whole set of problems on the basis of administrative methods. The essence of economic methods is to create mechanisms to direct them to an effective regime by indirectly influencing the economic interests of market infrastructure entities using methods such as taxes, loans, subventions, etc.

Improving the effectiveness of feedback in the economy is based on ensuring the harmony of economic interests of citizens, businesses and educational institutions located in the region. This is possible with a comprehensive approach to the development and application of a system of economic methods of regulation, given the diversity of the market of educational services as an external environment of the object of management. The problem of reforming the socio-economic components of the training of qualified personnel at the regional and local levels has been objectively addressed. Naturally, at this stage, planning excludes directive methods and is a process based on cooperation with government structures, including regional and city governments, and individual businesses in the region.

Assessing the effectiveness of the market component of educational activities is necessary to identify problem areas and new opportunities. The importance of assessment lies in the fact that this type of activity is based on a market-oriented approach to management, an important principle of which is the targeted orientation of all elements of the education system, as well as production and social infrastructure.

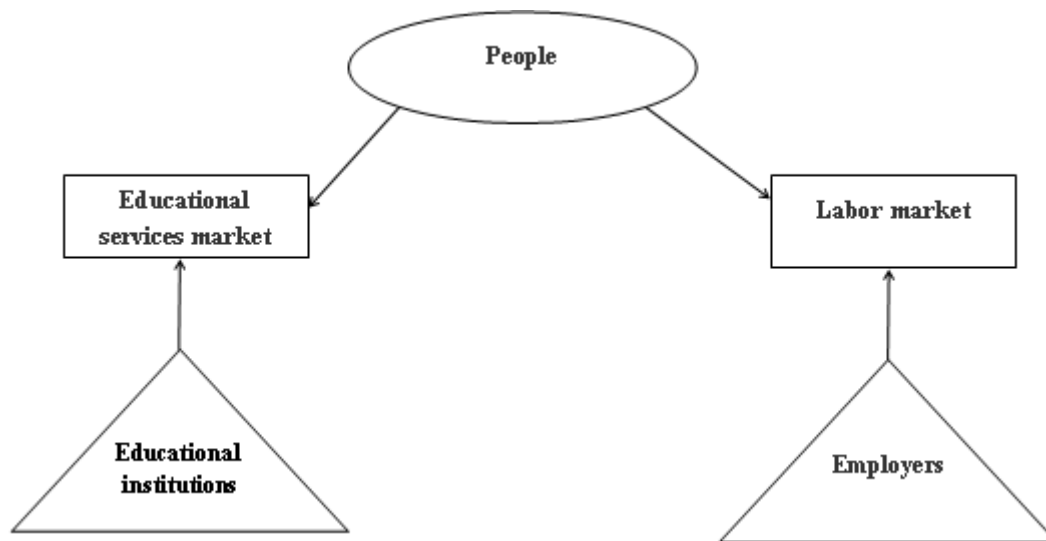


Figure 2. The relationship of the individual with the labor market and the market of educational services [15]

Development decisions are combined to relate to the beneficial joint outcomes of the system and combine the areas of economic responsibility of its various links, so they include factors and relationships relevant to the various elements of the system. In relation to the latter approach, we express the relationship of educational services for individuals with the labor market as follows (Figure 2). This image serves to represent an individual's relationship with the labor market and the education services market. A number of important features in this integration relationship, it is expedient to express the details of the categories of "educational institutions" and "employers" in the first place. At present, they are sufficiently developed and the connections between them are different. Moreover, this picture does not reflect the supply and demand in these markets.

Evaluation of educational performance management models can be considered in two positions. The first is caused by the organization, first of all, the administrative transition and the system of overestimation: "everything is fine with us, if the state finances our activities". Another approach is from the market, which places very different requirements. Let us highlight the most important of them.

Firstly, the market for educational services is part of the social infrastructure and, accordingly, requires a collective effort to finance the education system by the state, business and family. Coordinating the efforts of the parties in this regard is an important task.

Second, because the market is competitive and dynamic, the management mechanism of a university organization must also be dynamic, and the mechanism itself must be competitive.

Third, the market demands workers who have certain specializations and relevant professional qualities, who are able to self-study, adapt to changing conditions, and change the workplace. The mission of the organization is to produce professionals who meet these requirements.

Fourth, there is an asymmetry of market data on market demand and the interaction of university management staff. Unlike the asymmetry between the seller and the buyer of a traditional product, the situation is different here when the seller knows more about the product than the buyer.

Each of the parties - the university community (manufacturer) and the consumer (enterprise, government) - knows something better. University professors know how to train professionals and

consumers have a better understanding of what professionals are needed now and in the near future. Therefore, the problem is to overcome this information asymmetry inherent in educational services.

Conclusions and suggestions

The four main problems posed by the market economy we have identified determine their consideration in this research process. It should be noted that the problems of restructuring the university management system. Western universities, which have largely shifted the hierarchical structure of government, are forced to look for new ways.

One of the options widely used in European countries during the first phase of the Bologna process is the “new governance” (new governance). Its essence is to ensure that university management is adapted to the management models developed in the private sector. This applies to issues such as the introduction of new organizational forms, technologies and motivation. In practice, the following problems are distinguished:

1. The role of universities in relation to the state, recipients of educational services and university staff in market conditions is being reconsidered. In particular, this means:
 - ✓ demanding tactical and strategic action plans;
 - ✓ responsibility for procedures for proving the quality of services provided;
 - ✓ responsibility for determining the salaries of permanent employees;
 - ✓ efficiency of financial resource management;
 - ✓ active work on attracting external resources;
 - ✓ business communication and introduction of new products to the market;
 - ✓ development of cooperation with scientific, public and private structures;
 - ✓ Increase administrative activity.
2. Continuous expansion of the functional responsibilities of university leaders and staff on the emergence of new scientific and educational structures.
3. Instead of the traditional forms of bureaucratic collegial management, new management formulas are being introduced, emphasizing a different combination of collegiality and bureaucracy, in which not only service providers but also customers are involved in management.
4. Thus, we can say that along with bureaucratic collegiality, a new form of university management is emerging - entrepreneurship. As for Russia, it can be said that there is now a transition to improved bureaucratic collegiality.

The emerging modern educational services market has a number of characteristics, including the fact that scientific interest reflects the behavior of consumers and producers of educational services, the demand for them. In this regard, the subjective and comparative list are objective factors related to the need for vocational education and retraining services.

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