Innovative Marketing Strategies in Increasing the Competitiveness of Higher Education

Nishonov Dilshod Shamsidinovich
Phd, Associate Professor at Tashkent State University of Economics,
Tashkent, Uzbekistan

Abstract. **In this paper has been investigated innovative marketing strategies in increasing the competitiveness of higher education.**

***Keywords*:** Higher education institutions, scientific research works, innovative marketing strategies, marketing, strategic tasks.

1. INTRODUCTION

The competition between higher education institutions in the world and the management of TOP ratings makes it important to carry out research on the effective use of marketing strategies to increase the competitiveness of higher education institutions. "In 2021, the number of students studying in higher educational institutions was 250.7 million, by 2025, it will reach 262 million, and in 2030, it will reach 414 million. people, and it is expected to reach 594 million people by 2040"1. This requires paying special attention to improving the quality and competitiveness of educational services in higher education, adapting the educational process to international requirements, and conducting scientific research on the use of marketing strategies to increase the competitiveness of higher education.

In the world's leading higher education institutions and scientific research centers, scientific research works are being carried out on the development of marketing services in higher education, training of highly qualified personnel, formation of new educational models, management of the system based on adaptation to market requirements, and strategic tasks assigned to the higher education system. Marketing aimed at creating a global market environment in this field, increasing the rating of the higher education system, training competitive personnel with high knowledge and skills, improving the scientific activity and capacity building of professors and teachers, implementing modern marketing concepts and innovations in the education system, increasing the quality and competitiveness of education. priority is being given to the implementation of scientific research devoted to the development of strategies and increasing their effectiveness.

2. LITERATURE REVIEW

Marketing problems in higher education, development trends of educational services, issues related to increasing its competitiveness D. Aaker [1], I. Ansoff [2], K. Andersen [3], G. Assel [4], A. Bazzel [5], Ya. Dunbar, E. Dichtl, G. Carter, G. Collins, F. Kotler [6, 7], J. J. Lamben [8], C. McConnell [9], M. Macdonald, M. Porter, H. Hershgen, S. Hunt, J. Evans, etc. have been widely studied by foreign scientists.[10]

The problems of competition and competitiveness have been deeply studied by A.P. Pankrukhin, I.V. Zakharova, Saginova, A.A. Chentsov, Azoev, G.L. Bagiev, E.P. Golubkov, A.Yu.Yudanov from CIS countries.

Issues of development of the higher education system in Uzbekistan, including the fundamental improvement of the quality of higher education, introduction of the marketing system to it S.S. Gulomov, B.Yu. Khodiev, N.Kh. Jumaev, A.Sh. Bekmuradov, M.R. Boltabaev, A.A. Djumanov, B. Kh. Rakhimov, I. U. Majidov, Umarova, G., Yusupov, S.[11], Uktamov, K.[12], F. T. Egamberdiev, G. N. Akhunova, A. Soliev, Kh. Raimov, A. A. Mamatov, D. Kh. Nabiev, A. S. Kucharov, Z.Adilova, Q.Q.Kurolov, T.Z.Teshaboev, A.O.Ochilov, O.S.Kakhkhorov, G.Sagdullaeva5 and others have studied in depth. In particular, G.N. Improving the efficiency of educational services by Akhunova, D.Kh. Nabiev studied the issues of marketing management in education in the conditions of globalization and modernization, increasing the efficiency of management of training highly qualified personnel in the scientific research work of A. Teshaboev, improving the management of innovative activities in the higher education system based on information technologies.

Innovative marketing prepares to place innovative products, services and technologies on the market. It uses complex tools and methods, gives the system the opportunity to correctly evaluate innovative products (services) in a timely manner. The use of innovative marketing technology reduces the risk associated with the production of the innovation, which, in turn, makes it possible to assess the potential demand, target market segment and determine whether it is necessary to continue production. The use of innovative marketing technology allows the enterprise to

develop an effective system of innovation or promotion measures to the market.[13]

F. Kotler and K.F.A. According to the definition given by Fox, marketing of educational services is understood as "the study, planning, implementation and control of carefully designed programs to create the voluntary exchange of values in target markets in order to realize the aspirations of higher education institutions (HEIs)". In order to harmonize these mutually beneficial relations for OO'Yu, educational programs by establishing exchange relations between educational institutions and learners, employers development, implementation and evaluation.

The marketing program is implemented in a marketing complex based on price formation, distribution methods, and a shifting system. This means that each element of the complex has its own influence on the behavior of consumers of educational services. In spite of the high prices of educational services of a reputable higher education institution, it does not remain without students, the quality of the programs and the stable position of the educational institution in the market are important.

There are many national models of education. In terms of educational criteria, there are three main models of education: European, American and Asian, which are used with a certain degree of difference in developed and rapidly developing countries. They differ in structure according to the following main criteria:

the main goal and expected result of the development of the education system for this 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 set for the educational system.

The strategy of fundamental changes 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 of Uzbekistan, the above-mentioned three educational models, first of all, the elements of the Asian educational model, are trying to take into account the achievements of other countries and creatively use them.

The level of competitiveness of an educational institution can be calculated using the following formula7:

$$\mathbf{РД = К норм \cdot К техн / нарх, (1)}$$

here: Кнорм – normative indicators of quality, Ктехн – technological indicators of quality, К нарх – price indicators of quality.

The quality of educational services, on the one hand, refers to the compliance of educational content and processes with the requirements of educational standards, and on the other hand, it means ensuring adequate technology of the educational process.

The level of normative indicators of quality can be of two types: either equal to zero (non-compliant with standards) or equal to one (compliant with standards). And the price indicators of quality cannot be equal to zero, because certain costs spent on the service must be covered. It can be seen that the general level of the quality of educational services depends more on its technological indicators.

3. ANALYSIS AND RESULTS

In the last decade of the 21st century, higher education institutions have to optimally mobilize their existing potential and resources to gain leadership in the conditions of the rapid development of science, technology and innovation (STI) in order to meet the new requirements of the changing environment in the global space, the new needs to ensure the effective implementation of their social mission in society, and the development strategy of their activities. and requires a long-term review.

The state of development of the higher education system in the Republic of Uzbekistan is reflected in Table 1.

Table 1: Higher education operating in the Republic of Uzbekistan information about institutions

Indicators	**(per academic year)**								
	2000 / 2001	2005 / 2006	2010 / 2011	2015 / 2016	2017 / 2018	2018 / 2019	2019 / 2020	2020/ 2021	2021/ 2022
Number of higher education institutions	61	63	65	69	72	98	119	127	166*
- total	-	2	6	7	7	9	24	29	31*13*

including branches of foreign higher education institutions	183,6	278,7	274,5	264,3	297,7	360,2	441	571,5	808,4[14]
number of students studying in them, thousand people									
including forms of education	141,9	204,8	268,7	263,9	287,5	313	360,1	441,9	553,9
The number of students, thousand:						1,2	7,3	11,5	26,5
daytime	41,6	73,9	5,8	0,4	10,2	46	73,6	118,1	228,0
evening	74	106	94	84	93	110	130	165	229
superficial	44,7	59,6	64,1	63	63	114,5	138,1	174,9	235,9
Number of students of higher education institutions per 10,000 population,	31,6	57,8	76,4	66,3	67,4	70,3	70,8	83,9	103,9

In 2000, there were 61 higher education institutions operating in our country, and in 22 years their number increased to 93 and reached 154. In 2000, there was not a single foreign educational institution, by 2020, their number has increased to 24. In 2021, the number of foreign higher education institutions was 29, and as of June 2022, their number is 31.

As can be seen from the table, according to the data for the 2021-2022 academic year, 154 HEIs operated in the country. From the academic year 2017-2018, the quotas for the admission of students to the part-time education have been increased, and in the academic year 2018-2022, the admission quotas have been given for the evening education. At the beginning of the 2021-2022 academic year, the number of students of higher education institutions is 808,400, and at the beginning of the academic year, 228,000 students studied in the form of part-time education, 26,500 in the form of evening education, and 553,900 in the form of full-time education.

The Ministry of Higher Education has 53 higher education institutions, including 9 branches. The number of state HEIs is 79 (46-OO'MTV), branches - 26, Academies - 3, universities - 28, institutes - 47, non-state HEIs - 24, foreign higher education institutions - 31.

In the city of Tashkent, the total number of HEIs is 72, and the number of HEIs under the Ministry is 12. In the city of Tashkent, there are 32 state HEIs (12 OO'MTV), 1 branches, 3 Academies, 15 universities, 12 institutes, 18 non-state HEIs, and 22 foreign HEIs. . All higher education institutions, including the branches of the institute, make a worthy contribution to providing the needs of the national economy with qualified specialists.

This, of course, is important in assessing the competitiveness of higher education institutions. The number of students studying in them is 808,400. Most importantly, the opening of part-time and evening departments in the form of education plays an important role in meeting the need for education. In the 2021-2022 academic year, 228,000 students will study part-time, 26,500 in evening education, and 553,900 in full-time education. The total number of students was 808,400.

M.V. from foreign higher education institutions. Lomonosov Moscow State University, I.M. Branches of Gubkin Russian State Oil and Gas Institute, Turin Polytechnic Institute, Singapore Management Development Institute in Tashkent, G.V. Plekhanov Russian University of Economics, Westminster International University, Inkha University, Puchon University, MMFI Tashkent branch, Adju University, Amity University, Moscow State Institute of International Relations, Webster University, MEI Tashkent branch, etc. are among them. According to the Ministry of Higher Education, 22 foreign higher education institutions were operating in Uzbekistan in the 2021-2022 academic year.

National ranking of higher education institutions has been announced for the last four years in order to create a healthy competitive environment among higher education organizations, to raise the quality of education to a higher level and to help them enter international rankings.

According to international experience, the main criteria of the world's prestigious universities are academic reputation, effectiveness of scientific research and quality of personnel. These indicators show that professors and teachers publish articles in high-impact-factor journals, increase citation rates, increase investment attractiveness, attract foreign education and science technologies, mutually beneficial cooperation of education-science-production.

is done by setting up.

Based on the results of the conducted research, in order to further increase the scientific potential of the higher educational institution and the competition among professional education providers, professors and teachers of educational institutions and foreign experts from the funds of the non-budgetary development fund established in higher educational institutions in order to attract highly qualified specialists and professors. It is proposed to independently determine the amount of incentives according to performance criteria (KPI).

This increases the possibility of attracting the most qualified experts and professors from the subjects and courses formed in the curriculum in higher education institutions, as well as qualified teachers who conduct training in these subjects and courses abroad.

A number of activities are being carried out in this direction by the State Inspectorate for Quality Control of Education under the Cabinet of Ministers of the Republic of Uzbekistan and responsible ministries and agencies:

a program of measures to improve personnel training activities of higher education institutions was developed;

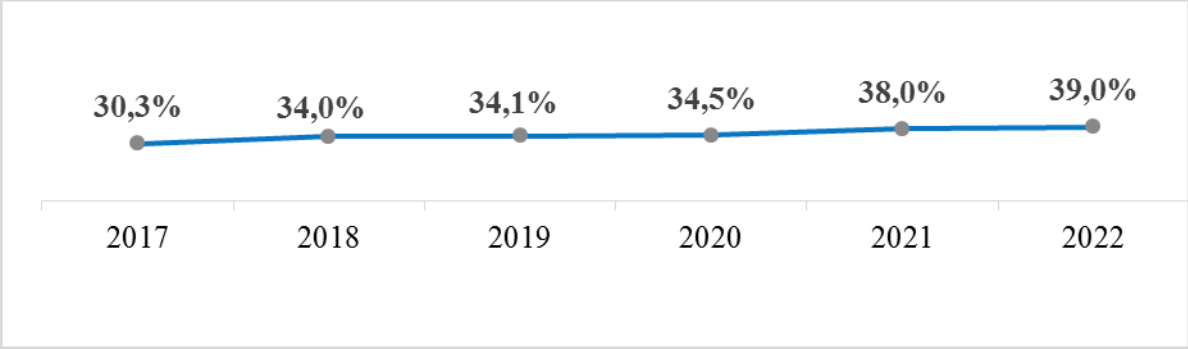
continuous monitoring of the commercialization of the results of education, science, innovation and scientific research has been established;

a national survey of employers was introduced;

Direct cooperation with the experts of the European Higher Education Quality Assurance Network (ENQA), the International Scientific Publishing House (Elsevier) and reputable international rating agencies (QS-Quacquarelli Symonds, THE-Times Higher Education) has been established.

The scientific potential of a higher education institution is one of the most important indicators today, and it is depicted in Figure 1.

Figure 1. Scientific potential of HEIs in the Republic of Uzbekistan in 2017-2021, %



The scientific potential of the republic's HEIs has increased by an average of 8.7% over the past 6 years: 2017 – 30.3%, 2018 – 34.0%, 2019 – 34.1%; 2020 –

34.5%, 2021 – 38%, as of January 1, 2022 – 39%.

The activity of commercialization of the results of education, science, innovation and scientific research has been revived, and higher education institutions have spent 49.7 billion USD from scientific research activities in the last three years. from 2020 to 193.3 billion soums (increased by 4 times).

In terms of regions, the greatest scientific potential in HEIs corresponds to Tashkent city and Tashkent region (Table 2).

Table 2: Higher education in regions of the Republic of Uzbekistan indicators of scientific potential of institutions in 2020-202117

№	Provinces	Scientific potential, %	
		2020 year	2021 year
1.	Tashkent city	42,5	43

2.	Tashkent region	39,3	41,2
3.	Samarkand region	37,2	39,1
4.	Namangan region	36,4	38,2
5.	Republic of Karakalpakstan	32,0	35,7
6.	Bukhara region	30,4	34,8
7.	Syrdarya region	29,7	32,2
8.	Andijan region	29,3	31,7
9.	Navoi region	28,4	30,7
10.	Jizzakh region	26,2	28,1
11.	Kashkadarya region	25,1	27,1
12.	Khorezm region	23,1	27,2
13.	Fergana region	22,0	28
14.	Surkhandarya region	19,2	19,7

The introduction of the incentive system for professors and foreign teachers according to efficiency criteria will increase the share of professors and teachers with scientific potential working in the higher educational institutions of the republic and form a team of highly qualified and mature specialists with high scientific potential who meet the requirements of the educational institution.

Based on the task of increasing the level of coverage of higher education in our country by 50% and creating a healthy competitive environment in the field, if we pay attention to the experience of the past years, more than 75% of students admitted to higher education study on a fee-contract basis.

Taking this into account, it is appropriate to establish the "Educational Loan Funding Fund" in order to create wide opportunities for the education of young people who wish to study in higher education institutions, to further stimulate their interest in education and science, and to provide financial support to students studying on a fee-contract basis. .

In this case, in all higher education institutions operating in the Republic of Uzbekistan (state, non-state higher education institutions, foreign higher education institutions in the territory of the Republic of Uzbekistan and branches of foreign higher education institutions) and joint education programs in the form of full-time bachelor's education and at the master's level, study on a fee-contract basis Allocating educational loans from the funds of this fund will further stimulate interest in science and provide financial support to all students who wish to study.

The collected data is systematized according to the basis, period and nature, and the appropriateness of the purpose has a statistical basis.

Given that panel data on selected variables (PANEL DATA) have a different structure and are not balanced, the values obtained on selected variables are pseudo-panel data. It is advisable to process such data using the Eveiws package (program).

The results of the obtained model revealed that population growth is inversely related to coverage level with higher education, and the number of graduates is also inversely related. Theoretically, if the number of higher education institutions and admission quotas are not increased, the level of coverage with higher education will decrease.

Based on the above, the logarithmic function for forecasting the level of coverage in higher education institutions is as follows (1.1):

$$QAM = \frac{DAR^{0.268} \times OTMS^{1.84} \times e^{8.87}}{DEM^{0.355} \times JBS^{0.9946}} \qquad (1.1)$$

$$DEM = 23791.6 + 481.6 \times t;$$

$$JBS = 258920.1 + 18708.9 \times t;$$

$$DAR = -2311.7 + 694.8 \times t;$$

$$OTMS = 61.9 + 3.1 \times t.$$

Based on the obtained linear functions, the forecast results from 2022 to 2030 are presented in Table 3.

Table 3 Projection of graduate enrollment in higher education

Years	Coverage of graduates in higher education	Population, thousand people	Total number of graduates	Total population per minute income, thousand soums	Number of higher education organizations, unit
	QAM	DEM	JBS	DAR	OTMS
2020	25,0	33255,5	969595	10891,3	119
2021	28,8	33905,2	651807	12279,1	127
2022	41,3	34386,8	670516	12973,9	130
2023	42,4	34868,4	689225	13668,7	133
2024	43,5	35350	707934	14363,5	136
2025	44,6	35831,6	726643	15058,3	139
2026	45,7	36313,2	745352	15753,1	143
2027	46,8	36794,8	764060	16447,9	146
2028	47,9	37276,4	782769	17142,7	149
2029	48,9	37758	801478	17837,5	152
2030	50,0	38239,6	820187	18532,3	155

It is known from the forecasting results of the current situation that by 2030, the level of coverage with higher education will be equal to 50.0 percent. This situation corresponds to the strategic goals of the Republic of Uzbekistan.

Based on this, the level of coverage of higher education is mainly related to the increase in the income of the population and the number of higher education institutions. Judging from the results of the forecast, increasing the level of coverage with higher education is associated with the increase of educational institutions.

According to the inertial scenario option, if the number of educational institutions increases, a healthy competitive environment will be formed between higher education institutions. As a result, the amount of the payment contract and the price of educational services will be reduced in HEIs. As a result of the decrease in the amount of payment, there is an opportunity to include a certain segment of the population in education.

In the pessimistic scenario, higher education coverage can only be achieved by increasing admission quotas. If the current situation is to increase the coverage, the educational institutions should hope that the income of the population will increase. Increasing admission quotas in existing educational institutions does not create a competitive environment. As a result, there will be no changes in the payment contract amounts. As the income of the population increases, the ability to make payment is not formed.

Based on the above, by increasing the number of higher education institutions by a few more, it is possible to reach 50% of educational coverage.

4.Conclusions

The following conclusions were drawn from the research results:

Modern marketing concepts and principles, their specific features in the field of higher education services were researched, and issues related to the competitiveness of higher education services were thoroughly studied. The advanced foreign experience of using marketing technologies and strategies in the higher education system was studied, in particular, the feasibility of taking into account the achievements of other countries where the elements of the Asian educational model are successfully applied and creative use was shown.

- An integral assessment of the competitiveness of goods or services is carried out on the basis of three groups of indicators - normative, price and technological. Normative indicators mean the level of compliance of goods (services) with standards. Technological indicators represent technical support and automation of services. Price indicators reflect the price of services in a certain conjuncture.
- It is appropriate to independently determine the amount of incentives for professors and teachers of educational institutions and foreign experts from the funds of the extra-budgetary development fund in order to attract highly qualified specialists and professors to the higher education institution according to the efficiency criteria.
- It is necessary to pay attention to the modern innovative model of the organization of higher education institutions, according to which various innovative structures (scientific-technical parks, business incubators, innovative educational-scientific-production complexes) are organized under OO'U. This

model creates a favorable ground for the creation of a mechanism that ensures the interaction of science, education and production.

- It is desirable to create an education loan financing fund in order to create wide opportunities for the education of young people who want to study in higher educational institutions, to further stimulate their interest in education and science and to provide financial support to students studying on a fee-contract basis.

When organizing the marketing service of higher education institutions, it is necessary to study functional and product (product) structures in harmony. Such an approach creates a basis for using the advantages of these structures and taking into account the specific aspects of OO'Yu activity. Earlier, OO'U was described as an educational and scientific complex. Today, OO'U should be an innovative-scientific-educational center.

- In order to increase the competitiveness of higher educational institutions in the market of educational services, it is proposed to exempt them from customs duty when importing educational laboratories and special equipment and supplies.
- The unique feature of innovative marketing technologies of SOEs is that they deal not with actual products, but with the concept to be developed. This aspect imposes a certain uniqueness on the methods of marketing research in the field of innovative marketing of OTMs, in contrast to traditional marketing.

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