

Competitiveness Of Higher Education Institutions and their Main Characteristics

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Abstract: This article is devoted to the competitive characteristics of higher education institutions, and theoretical aspects related to finding a suitable job suitable for the level of profession and qualification in today's rapidly increasing competition for professionals. studied.

Keywords: education, higher education, competition, employer, graduate, competitiveness, higher education institution.



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INTRODUCTION

The higher education system of the field of educational services differs from other systems of the field in that it prepares specialists in a narrow direction for society and the role of these specialists in ensuring the efficiency of the enterprises, organizations and institutions within the economic sectors and sectors. Especially in today's era, with the transition of economic development to an innovative basis, the demand for specialists trained by the higher education system has increased, they are required to approach situations based on independent decisions, implement processes using innovations at low costs, and increase labor productivity in processes. This requires the training of high-quality, highly qualified, competitive personnel who can practically adapt to the processes from the operating higher education institutions.

The development of human capital not only increases the well-being of the population, but also increases the efficiency of the economy and labor productivity. Involvement of students in the national education system and imparting knowledge to them is of inestimable importance in the development of a person's culture, becoming a leading specialist in science, technology, production and other fields. Economic integration of science, education and business is a necessary condition for development in the conditions of innovative economy [1].

Uzbekistan is among the countries that can be globally competitive in terms of science, intellectual potential, modern personnel, and high technologies. Realizing that competitiveness is important for our future, we should pay attention to the formation of specialists who meet the requirements of competitiveness.

The formation of a competitive national economy based on innovative development and its integration into the global space requires not only the improvement of the organizational and technological structure of the national economy, but also the reform of the labor market and increasing the competitiveness of young professionals in it. Currently, in most countries, obtaining higher education is accepted as a necessary standard of life, most citizens of our country believe in its social importance, therefore, the demand for high-quality higher education continues to grow. Nevertheless, it is very difficult for young professionals to find a suitable job that matches their profession and qualifications in today's labor market, where the level of competition is increasing rapidly. In the conditions of innovative development, compared to others, university graduates are more required to have the ability to make independent decisions and use new scientific ideas in practice, to effectively apply advanced technologies and management methods.

LITERATURE REVIEW

In the in-depth study of the concept of competitiveness of graduates of higher education institutions, first of all, it is appropriate to thoroughly study the concepts of "competition" and "competitiveness".

The word "competition" is a term derived from the Arabic language, and its dictionary translation means "control, monitoring". In the explanatory dictionary of the Uzbek language, this term is defined as: "In the economic sense, the struggle between independent producers (enterprises) to produce goods under favorable conditions and sell them at a good price, to strengthen their position in the economy as a whole" [2], is defined as.

"The term "competition" comes from the Latin word "concurrentia" - conflict, and in a general sense, competition means the competition of individuals, groups, organizations to achieve relatively better results in a certain environment" [3].

In the researches of N. Beknozov, competition consists of a clash of economic interests of market entities, and it is interpreted as a struggle between them for higher profit and more enjoyment [4].

"Competition is the competition of economic entities (competitors), in which their independent actions exclude or limit the possibility of each of them to unilaterally influence the general conditions of commodity circulation in the commodity or financial market" [5].

According to economists K.Kholikov and R.Dusanov, competition is a process of struggle for maximum satisfaction of the needs and interests of the participants of economic activity, obtaining good income, strengthening their position in the market, demonstrating their capabilities, and gaining an image [6].

The concept of "competitiveness" is of great importance in ensuring impartiality in the economic development of the society, based on the concept of "competition" according to its content. The analysis of the researches of various researchers in the direction of the essence of the concept of competitiveness shows that there is no single standard for elucidating this concept and the criteria for its evaluation, each researcher has his own view and conclusion [7].

At the same time, focusing on the generally accepted concept of competitiveness, it can be noted that this or that product, object, subject or event, compared to those that are exactly similar to it, is superior to it. It is said to be. Competitiveness applies to goods, industries, enterprises, regions, employees, and so on. According to A.I. Kovalenko's researches, the competitiveness of different objects is expressed by their importance in different ways [8].

P.S. Zavyalov defined the concept of competitiveness in his research: "Competitiveness is a set of consumption and value characteristics that ensure the purchase of goods in the market, i.e., the ability to exchange the same goods for money in conditions where there is a large offer to exchange similar competing goods" [9], - describes.

According to I. Faminsky, it is difficult to express its interpretation in the form of a single concept due to the fact that "competition" is multifaceted and has various interpretations, relativity and multifaceted approaches [10].

At the current stage of socio-economic development, educational services, like any other goods and services, are provided in the conditions of very strong competition. Higher education institutions strive to gain competitive advantage and improve their position in the market. L.A.Korchagova spoke about the competitiveness of the higher education institution: "...the actual and potential possibilities of its ability to provide the necessary level of educational services to meet the needs of society in the training of highly qualified specialists, as well as the current and future scientific - meeting the need for creating, developing and selling methodological and scientific and technical products" - notes [11].

According to R.A. Fatkhutdinov: "The competitiveness of higher education is its ability to:

1. Training of specialists who can withstand competition in the external and internal labor market;
2. Ability to create innovation that can withstand competition in its field;
3. It consists in carrying out an effective reproduction policy in all its spheres of activity" [12].

In her research, Ye.V. Maksimova interprets the concept of "competitiveness" of a graduate of a higher education institution as an integral quality of a person, a set of basic competencies and value directions that allow a specialist to work successfully in society [13].

In the research of Philip G. Altbach, a foreign scientist, it is noted that the general ranking of universities in the higher education system is to some extent one of the main factors that determine the competitiveness of graduates of these universities [14].

RESEARCH METHODOLOGY

In the process of writing the article, normative, comparison, scientific abstraction, grouping, SWOT analysis and other methods were used.

ANALYSIS AND RESULTS

It is difficult to ensure competitiveness without new ideas and innovations in the current era of developing globalization. As Uzbekistan is moving towards radical renewal and innovative development in all political, economic, social, and other spheres, first of all, the fundamental reform of the education system, the determination of consistent measures aimed at improving the quality of education, and it is desirable to ensure the implementation of the received road maps in real practice.

The competitiveness of universities in the modern world is a key factor in their successful development and student attraction, as well as the prestige of the national education system. To achieve high competitiveness, it is necessary to take into account a number of key characteristics that determine the quality of the educational process and the attractiveness of the educational institution for potential students.

The first and one of the key characteristics of the competitiveness of universities is academic excellence. The quality of the educational program, the presence of highly qualified teachers, modern equipment and laboratories, the relevance of educational materials - all this guarantees students a quality education and preparation for a successful career.

The second important characteristic is innovative activity and research activities. Universities that are actively involved in scientific research, development and projects contribute to the development of the educational environment, improving the level of scientific training of students and attracting talented and ambitious researchers.

The third important characteristic is international activity and student mobility. Participation in student exchange programs, international partnerships, joint projects and conferences - all this helps to expand the horizons of students, enrich the educational experience and increase the attractiveness of the university in the global education market.

The fourth characteristic is the diversity of educational programs and forms of study. Universities that offer a wide range of specialties, a flexible system of courses, the possibility of distance learning or study in English, take into account the diversity of students' needs and preferences, which increases their competitiveness.

Finally, the fifth characteristic is the quality of student life and university infrastructure. Comfortable living in dormitories, the availability of sports grounds, cultural events, library collections and other services contribute to the creation of a favorable educational environment and attract students.

Thus, the competitiveness of universities depends on a set of factors, including the quality of education, research activities, international cooperation, diversity of study programs and student life. The development of these characteristics helps to increase the prestige of the university, attract students and strengthen its position in the educational market.

CONCLUSION

The competitiveness of graduates of higher education institutions is related to quality and value factors that include their professional and personal characteristics, which can be fully described with the help of qualitative, quantitative and relative (coefficient) indicators. Competitiveness can be taken as a comparative, i.e. a comparative assessment criterion of a specialist against another specialist, as it allows for a relative assessment of the characteristics of the created products and services, including trained specialists.

The formation of competitiveness of graduates of higher education institutions is formed under the influence of a number of factors, and these factors, in essence, consist of factors that positively and negatively affect the formation of competitiveness. The analysis of the direction of influence and characteristics of these factors shows that the influence of some factors can be both negative and positive, depending on the current state of the factor.

Factors affecting the level of competitiveness of university graduates, firstly, from the point of view of the conditions created for the training of a specialist in the higher education institution that prepares the specialist and the factors that include the personal characteristics of the graduate, and secondly, the primary and permanent place of work of the graduate. It is appropriate to classify in terms of existing conditions and characteristics in the employer's company in the past period.

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