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# MODERNIZATION OF THE QUALITY ASSESSMENT SYSTEM IN HIGHER EDUCATION INSTITUTIONS BASED ON MARKETING RESEARCH

Odinayeva Nigina Furqatovna

Associate Professor of the Department of Economics,

Doctor of Philosophy in Economics (PhD) Bukhara State University

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## Abstract

Global trends in the development of the world economy are emerging as a driving force behind profound changes in the system of socio-economic relations in every country. In particular, the socio-economic reforms being implemented in our country, together with the rapidly developing innovative and information-based era, are creating the need for a fundamental reform of the organization and management practices of higher education institutions and for the transition to modern management practices.

At this point, it is appropriate to draw attention to the task defined by the President of the Republic of Uzbekistan Sh. M. Mirziyoyev in the Concept for the Development of the Higher Education System of our country until 2030, namely the “gradual introduction of the University 3.0 concept, which provides for the integral interconnection of education, science, innovation, and the commercialization of research results in higher education institutions.” This situation requires the development and practical implementation of modern management methods in managing the activities of higher education institutions in our country in the coming years.

Taking the above into account, it can be concluded that today, through the development of modern methods in the activities of higher education institutions, it is possible to strengthen the integration of local universities into the global market of higher education services.

In economic literature, numerous scientific studies have been conducted on the practice of ensuring the competitiveness of modern higher education



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institutions. In particular, according to D. V. Livanov and E. V. Volkov, the increasing transition of a country's economy toward an innovative development path leads higher education institutions to specialize in one of the five modern management models presented in Figure 1.

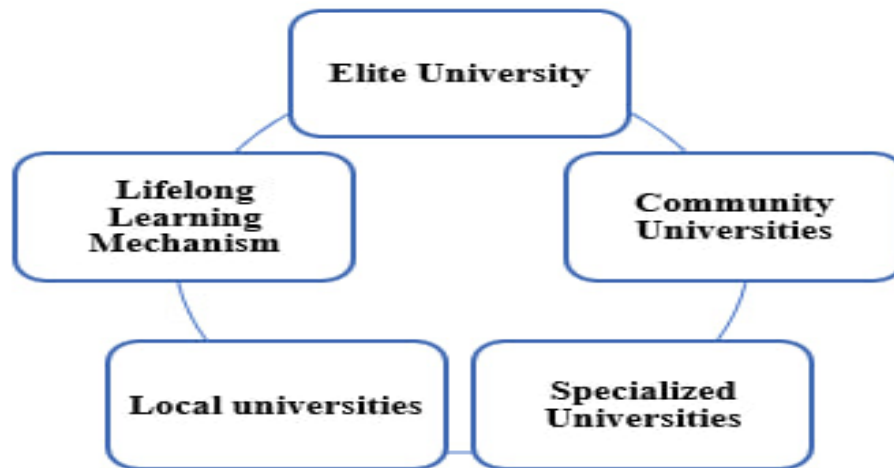
**Elite Universities** — higher education institutions that have a high reputation in the international market of higher education services, are based on endowment funds, possess a rich history, and have professors and teachers with high scientific potential. In the activities of such higher education institutions, priority is given to the export of higher education services and the international commercialization of scientific research.

**Mass Universities** — universities specializing in the provision of higher education services for middle-income population groups. In the management of such higher education institutions, priority is given to ensuring the employment of graduates. In this case, emphasis is placed on the practice of training personnel in accordance with cooperation agreements concluded between employers and higher education institutions. In international ranking indicators of higher education institutions, such universities are characterized by having a higher “employer reputation” indicator compared to other universities.

**Niche Universities** — universities specializing in the training of personnel in a specific field or specialty, and in some sources, they are assessed as sectoral universities. Such higher education institutions have higher indicators than other universities in terms of the potential of personnel in the international higher education services market and labor market within their own fields. In addition, the research activities carried out in these higher education institutions are organized within the framework of their educational fields and specialties, as well as based on the needs of the sector they serve



**Figure 1. Modern Models of Management of Higher Education Institutions**



**Local Universities** — higher education institutions that play a priority role in meeting the demand for highly qualified personnel in the socio-economic development of a country or its regions. In managing the activities of such higher education institutions, priority is given to ensuring compliance with the development strategies of the national economy or the region in the processes of personnel training and organization of scientific research.

**Lifelong Learning Mechanisms** — a modern form of management in the provision of higher education services, characterized by specialization in providing higher education services to employees of enterprises and organizations, as well as to other members of society, on the basis of employer enterprises and organizations. In this case, higher education services are organized by establishing educational departments and modules on the basis of employer enterprises.

Taking the above into account, based on the level of socio-economic development of our country, the mechanism of “**Cross-Functional Integration**” has been proposed to ensure the competitiveness of higher education institutions in the conditions of New Uzbekistan through the mixed application of the structural components of specialized, local, and lifelong





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In general, the practical implementation of the proposed “**Cross-Functional Integration**” mechanism for ensuring the competitiveness of higher education institutions will make it possible to achieve the following results:

- transition to a system of personnel training that corresponds to the demand for highly qualified personnel in the labor market of our country, including their professional knowledge, skills, and competencies;
- continuous improvement of the list of subjects taught to students, their curricula, and the structure of topics within subjects, taking into account the constantly developing trends of the labor market;
- improvement of indicators related to ensuring the employment of graduates of higher education institutions, as well as an increase in the “employer reputation” indicator in international ranking systems;
- strengthening the integration of higher education services with practice, and directing scientific research activities, including graduation qualification papers and master’s dissertations, toward solving real existing problems in the sectors of the national economy;
- increasing the coverage of the population with high-quality and affordable higher education services;
- forming the national and international specialized image of higher education institutions in our country, improving their competitiveness indicators in relevant educational fields and specialties, and deepening their integration into the international market of higher education services.

In conclusion, the practical implementation of the developed proposal will strengthen the connection between educational processes and practice in higher education institutions of our country, thereby increasing their role in the socio-economic development of the country and in improving the social profile of society. At the same time, it will contribute to the stabilization of the academic, scientific, and financial indicators of higher education institutions.



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