

THE MAIN DIRECTIONS OF DEVELOPMENT OF THE MARKET OF EDUCATIONAL SERVICES

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Annotation

This article analyzes the state of the market of educational services in Uzbekistan and identifies the main directions of its development. The aspects of the interaction of the consumer market with the market of educational services have been identified and recommendations for its development have been given.

Education is one of the key components in the concept of human development, and it also plays a key role in solving important problems of society. Throughout human civilization, the high level of development of education and science has been an important driving force of social, technical and economic development.

Keywords: education, educational services, educational services market, economic environment, commodity production market, services market, supply and demand.

The quality of professional training of specialists is determined by their position in the labor market. Therefore, the need to build skills in the new socio-economic conditions of the graduates requires the development of new strategies in educational institutions, further strengthening the integration between the Ministry of Higher and Secondary Special Education, education, science and industry. At the same time, the main task is to establish mutually beneficial, innovative corporate partnerships between higher education institutions and manufacturing enterprises. Higher education institutions are taking a direct initiative in all aspects of close cooperation, playing an active role in establishing cooperation between industry and the higher education system. The main task of higher education institutions is to provide higher professional education to the majority of society members who can solve innovative socio-economic problems.

Research shows that among the problems facing society, trying to solve them without taking into account a person's personality and needs is doomed to failure. Therefore, it is no coincidence that in the past, when scientists focused on the problems of employment, labor organization, production and services, they focused on its economic aspects, but now they are talking more and more about the social aspects of these problems.

Annually, the funds allocated for the reform and development of the education system in the country account for 10-12% of GDP, which is more than 35% of the state budget. Between 2010 and 2018, expenditures on education as part of state budget expenditures increased from 29% to 33.5%. The largest share was allocated to general secondary education (56.1%), followed by secondary special vocational education (21.4%), preschool education (10.2%) and higher education (5.4%).

The educational process consists of a system of social relations for the transfer of knowledge, information, skills (relationships for the provision of educational services), that is, the process of buying and selling in a specific environment where sellers and buyers of educational services are constantly meeting. In other words, the process is a market for educational services. Education, by its very nature, emerges as a market for educational services and is a direct object of this research.

The market of educational services today consists of all the interconnected elements of the socio-economic system that are complex in the consumer market. Being the main generator of this system is undoubtedly the need of society in the training of qualified professionals who will emerge as a unique commodity in the labor market.

Analyzing the relationship of the consumer market with the education services market, it can be concluded that on the one hand, education services are one of the sectors of the consumer market, on the other hand, all elements of the consumer market feel the need for educational services (Figure 1). For a long time, the state regulated the organizational structure of training and planned the ratio of specialists of different qualifications in the future.

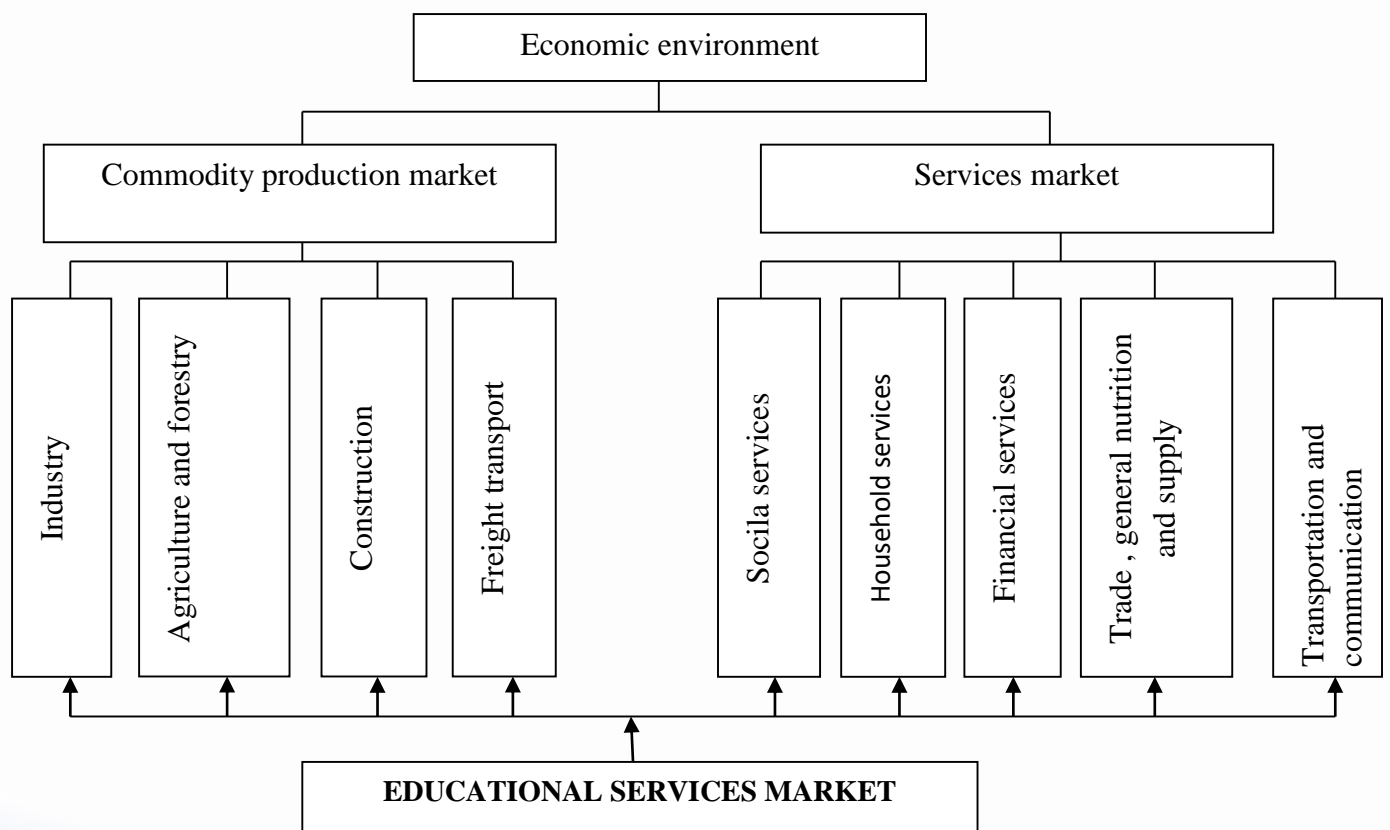


Figure 1. Diagram of the interaction of the consumer market with the market of educational services

At present, this mechanism has lost its essence. Therefore, imbalances in some sectors of the economy, such as a shortage of qualified personnel and an oversupply of staff in others, have led to the emergence of highly qualified unemployed in the entire sector. Therefore, based on the new market principles, it is necessary to constantly improve the state mechanism for regulating the composition of the training of qualified specialists in various professions.

Thus, the link between the labor market and the education services market is clearly evident, but it is not currently the object of research in the economy and the management of the socio-economic system.

Practice shows that the vast majority of higher education institutions do not follow the labor market and the demand for qualified personnel. Therefore, there is a deformation of the structure of the labor force, which in turn leads to social, psychological and economic crises in society, as well as the filling of the ranks of the unemployed with graduates of higher education institutions. Therefore, in order for educational institutions to operate successfully, all participants in the education market need to have a clearer understanding of its conjuncture and the needs of the labor market.

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