

THEORETICAL FOUNDATIONS OF THE CONCEPTS OF EDUCATIONAL SERVICES AND COMPETITION

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Abstract: The role and characteristics of competition in the market of educational services, the role of higher education institutions in the modernization of production facilities in the country and acceleration of technical renewal processes .

Key words: educational services market, competition, demand, supply, higher education system, cocktail market.

ТЕОРЕТИЧЕСКИЕ ОСНОВЫ КОНЦЕПЦИЙ ОБРАЗОВАТЕЛЬНЫХ УСЛУГ И КОНКУРЕНЦИИ

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Аннотация: Роль и особенности конкуренции на рынке образовательных услуг, роль высших учебных заведений в модернизации производственных мощностей страны и ускорении процессов технического обновления.

Ключевые слова: рынок образовательных услуг, конкуренция, спрос, предложение, система высшего образования, рынок коктейлей.

The development of any society cannot be imagined without the development of science. It is responsible for the production of science, creation of its material base, technological development and, most importantly, staffing.

The analysis of the economic and scientific literature studied during the research shows that the features of economic and social relations in the field of higher education show that it should be interpreted first of all from the point of view of the interest of the society.

As we dwell on the concept of educational services, first of all, we would like to mention the definitions given by scientists to the concepts of service and education.

F. Kotler, a famous economist from the USA: "Service means any measures offered from one side to the other to gain income. In this case, the feeling of owning something is not felt. Also, in order to explain the above definition, let's briefly focus on the following characteristics that distinguish services from goods. They are:

- Imperceptibility. Services cannot be seen, only heard and felt during their implementation.

- Inseparable from the source. A service cannot be separated from its source. It can be implemented only with the cooperation of the manufacturer, that is, in its presence.

- Inconsistency of quality. The quality of service varies widely depending on the place and time of its provision and the providers.

- Failure to save. Services may not be retained for resale or use.

In the newly revised Law of the Republic of Uzbekistan "On Education", it is recognized as : " a systematic process aimed at providing students with in-depth theoretical knowledge, skills and practical skills, as well as forming their general and professional knowledge, skills and abilities, and developing their abilities."

The Russian economist V. Shchetinin in his place commented on education as a branch: "It is understood as a complex of enterprises, organizations and institutions engaged in the implementation of educational activities aimed at processing and developing the human resources of society and meeting the multifaceted needs of the population for educational services."

As a result of the analysis of domestic and foreign economic literature dedicated to the study of these problems, it was observed that there is no clear definition given to educational services.

V.P. Shchetinin defined the term educational services as: "Educational services are a system of knowledge, information, skills and skills used to satisfy the long-term needs of the state, society and man", while E.N. Popov gives the following definition: "Exactly education services (gross labor of teachers) is considered as a commodity product of the educational institution, not a set of knowledge, qualifications and skills as presented in the economic literature.

Economist F. Kotler gives a more precise definition of educational services. According to him, "Educational services are the desired product of an educational institution - an educational program developed by an educational institution in order to meet the need for education, vocational training, training and retraining in order to achieve specific social efficiency. "

Among the views on the concept of educational services, according to the economist E.I. Skripak: the economic category "Educational services" includes the conditions of desire, basis and responsibility for production and consumption by economic entities (enterprises, organizations and the state) and more narrowly " it is explained that it will be replaced by the concept of "paid educational services".

Based on the above, let's move on from the traditional descriptions of services to the characteristics of educational services.

First, since services do not have a material description, they can be perceived as the most important indicators that recognize their provision in education. Indicators such as educational standards, curriculum and programs, information about educational methods, forms and conditions of education, certificates, licenses, diplomas serve to achieve this goal.

Secondly, if the property of inseparability from the source is applied to educational services, then in the transaction of such services, the seller loses the

right of ownership (property) of the specific goods, and the consumer does not purchase such a right. Economist E.N. Popov explains this in a broad sense as follows: "'unique goods' are produced, given, consumed and lost at the same time. " In such a situation, the desired replacement of the teacher changes the process and result of the provision of educational services, and especially the demand in the future, affects it. In addition, the characteristics of educational services can be seen precisely in the fact that their consumption occurs with the start of their provision.

Thirdly, the non-consistency of quality in educational services can be explained by the fact that the process of providing educational services cannot be separated from those who perform it, and that strict standards cannot be established. Economist A.P. Pankrukhin admits this with the following reason: "variability of "incoming and outgoing material". Elaborating on this recognition, it is explained by the fact that what consumers of educational services want and what kind of learning material is provided to them, and what kind of product is created as a result, is changing.

Fourthly, educational services show their non-preservability characteristics in the following two ways: 1. On the one hand, economist A. Pankrukhin states that "it is impossible to prepare and collect educational services in full volume in advance in the form of material goods while waiting for an increase in demand for them", on the other hand , educational services (as well as other material values) cannot be saved for the purpose of retraining both the seller (teacher) and the consumer (learner). Also, this feature of educational services can be expressed differently. However, it should be noted that some training materials may be partially prepared and stored (on electronic media, CDs and cassettes). 2. On the other hand, the non-maintenance of educational services can be explained by natural forgetting of the received information and spiritual aging of knowledge, leading to scientific, technical and social development.

Based on the purpose of the research, we comment on the theoretical issues of competitiveness and concepts related to this term. the Law of the Republic of Uzbekistan "On Competition" which entered into force in 2012 states: "competition is the competition of economic entities (competitors), in which their independent actions unilaterally affect the general conditions of commodity circulation in the commodity or financial market. excludes or limits the possibility.

This definition, at a glance, fully expresses the content of the term competition. But in our opinion, there are opportunities for further improvement.

First, it refers only to "commodity or financial market transactions". However, economic entities are not only limited to these, but also perform work and provide various services during their activity. They are not reflected in this definition.

Second, the main purpose of competition is the struggle for more sales and profit, but this important aspect is not reflected in this definition.

Thirdly, we think that the phrase "excludes or limits the possibility of unilaterally influencing the general conditions" in this definition is redundant. It is clear that the definition of competition in the law also requires improvement.

It can be seen from these that there are different theoretical and practical approaches to the concept of "competition", which complement each other. At the same time, we cannot say that the above definitions fully reveal the essence of the concept of "competition".

Table 1.1

Analysis of the composition of services by types of economic activity in the Republic of Uzbekistan , in % (percentage)

No	Types of services	2020 year	2021 year	Difference (+;)	The rate of change
	Services - total	100.0	100.0	-	x
1	Communication and information services	5.9	6, 4	0.5	108.7
2	Financial services	20.9	22.5	2.4	139.1
3	Transport services	28.1	24.6	-3.6	87.4

4	Live and eating services	3.1	2.7	-0.4	87.7
5	Trade services	25.2	25.8	0.7	102.7
6	Services related to real estate	3.1	2.8	-0.3	90.6
7	Education in the field services	3.7	4.1	0.4	112.1
8	Health storage in the field services	1.6	1.5	-0.1	91.5
9	Rent services	1.9	1.9	-	100.0
10	Computer and household goods repair according to services	1.7	1.6	-0.1	94.2
11	Personal services	2.4	2.3	-0.1	96.4
12	Architecture , engineering researches , technical tests and analysis in the field services	2.3	2.3	-0.1	96.0
13	Other services	3.8	3.7	-0.1	97.5

It can be seen from these that there are different theoretical and practical approaches to the concept of "competition", which complement each other. At the same time, we cannot say that the above definitions fully reveal the essence of the concept of "competition".

In short , in the course of the research, the definitions and approaches of local scientists to the concept of "competition" were comparatively studied and analyzed, and we found it necessary to develop a new author's definition for it. Based on the current situation , we found it appropriate to define the term "competition" as follows: By competition , it is understood that the same economic freedom is ensured in the intersection of economic interests of economic entities in order to sell more products (services), get higher profits and achieve profitability.

From the above-mentioned opinions, it became clear that in today's conditions, in the competition between HEIs, the HEIs that train qualified personnel with modern knowledge and skills will have an advantage.

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