



THE STATE AND PROBLEMS OF DEVELOPMENT OF MARKETING ACTIVITIES IN UNIVERSITIES

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Abstract. The article examines the essence and content of the marketing activities of higher educational institutions, gives a general description of the marketing activities of universities in Uzbekistan, and develops a methodology for studying the characteristics of the organization and problems of developing the marketing activities of higher educational institutions. And also, the current state and problems of development of marketing activities in KSPI are analyzed

Keywords: marketing of educational services; university marketing; marketing research; methods of marketing research; consumers of educational services

Introduction

Today there is no need to prove that the future of Uzbekistan is largely determined by its education system. Education, competence and professionalism are key factors in social development. This is an internationally recognized fact. Currently, we can state with complete confidence the formation of market relations in the field of educational services. The centralized distribution of graduates is a thing of the past. The amount of government funding for educational institutions has dropped to a critical point. Their independence has increased significantly. Competition between educational institutions to attract potential clients has intensified. In such conditions, the need to find ways to increase the competitiveness of educational institutions is beyond doubt. Based on this, we can talk about introducing a marketing approach to the formation of a market for educational services. Currently, approaches and fundamental positions are being formed, consistent accumulation and expansion of marketing structures and tools in solving specific problems of the educational services market. In Uzbekistan, these problems arose relatively recently and, along with support, they are met with misunderstanding, doubts and even resistance. However, the transition to market relations in the field of education has already been constituted in society as a fait accompli and is increasingly gaining ground in all links and segments of the education system. All these conditions, prerequisites and factors indicate the relevance and necessity of researching this issue.

Analysis of literature on the topic

Marketing problems in the scientific literature are covered quite fully and comprehensively. The works of F. Kotler [8], O. Schneider [15], and K. Ebner [7] are of great importance in this area.

The study of social marketing is carried out by such Russian scientists as Andreev S.N. [1], Goryaeva E. [2], Reshetnikov A.V. [12]. Theoretical and practical research into marketing in education is just getting underway. Pankrukhin A.P. [11], Saginova O.V. [14], Korchagova L. [6] and others are working fruitfully in this direction.

Issues of improving the marketing activities of educational services in the Republic of Uzbekistan were covered in the works of domestic scientists and researchers, such as: R.I. Nurimbetov, D.Kh. Nabiev, D.R. Rakhmatullaev, Z.D. Adylova, I.U. Mirsodikov A., Nematova et al [18-19].

Research methodology

Theoretical and methodological basis: activity approach, institutional approach, systemic, structural-functional analysis, theories and branches of sociology: theory and sociology of organizations, sociology of education, sociology of labor, concept of social marketing.

Research methods: secondary literature analysis, traditional analysis of documents (laws, regulations, statistical data), generalization, comparative analysis, system analysis, secondary analysis of sociological research results, expert survey.

Discussion and results

In modern socio-economic conditions, marketing has spread to all sectors and levels of the economy. Marketing activities have already become an integral part of the work of many companies and organizations. Manufacturing associations and banks, trading and intermediary firms are opening marketing departments and searching for specialists. [9, p.48].

Currently, education is also becoming part of the market system. It acts both as a seller of educational services, and as a buyer of the most qualified human capital, and as a public institution for the formation of the market consciousness of society.

As the principles of a market economy are introduced into the system of socio-economic relations in the process of reforming higher education and implementing economic reform in our country, a market for educational services is being formed. Educational institutions of various forms of ownership and different types have appeared on the educational services market, providing a wide range of educational services, which creates competition between them.

The market orientation of an educational institution presupposes the following attitudes and decisions regarding its activities:

- only those educational services are provided that will be used, taking into account the time lag for the provision of educational services, in demand in the market. In accordance with this, the potential and entire system of operation of the educational institution is being restructured;
- the range of educational services is quite wide and is being intensively updated taking into account the requirements of society and scientific and technological progress. Accordingly, the processes and technologies for providing educational services are flexible and adaptable;
- prices for educational services are formed under the significant influence of the market, competitors operating in it, and the amount of effective demand;
- communication activities are carried out actively, aimed at specific target groups of

consumers of educational services;

- scientific and pedagogical research is carried out both in the profile of the institution and in the field of research and forecasting of market conditions for educational services;
- a marketing division is being formed in the organizational structure of the educational institution.

In the work of M.I. Gavrilova defines the market for educational services as a system of economic relations regarding the purchase and sale of educational services that are directly in demand by both collective and individual consumers.

I. Berezin defines the market for educational services as material interactions between participants in the educational process: students, organizations providing educational services, individuals and organizations paying for these services [10].

We will understand the market for educational services as a set of socio-economic relations and connections between market entities regarding the provision and receipt of educational services.

Based on this, marketing in the field of education is the philosophy, strategy and tactics of relations and interactions between consumers and producers of educational services and products in market conditions, free choice of priorities and actions on both sides. The target result of marketing activities is to ensure profitability through the most effective satisfaction of the needs: of the individual - in education, of the educational institution - in the development and well-being of employees, of companies - in the growth of human resources, of society - in the expanded reproduction of intellectual potential [5, p.273].

An important point when considering issues of the educational services market is the identification of subjects and objects of the market. According to A.P. Pankrukhin, “participants in market relations are not only educational institutions, but also consumers (individuals, enterprises and organizations), a wide range of intermediaries (including employment services, labor exchanges, registration, licensing and accreditation bodies of educational institutions, etc.), as well as public institutions and structures involved in the promotion of educational services and products on the market” [17]. S. A. Mamontov clarifies that “in the field of higher professional education, individuals, firms (the labor market), and society as a whole act as consumers.”

Marketing in the field of education is primarily marketing of services. An educational service is a complex of educational and scientific information transmitted to a citizen in the form of a sum of knowledge of a general educational and special nature, as well as practical skills for subsequent application. Educational services are created in the process of scientific and pedagogical work, which in turn is a type of scientific work [4, p. 3]. The basic requirements for the education process are enshrined in the education law.

Educational services are classified as socio-cultural (intangible) - these are services to satisfy the spiritual and intellectual needs of the individual and maintain normal functioning [3, p. 35]. Based on the nature of payment, educational services are conventionally divided into paid and free. Free services are largely formal: they are paid for by the state or organization; in other cases, payment for services is included in the costs of the university.

Paid services are services paid directly by customers [16, p. 43].

The peculiarity of educational services is that they are intangible, intangible until the moment of purchase. They have to be acquired by taking their word for it. To convince the client to do

this, service providers try to formalize the most significant service parameters for the buyer and present them as clearly as possible. In education, these goals are served by: curricula and programs; information about methods, forms and conditions for the provision of services, certificates, licenses, diplomas [9, p. 50].

Depending on the composition and structure of the functions actually implemented, three conventional levels of marketing application in educational institutions are distinguished:

- the highest level, which involves the use of a set of marketing tools;
- average level, which involves the use of individual components of marketing activities;
- the lowest level, which involves the use of individual elements of marketing activities.

In universities where marketing has become an integral part of functioning, work is structured as follows:

1. Top management (rector, vice-rectors) finds understanding and support from line managers (directors of institutes, deans and deputy deans, heads of departments) of the main goals and values in fulfilling the highest corporate goal - the mission of the university.
2. A balanced and frank analysis of the strengths and weaknesses of the main strengths and resources of the university is carried out.
3. The external environment of the university is studied: political, economic, demographic, cultural, social, legal factors and conditions.
4. The immediate environment, the microenvironment, are analyzed and assessed: financial and administrative resources, the efforts of the administrative and teaching staff, the expectations and needs of students.
5. The solvency of the main target segments, the features of the strategy of other competing universities, their pricing and advertising approaches and techniques are assessed.

The university's goals include maximizing revenue or profit.

This, in turn, includes: an increase in the volume of paid education, recognition of the university brand, strengthening partnerships with internal audiences, increasing their loyalty, expanding additional and business education, introducing new offers (specialties) to the market, strengthening "academic PR", strengthening and expansion of international cooperation, etc. [13, p. 35].

It is important that these goals and directions turn into specific areas of activity and have their own budget. Their implementation should be the starting point for assessing the success of departments and the effectiveness of business activities of managers.

Marketing activities involve the use of four main elements of the marketing mix: product, price, promotion, distribution [8, p. 12].

In the last decade, a deep structural restructuring of the Russian education system has been carried out, the main results of which were the diversification of the types of educational institutions, educational programs, the formation and development of the non-state sector in the education system, and the growth of paid educational services. The number of universities over the years of market reforms has not decreased, but increased (1.96 times). This increase occurred largely due to the emergence of new non-state higher educational institutions [3, p.69].

Currently, the higher education system of Uzbekistan unites 114 state and 65 non-state universities, 30 branches of foreign universities, in which 1 million people study. After a relative decline in the mid-90s, the number of students is growing every year. In 2017, this

number of students was 250,000. This represents a fourfold increase. Of course, since this is a very large coverage, it requires investment from the government.

In 2017, there were almost no private universities in Uzbekistan. Over 6 years, 65 non-state universities were opened. They conduct their activities based on a new approach. This is where a competitive environment is formed. This will certainly contribute to improving the quality of higher education over time. In many countries, the quality of education has improved due to competition.

The educational programs of private and public universities are not the same. Recently, we have been giving public universities managerial, academic and financial independence. Academic independence is focused on the curriculum and content of education. It's not right for everything to be the same. Universities are independent all over the world.

In the context of intensified competition between educational institutions for attracting potential clients, the need to apply a marketing approach to the formation of the market policy of universities becomes obvious

Despite the fact that the educational services market in Uzbekistan is going through a period of formation, the objective fact is that educational institutions are experiencing its influence.

Universities of Uzbekistan are creating conditions that ensure the maximum possible access of potential consumers to educational services. The vast majority of higher educational institutions in our country are located in regional centers. Therefore, it can be argued that there are undeveloped segments in the regional educational services markets, the development of which would allow universities to significantly increase their own sales volumes. This direction is implemented in the following ways:

- organization of branches and representative offices of universities in places of possible demand (in cities and large regional centers);
- creation of branches of university departments at enterprises and organizations;
- development of a distance learning system.

We analyzed the current state and problems of development of marketing activities in universities using the example of the Kokand State Pedagogical Institute (KSPI).

Methodology for researching the marketing activities of higher educational institutions (using the example of research at a Kokand State Pedagogical Institute).

Empirical object: marketing activities at KSPI.

Subject: current state and problems of development of marketing activities at KSPI.

Goal: analysis of the current state and problems of development of marketing activities at KSPI.

Tasks:

1. Find out the features of organizing marketing activities at KSPI:

1.1. Determine what structure carries out marketing activities at KSPI;

1.2. Find out the level of qualifications of specialists carrying out marketing activities at the university.

2. Determine the main directions of marketing activities at KSPI:

2.1. Determine the forms in which the university improves the educational services provided;

2.2. Characterize the distribution channels of educational services used at KSPI;

2.3. Find out in what forms the university promotes its services on the market;

2.4. Find out in what forms the university provides assistance in the employment of graduates;

2.5. Consider what pricing system is used by the university

3. Identify the main indicators of social efficiency of KSPI marketing activities;
4. Identify and investigate the problems of organizing and implementing marketing activities at KSPI.

Hypotheses:

1. Marketing activities at KSPI have a specific organization.
 - 1.1. Marketing activities at KSPI are carried out by the marketing department.
 - 1.2. Marketing activities are carried out by employees with special marketing training.
2. In the marketing activities of the university, traditional elements of the marketing mix are used - product (educational service), price, methods of distribution and promotion; their use is unsystematic.
 - 2.1. The university carries out modifications of the educational services provided
 - 2.2. The main distribution channels for KSPI educational services are direct "direct sales", as well as university branches in the region.
 - 2.3. Forms of promoting educational services on the market are mainly advertising and PR campaigns.
 - 2.4. There is currently no established system for promoting the employment of graduates at the university.
 - 2.5. The university uses a cost-based pricing system.
3. One of the indicators of the social effectiveness of universities' marketing activities is the demand for graduates in the labor market.
4. The problems of a university's marketing activities at present may be the need to make changes to the marketing of educational services in the context of Russia's accession to the Bologna process

Interpretation of concepts

Marketing activities are activities aimed at satisfying the needs and requirements of groups of people through exchange, ensuring the availability of the right goods and services to the right audience at the right time in the right place at a certain price, while implementing the necessary communications and sales promotion measures.

The marketing mix is a set of controllable marketing functions that an organization uses to achieve the desired changes in the parameters of the target market. The marketing mix is a combination of four components: product, price, distribution channels, promotion.

Product is a commodity, i.e. a set of "products and services" of an appropriate level of quality that a company offers to its target market.

An educational service is a specific product of an educational institution, characterized by intangibility and inconsistent quality; its value and quality are manifested and really assessed in the post-sale period - in the labor market.

Modification of educational services is a change in the characteristics of an already offered educational service, giving it new properties.

Price is the amount of money that consumers must pay to receive a product.

Cost-based pricing methods are methods based on calculating the cost of an educational service, increased by the planned rate of profit.

Distribution channels (methods) - organizing the structure of product distribution, thanks to which the product becomes more accessible to potential buyers.

Promotion (stimulation) is a possible activity of a company to introduce its product to the

target market, disseminate information about its advantages and persuade target consumers to buy it.

Operationalization of the concepts category/feature	index
Structure carrying out marketing activities	- centralized marketing service (department); - individual specialists from different departments; - external consultants.
Employee qualification level	- having special marketing training; - without special marketing education
Improving the educational services provided	- innovation - modification - assessment of competitiveness
Distribution channels for educational services provided	- direct provision of services by the university - opening of branches - creation of a network of representative offices - franchising
Forms of promotion of educational services	- holding presentations, exhibitions, open days - information in the media, Internet - outdoor advertising - production of own brochures, booklets
Forms of assistance in employment of graduates	- cooperation with labor exchanges - cooperation with recruitment agencies - cooperation with enterprises
Pricing system	- cost orientation - demand orientation - focus on competitors' prices
Researching	- are carried out - not carried out
Changes due to accession to the Bologna Process	- content of educational programs - interaction with the labor market - pricing policy - quality of educational services

Methods

Methods used in the study:

- document analysis;
- expert survey in the form of a semi-structured interview.

Analysis of the Regulations on the Department for Promoting the Employment of Graduates made it possible to determine the main directions of the university's marketing activities.

Since the study was to identify the most significant aspects of the organization and problems of marketing activities of universities, the expert survey method was used. The competence of experts with in-depth knowledge of the subject of research, as well as practical experience in this field, allows us to speak about the reliability, validity, validity of information, conclusions and recommendations.

The survey of experts was conducted in the form of a semi-structured interview. The interviewer was guided by the interview form, while having the opportunity to ask additional questions. The use of a semi-structured interview technique contributed to obtaining more in-depth information.

Sample

The expert group included employees of the Kokand State Pedagogical Institute: the personnel department, the department for promoting the employment of graduates, the public relations department, and the department of educational management.

The limited number of experts is due to the specifics of the study - the survey was conducted in one educational institution - the Kokand State Pedagogical Institute. But the high competence of the group of people participating in it allows us to say that the opinion of this group of experts, combined with an analysis of the department's regulatory documents, turned out to be sufficient to characterize the content and problems of functioning of the university's marketing activities.

Description of the toolkit

The main tool for an expert survey is an interview form with questions formulated in both open and closed forms. The interview consists of two blocks. The questions of the first block are aimed at clarifying the features of the organization and management of marketing at a university. The second block includes questions aimed at identifying the main directions of the university's marketing activities, problems and prospects for marketing educational services. The interview questions were clear to the experts and did not cause any difficulties.

During the study, it was revealed that in order to ensure compliance of the system with democratic and market reforms, the development of competition in the market of educational services, the formation and development of marketing in the field of training personnel, the creation of the Cabinet of Ministers of the Republic of Uzbekistan dated January 28, 1998 on the basis of decision No. 48 "On measures to accelerate marketing in the field of market formation and personnel training", the "Marketing Service" department was created at the institute.

Marketing activities are carried out by specialists with marketing training.

KSPI offers a wide range of educational services.

Training is conducted in three forms (full-time, part-time and evening).

There are several types of set:

- budget set - no tuition fees;
- targeted enrollment - with partial payment for training;
- additional set - with full compensation of training costs.

By improving the content and range of educational services and products, the university carries out modification and development of educational services (specialties, specializations), assessing the competitiveness of its educational services and the services of competitors.

Goals and objectives of the marketing department:

- Formation of a data bank based on studying the needs of institutions, institutions and organizations for highly qualified personnel trained in universities;
- Support the development and improvement of the market for qualifications in the field of education, create a realistic “portfolio of orders” for the production of bachelors and masters based on indicators of demand for young specialists;
- Conclusion of long-term and annual contracts to provide consumers with competitive specialists;
- Provide the special commission of the ministry with information about the current year’s graduates of higher educational institutions in the field of education (specialties), the ministry, department (institutions and organizations) to which they are sent to work;

Increasing the competitiveness of a higher educational institution in a market economy through the organization of paid educational services:

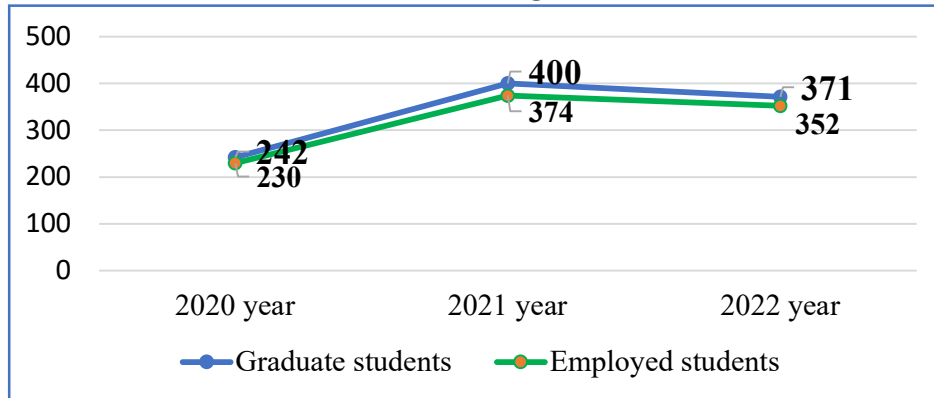
- Ensure that recommendations and suggestions from consumers and departments of specialization are taken into account in relation to a young specialist when appointing a graduate to work based on the current situation;
- Concluding various agreements with students or industrial institutions receiving education on the basis of a payment agreement;
- Creation of a university commission for the distribution of graduates to work and carrying out the final distribution, compiling and maintaining personal records of graduates based on its results;
- Appeal to the university commission to consider applications received from young specialists appointed to work by the distribution commission, and make a decision, in necessary and justified cases, on redistribution or the implementation of the process of independent employment;
- Establishing new contacts with young specialists hired in the current year and previous years, providing them with practical and methodological assistance in necessary cases, providing consultations and summing up the results of their work activities;
- Implementation of the admission plan for the new academic year (admission plan for state grants and payment-contract, received applications, competition, number of accepted students, their distribution by courses, educational areas (specializations), languages of instruction, etc.) create a database data;
- Conclude agreements between students admitted on the basis of state grants in the new academic year and the higher education institution that they will work for 3 years at their assigned place of work after graduation;
- To employers (consumers) through the media (newspapers, magazines, radio-television, electronic communications, website) about the disclosure of information about graduates (in the field of education by region, specialty);
- Providing information to the special commission of the relevant ministry (department) and the Ministry of Higher and Secondary Special Education about the real need for personnel and the results of the distribution of graduates to their final place of work;
- Ensure the participation of the university in republican, regional and international exhibitions and fairs in order to demonstrate the capabilities and advantages of bachelor's and master's degree graduates;
- Distribution and employment of graduates in bachelor's and master's degrees, maintaining

and organizing the university's internal report on the results of the work of young specialists, preparing the annual report of the marketing department.

Having analyzed the last 3 years of activity of the marketing department of KSPI, we have determined the following results:

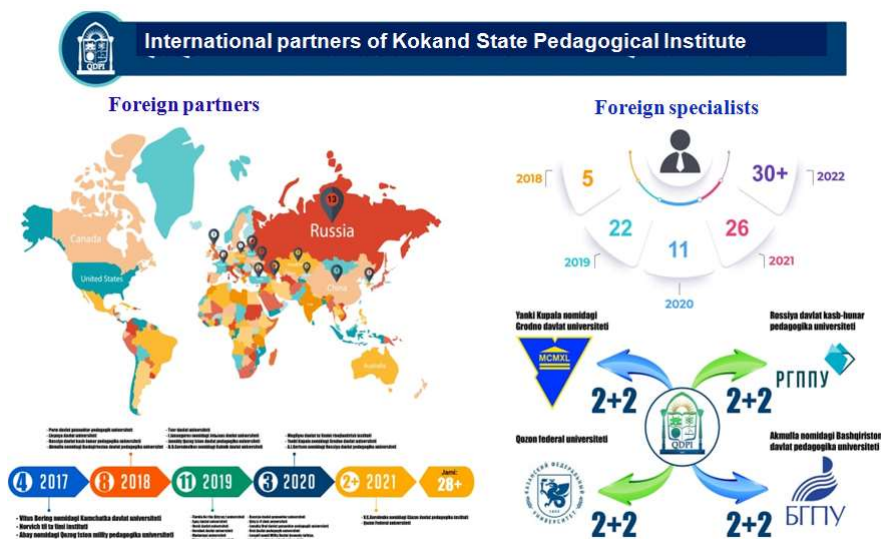
Almost 95 percent of graduates are employed annually as a result of measures taken to help young specialists who have completed their studies on the basis of a state grant to effectively find employment in sectors of the economy of our republic (Fig. 1).

Figure 1. Number of graduates and employed students who graduated from KSPI under a state grant



The analysis of the work carried out on the implementation of international marketing and the use of local and foreign funds, programs, participation in the preparation of projects shows that the number of foreign teachers based on international cooperation programs and foreign projects in 2021 will be 26 from 2022 to 30 and the number of foreign partners to 28 in 2022 (Fig. 2).

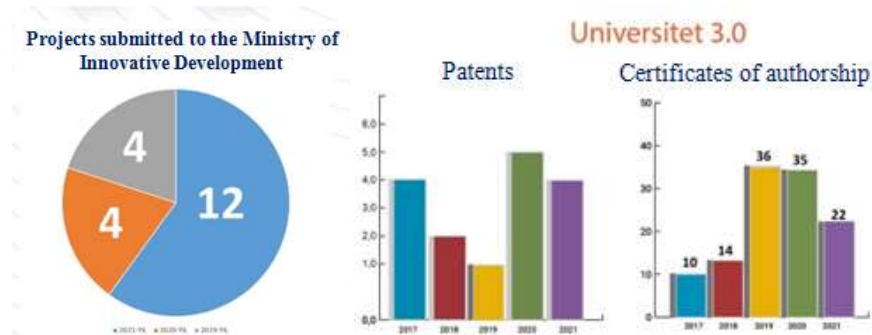
Figure 2. Number of foreign specialists (in terms of academic years)



An analysis of the work done to improve the competitiveness of the university in a market

economy through the organization of paid educational services showed that the number of projects submitted to the Ministry of Innovative Development at the expense of KDPI has increased, patents and copyrights have increased under the “University 3.0” program (Fig. 3).

Figure 3.



Conclusions and offers

Currently, it is legitimate to talk about the spread of market relations in many spheres of society, including education. In this regard, it is fundamentally important to use a marketing approach in managing an educational institution.

In the most general form, marketing in the field of education can be presented as a means of identifying specific needs for professional training and advanced training of workers and specialists through organizing a set of research, planning the development of content, methods and forms of training, establishing and maintaining sustainable connections with consumers of their educational services.

Since the market for educational services in Uzbekistan is still being formed, its infrastructure lacks many significant components and connections between participants in market relations. There is clearly little practical experience in applying marketing methodology and tools in the field of education. Only the most far-sighted organizers and teams of Uzbek educational institutions are already seriously engaged in marketing. Basically, research into the Uzbek market of educational services and products, the study of potential consumers, the development of a marketing strategy and the selection of means for its implementation are spontaneous, unsystematic in nature and are carried out mainly by specialists untrained for this work. The traditionally used elements of the marketing mix - product, price, methods of distribution and promotion - in the marketing practice of Uzbek universities are poorly linked with each other and are even less focused on the target market of the needs of target consumers. The career guidance activities of universities, both commercial and non-profit, are aimed at capturing a larger share of the education services market. Competition between universities takes into account some diversity in the provision of such services (various forms of training), the price factor, and the use of elements of the incentive complex (advertising, propaganda, public relations). However, the lack of system in the organization of marketing activities in the field of higher education leads to an overproduction of specialists in certain specialties, and the inability for them to find an area of application for their professional knowledge and skills.

The opening of new specialties and areas by universities in most cases is based not on forecasts for the development of the employment market, but on individual statistical data from past

years regarding trends in the development of the labor market (increasing or decreasing demand for any professions or specialties), and even less often takes into account the results of surveys school graduates about their choice of professions.

Despite the fact that there are theoretical studies on the problems of choosing criteria for positioning educational services, universities make little use of their findings in their practical career guidance activities.

Marketing activities carried out by universities are poorly oriented towards the long term. The purpose of advertising activities, public relations activities, and propaganda is to attract extra-budgetary funds that help universities, in conditions of budgetary shortages, improve their material resources, replenish library funds with modern educational literature, improve the skills and salaries of teaching staff, etc.

A study conducted at a KSPI made it possible to identify some shortcomings in its marketing activities.

To ensure the long-term well-being of a university in the context of the formation of a market for educational services, the need for competent use of the marketing mix, taking into account the needs of the consumer, the interests of the educational institution and the interests of society as a whole in the marketing activities of universities is obvious.

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