

THEORETICAL FOUNDATIONS OF THE COMPETITIVENESS OF HIGHER EDUCATION INSTITUTIONS

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Abstract: This article discusses the development of students' creative abilities. The issue of improving the competitiveness of higher education institutions is closely connected not only with the quality of education, but also with scientific research, innovative activity, staff training and their adaptation to the labor market. In addition, achieving high positions in international rankings, attracting foreign students, and enhancing the potential of professors and teachers are also of great importance.

Keywords: Competitiveness — is the ability of an economic entity (enterprise, industry, country, or educational institution) to strengthen its position in the competitive market environment, develop, and operate sustainably. This concept is analyzed at various levels.

In today's era of globalization and intensified competition, higher education institutions face urgent tasks such as improving the quality of education, introducing innovative approaches, and adapting to international standards. In recent years, in the Republic of Uzbekistan, large-scale reforms have been carried out aimed at improving the effectiveness of the higher education system and ensuring its competitiveness in the international arena. In particular, based on the Resolution of the President of the Republic of Uzbekistan No. PQ-3775 of June 5, 2018, significant steps have been taken to improve the quality of education, modernize curricula, and expand international cooperation.

The issue of enhancing the competitiveness of higher education institutions is closely related not only to the quality of education but also to scientific research, innovative activity, training specialists, and their adaptation to the labor market. In addition, occupying leading positions in international rankings, attracting foreign students, and increasing the potential of professors and teachers are also of great importance. This research qualification paper analyzes the current state of increasing the competitiveness of higher education institutions in Uzbekistan, identifies problems, and develops proposals for their solution. The relevance of this work lies in its focus on contributing to the development of the education system, studying international experiences, and improving the national education system.

Currently, one of the most important priority tasks and directions for the socio-economic development of our country is the preparation and implementation of a program to increase the competitiveness of our economy, maintaining high and stable growth rates, further strengthening macroeconomic stability, as well as ensuring consistent reforms, structural changes, and diversification of the economy. Moreover, it is important to accelerate the development of new high-tech production, modernization of existing capacities, and technological renewal, which in turn will ensure the competitiveness of the national economy. Concepts such as "competition," "competitiveness," "competitive advantage," "competitive capacity," and "competitive position" have moved from the lexicon of scientific research into the subject of daily debates and discussions.

As a result of large-scale reforms being carried out in our country, profound changes in people's consciousness and thinking have taken place, and a new generation of independence has been formed that thinks independently and in a modern way, in accordance with the

requirements of the time. Great attention is being paid to using the potential of young people in the development of entrepreneurship. Therefore, competition has become a part of their everyday life. For them, competition is a driving force in entrepreneurship and the economy. The younger generation, compared to the previous one, has broader knowledge and strives to surpass competitors, making it their main goal.

Forming and developing competitive advantages contributes to accelerating economic growth, improving the well-being of the population, and more effective and rational use of regional resources. Thus, competitiveness has become a key condition for ensuring the sustainability of socio-economic systems, including regional systems.

A high level of regional development can be achieved in two ways: By external support and redistribution of centralized funds between regions. By fully mobilizing and utilizing internal reserves and opportunities. Competition is an important factor in mobilizing and activating additional internal forces to achieve set goals.

Competitiveness — is the ability of an economic entity (enterprise, industry, country, or educational institution) to strengthen its position in the competitive market environment, develop, and operate sustainably. This concept is analyzed at various levels:

Microeconomic level: The ability of enterprises to achieve a competitive edge in the market through product quality, pricing policy, innovative activities, and customer service.

Macroeconomic level: The ability of a country to compete in international markets, including export capacity, investment attractiveness, innovative development, and economic stability.

The concept of competitiveness is multifaceted, and to fully understand its essence, various theoretical approaches are considered:

Structural approach: According to this approach, the degree of competition in the market depends on the number of enterprises in the industry, their market share, and the level of monopolization. It emphasizes the structure of the competitive environment.

Functional approach: This approach assesses competitiveness through the internal capabilities of the enterprise, such as innovative potential, efficient use of resources, and management effectiveness. **Cluster approach:** Developed by Michael Porter, this theory suggests that groups of interrelated enterprises, educational and research institutions, suppliers, and other organizations located in a specific region (clusters) play a crucial role in enhancing competitiveness by stimulating innovation and efficiency. **Innovative approach:** Focuses on the role of innovations, such as the introduction of new technologies, products, and services, in enhancing competitiveness. It views innovation as a factor of long-term development.

Human capital-based approach: Education quality, professional skills, and healthcare systems are key factors determining competitiveness. By investing in human capital, countries increase their economic potential. Thus, in modern economic conditions, competitiveness is a broad and multifaceted concept defined by various factors at both micro and macro levels. Modern approaches emphasize innovation, human capital, clusters, and market structure as key elements in enhancing competitiveness. Therefore, comprehensive approaches and strategies are necessary to increase competitiveness.

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