

ROLE OF MARKETING PROGRAM IN THE MUTUAL DEVELOPMENT OF EDUCATIONAL SERVICES AND LABOR MARKET

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Annotation: *The article highlights the role and importance of marketing programs in organizing the relationship between higher education services and the labor market. In addition, a mechanism has been developed for implementing the educational services marketing program aimed at ensuring the interdependent development of educational services and the labor market.*

Keywords: *education, higher education services, labor market, marketing, marketing programs.*

In market economy conditions, in cooperation with educational services market and labor market, training of personnel necessary for national economy by educational institutions, including specialists of the highest category at level of requirements and development of educational services marketing programs aimed at providing jobs is an important mouthpiece for organizing and balancing the activities of both markets. Formation and implementation of educational services marketing activities as single unified mechanism of educational services and labor markets should develop an interconnected supply and demand, market infrastructure, satisfaction of necessity in specialists trained in educational institutions, including higher educational institutions on competitive basis in cooperation with labor market.

In our opinion, mechanism of action of educational services and labor markets consists of mechanism of educational services and labor markets, and is expressed in formation of production relations between labor force willing to work in market conditions and subjects of the employer. Interaction of educational services and labor markets is reflected in the following characteristics of educational services marketing programs:

- relationship of economic relations arising between educational services and labor markets with competitive atmosphere between workforce working for them and subjects of the employer;
- in formation of peculiar relationship between educational services and subjects of labor market;

- presence of difference in the level of knowledge of hired employees is reflected in the agreement between employer and subjects of hired employees.

In our opinion, when forming foundations of educational services marketing programs, it is necessary to pay attention to development of educational services market and to the fact that relationship with labor market depends on hired employees, including salary of specialists with higher education, production infrastructure created at enterprises, guarantees of employee growth in the future and availability of conditions necessary for work.

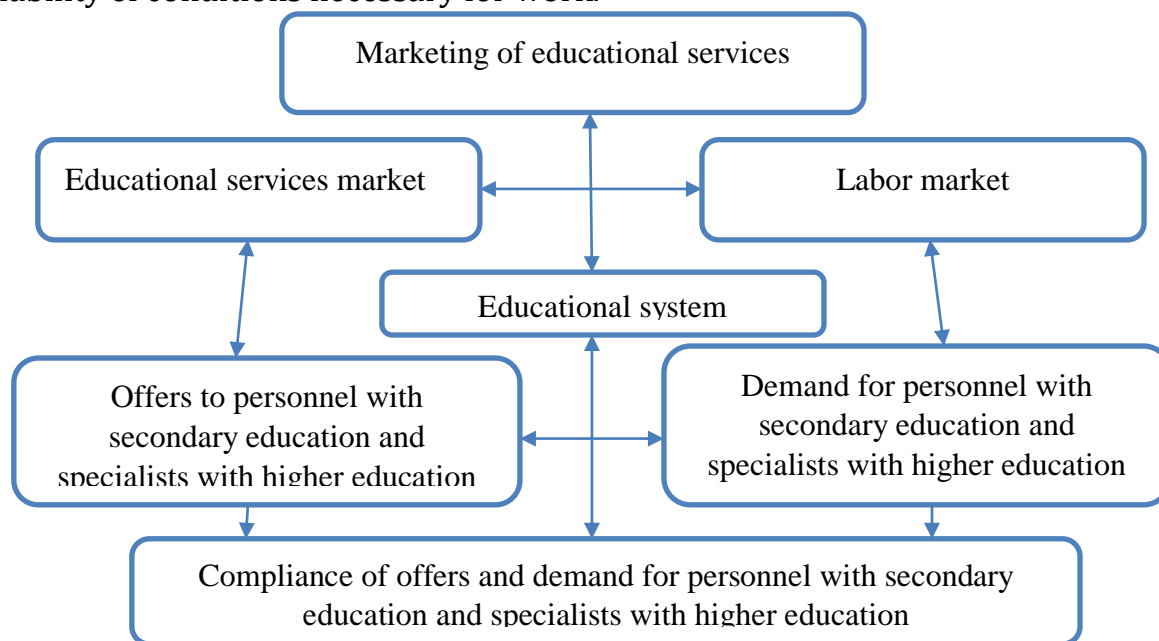


Fig.1. Mechanism of action of marketing program of educational services aimed at ensuring interrelated development of educational services and labor market in Uzbekistan¹

If, at the same time, economically active employment of personnel with secondary education and specialists with higher education in the educational services market and labor market means general offer in the educational services market, then general demand reflects demand for personnel with secondary education and specialists with higher education. (Fig. 1.)

According to results of survey, according to job applicants, professions with high demand consist of following: students starting their activities – 25 percent, manufacturing – 18 percent, trade – 12 percent, information communications and technology – 12 percent, administrative staff – 10 percent, transport, logistics – 10 percent, top – management – 6 percent, etc. According to employers, professions with high demand have following composition: trade – 34 percent, medicine, pharmacy – 21 percent, information communications and technology – 12 percent, marketing, advertising, PR – 7 percent, art, mass media - 5 percent, accounting, finance – 5

¹ Compiled by author.

percent, manufacturing, tourism, hotel and restaurant network – 4 percent, etc . Highly paid professions in our country include law (18.0 million soums), top management (16.9 million soums), information communications and technology (14.4 million soums).[2] In this regard, it should be noted that in the context of the Covid-19 pandemic, demand for specialists working remotely increased from 10 percent to 13 percent[3].

Taking into account above data, when developing marketing program for educational services, it is necessary to take into account following aspects:

- in conditions of market relations, main subject of employer is the state, activities of non-state subjects of the employer are improved not only through control through laws and regulations, but also through adoption of new legal laws and norms;
- when providing employment, socio-economic standard of living of employed persons improves in accordance with their level of education;
- providing consumers of educational services (students of professional colleges, academic lyceums, bachelors, masters and doctoral students) with information on legal and material responsibility of subjects of labor markets and higher education services.

Based on results of performed research, it can be said that marketing of educational services reflects mechanism of training workers necessary for production and specialists with higher education on the basis of system of educational services and formation of conditions of offer and demand for them.

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