

THE MARKET OF BUSINESS EDUCATION IS THE KEY TO THE NEW BUSINESS ERA

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Abstract

The article looked through features of the marketing system in the educational services market are socially oriented and emotional component of development, which presuppose the presence of new tools and technologies for modeling the marketing management system. The goal of marketing management in the business education market is active formation of the demand of economic agents for the services of business education.

Keywords: business education market, marketing management, universities.

Introduction

Currently, the economy and society are developing towards increasing transactions, expanding legal restrictions and regulating human activities, ensuring the availability of rights in the possibilities of selecting economic agents taking into account the system of marketing criteria and an institutional mechanism of Equalization. However, the existing system of Marketing Management, the factors and criteria for its development do not reflect the complexity of the knowledge economy, which creates restrictions on the educational services market. The relationship between economic agents of the educational services market has undergone significant changes due to changes in the institutional mechanism for the development of the educational system, which consists in changing the regulatory mechanism, as well as the sources of funding for post-tertiary education.

Formation of knowledge economics and marketing Management in the system of higher and further education courses contributes to increased competition in the business education market

berdi, which has undergone significant changes under the influence of the external environment and new factors of supply and demand, and has helped to rebuild the knowledge market.

Analysis and results

In connection with a change in the model of behavior of economic agents, an increase in the influence of environmental factors, a change in demand and supply for business and educational services, it became necessary to improve the marketing management system of business schools and universities, which are active producers in the educational services market. The features of the marketing system in the educational services market are a socially oriented and emotional part of development, which implies the presence of new tools and technologies for modeling the marketing management system. The latter allows business education market agents to reflect the peculiarities of changes in consumer demand in programs and products, as well as adapt them to the dynamics of development of the external environment. The purpose of marketing Management in the business education market is to actively formulate the demand of economic agents for business education services. Marketing management post-graduate market education is aimed at ensuring the implementation of educational programs that allow you to develop products and services, improve the qualification level of specialists, prepare and retrain personnel, meet the state and emotional needs of students of educational programs. The current situation in the business education market is changing the model of marketing Management and clashes with the

tasks of educational institutions, which include the flexibility of managers not only to use a competency-based approach in the preparation of business education programs, but also to make effective decisions that help improve the qualifications of specialists and form additional demand among consumers of educational services. As you know, dynamically developing enterprises, firms and organizations need proactive and comprehensively trained specialists with a high level of competence, able to effectively and effectively solve the tasks of proactive, non-standard production. Therefore, the marketing management system of the business education market should also change, which should be directed to the development of human capital and the production of intellectual initiators of the company's employees and managers. Such an initiative serves as a basis for personal development, activates professional and intellectual activities based on high qualifications and acquired knowledge, independently puts problems and tasks, proposes new ideas and solutions. It manifests itself in non-standard solutions and is characterized by going beyond what is required, taking responsibility. Initiative is a continuous stimulus that determines and controls a person's actions, and initiative becomes a moral quality.¹

The formation and development of an intellectual initiative is associated with marketing management, aimed at identifying and understanding the needs, status and cognitive preferences of the individual that arise among the specialists of innovative companies. A person, realizing himself as an initiative and creative specialist, seeks to develop his knowledge, expand his intellectual potential, become active, take responsibility for making managerial decisions.

The development of initiative among employees is closely related to the development of their emotional intelligence, knowledge of their values, capabilities and qualifications as the basis of competence and knowledge obtained as a result of training and production experience. The definition of "emotional intelligence" is applied to scientific treatment by J.Mayer, P.Salovey, D.Introduced by carousels, the human mind has now ceased to be perceived as a kind of ideal substance, emotions-the main enemy intellect. both phenomena have become of real importance in everyday human life. They proposed a model for creating tools and methods for measuring emotional intelligence (based on traditional intelligence related to the development of human capital).G. By including this category in the assessment of the level of competence of specialists, Chernis contributed to the strengthening of the concept of "emotional intelligence" in the system of intellectual management in corporate America. According to the researchers, it represents the measurable capacity of an individual who is close enough to the traditional aspects of intelligence.

In this context, emotional intelligence contributes to the development of human capital and knowledge acquisition, as it is comparable to conventional and has the ability to assess incoming data flow, but incoming data is different from moods and emotions.

Scientific studies within the framework of creating a marketing management system for the behavior of economic entities have reliably proven that people's moods and feelings affect their qualifications, loyalty, choice and decision-making. Intuition and emotional state facilitate the identification of factors, include signals, provide one concept or another of the behavior and optimal choice of the consumer. Individuals with a high level of emotional intelligence can manage the situation in the implementation of marketing technologies, to fulfill certain decisions

Under the guidance of foreign experts, authors of the emotional intelligence model, a training algorithm was developed to increase the level of emotional intelligence of an individual. The curriculum developed by American Scientists consisted of several blocks of information and analysis related to the following factors: determining the understanding of emotions, providing emotional support to thinking, managing emotions⁴. By level of emotional intelligence, skills, knowledge and development

The qualifications of specialists depend not only on dynamics, but also on the vector of development of a particular organization (firm, Enterprise), society and economy. The synergy of these categories helps to identify the means of harmonizing society based on the economy of knowledge, in which the unity of economic, socio-political and spiritual progress, the economy and the consistent growth of a person are ensured.

The main condition for eliminating dissociation in the so - called concept is the transition from mechanical technology to mechatronics, formally expressed in the change in meta-production function with changes in property relations and an increase in the role of education and information. This leads to the re-unification of the four sects and the formation of the knowledge economy. K. According to the Yamaguchi concept, the principles of such an economy, which have advantages over capitalist society, include:- ownership and joint use of property by all members of society and manufacturing enterprises;

- loss of the labor market as an operational, categorical modification, or rather, loss of the concept of wages and profit;
- the formation of a mechanism for joint management of society, the joint implementation of democratic procedures for decisions made on savings, investments, consumption, etc.;
- the dependence of the number and volume of organizations on the complexity of the product (service) being produced;
- formation of an economic equilibrium system;
- further harmony of economic relations and fair distribution of products and income at the expense of ending exploitation.

If traditional economies of the capitalist and socialist type have created markets on the basis of dispersion and try to ensure the effective functioning of society as a result of their participation, a knowledge-based economy will eliminate dispersion and help build an effective functioning system aimed at reunification. in development.

The following points are especially important in the concept of development. Firstly, the fact that development is a multifaceted interconnected process; secondly, human development comes first; thirdly, human participation in this process is emphasized, from which comes the issue of mechanisms and forms of participation; and fourth, about the fair distribution of development results.

It is extremely important to clarify the connection between the concepts of development and economic growth. T. Since Veblen, the empty class has not changed its position, nor its influence on social progress processes. The economy of knowledge or the economy of innovation is based only on the initial capital and depends on its condition and prospects of use.

P. Berger believes that " critics of capitalism should be agreed upon, whether they are economic growth or other indicators of economic activity ... should not be equated with development "and that" criticism of excessive enthusiasm for growth rates or. "growth", is absolutely correct, because in the conditions of general poverty, the existence of a high dynamic economy is quite possible."5

From the point of view of this criterion, a new economic system is developing in modern Uzbekistan, since the ownership of the means of production begins to shift into the hands of private owners. When describing this model of the new economy, the qualitative content of the lifestyle is the starting point. But it is clear that economic growth itself does not mean development. Very few people can benefit from this, while the bulk of the population can continue to live in poverty. A rational understanding of development by necessity also involves the distribution of benefits gained from this growth. Burger defines development as a process of continuous economic growth," through which the large masses of people move from a state of poverty to a higher level of material life " 6

It seems that such a definition of progress is birational, and there is no talk about the main topic, its mechanism or the versatility of this concept, the purpose of development is very gloomy and narrowed.

There are other views of famous scientists about the economic content of the development concept. R. M. As Nureyev noted, G. Myrdal understands progress as "an increase in the level of satisfaction of the basic needs of all members of society. He interpreted another interpretation as T. Schulz connects with the concept, according to which development is "seen not only as an increase in economic growth, but also as an investment in human capital and the elimination of poverty." E. a different approach is

presented in the De Soto concept, where development means "creating institutional conditions (formal and informal) for free enterprise".⁹

When forming the concept of economic growth, it is important to answer the following basic questions: how economic growth is ensured, what is its "price" (biosphere, ecology, human survival, human health, educational and employment opportunities, obtaining professional qualifications, etc.), quality and structure, who benefits from growth outcomes?

It seems that the conceptual approach outlined in the UN documents on development problems is best suited to the problems of the period, since in them the essence, goals, means, mechanisms and subjects of development are most clearly defined. Therefore, the author of this study and we will focus on this approach, since the theory of modern development, including economic and social components, is now emerging. At the same time, the realities of globalization and the new economy can exacerbate the problems of development.

From the point of view of the future development of the knowledge economy, the question of what happens with a particular formation, how much lifestyle is changing in different social systems, and whether this variability can affect the future of a particular form is important. The issue of social formation should be resolved in a classical way - in connection with the form of ownership of the means of production and the possibilities of its disposal. Strategic components of development, in our opinion, are intellectual and human, scientific and technical, economic, social, political, environmental and institutional unity and interdependence. The essence of progress in its most general form consists in progressive progress in all the directions mentioned above. A distinctive feature of the development phenomenon is the interdependence and interdependence of its components. There is no economic model capable of taking into account all the subtleties of economic growth in a particular society, without taking this into account.

Marketing management has a wide range of tools that can change economic processes or influence the dynamics of their development. If each of the marketing management tools was linked to a goal, then it was possible to ensure consistency between goals and policy tools, but this is not the case. Each marketing management tool can affect the behavior of economic agents, and this or that brings additional factors strong enough to change the situation in the market, bringing companies or enterprises closer to achieving the set goal.

The overall result is difficult to predict; institutions can strengthen it instead of reducing uncertainty in the economic system. The result is an increase in transaction costs, an increase in transformation costs and a decrease in the activity of economic agents. Therefore, when a turn occurs in the development of society, institutions are not structuring the exchange, they reduce the cost of searching for information and transactions, increase the listed costs and increase uncertainty. Changes in elements of society, such as the state of the state, key institutions, agents and technologies, provide prospects for development. It largely determines the state of economic knowledge and science, as well as other sciences.

At different historical stages of the development of society, the ratio between these components will be different, that is, the main driving factors of change themselves will dynamically change, some will come to the fore, and then, for various reasons, their importance will fade and play a leading role. begins to play with others, so the strength and direction of changes are provided by dominant factors. Conclusion

Having identified four important components of changes that determine the future, it is possible to formulate the main trends in each of them and try to understand in what direction the economic system (state, institutions, agents, technology-knowledge) is. The formation of the knowledge economy determines the requirements of the institutions introduced, which should be taken into account and based on efficiency criteria in their transformation, institutional design and planning. In modern society, the rate of institutional change has increased, with a clear decrease in informal restrictions, the role of formal rules has increased, and the intensity of managerial and organizational influences on the economy, including marketing management tools, has increased.

The development of human capital, based on the discourse of the synergy of the formation of intangible assets in the knowledge economy, implies the development of an institutional mechanism that provides marketing management of investments in the development of human resources, i.e. formation of a competency-based approach in the management system of Education, Science, Training and retraining of specialists. At the same time, the level of requirements for the quality of the human factor in all aspects of life is increasing. Thus, it is necessary to reconsider the role of human and human communities in the context of continuity and acceleration of technical, technological and social change. Both society and the individual must adapt to such changes and be able to foresee them.

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