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The Economic Essence and Significance of Higher Education Export Services

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ABSTRACT

This article analyzes the economic essence of higher education export services and their role and significance in the development of the national economy. In particular, special attention is paid to the international education services market, increasing foreign exchange revenues through the attraction of international students, strengthening the competitiveness of higher education institutions, and developing human capital. In addition, the role of higher education exports in enhancing a country's international image and innovative potential is examined.

Keywords: Higher education exports, education services, economic essence, international education market, international students, human capital, competitiveness, foreign exchange earnings, national economy.

Under conditions of globalization and the digital economy, the service sector has become one of the fastest-growing segments of the world economy. In this context, education—particularly higher education—has emerged not only as a socially significant sphere but also as a type of economic activity capable of generating high value added. The export of higher education services represents one of the key factors in generating foreign exchange revenues, increasing international competitiveness, and developing human capital.

Global experience demonstrates that both developed and developing countries define higher education exports as a strategic priority. By attracting international students, expanding cross-border academic programs, and improving the quality of educational services, these countries strive to ensure sustainable economic growth. In this regard, a comprehensive analysis of the economic nature of higher education export services, an assessment of their impact on national economic development, and the development of mechanisms to enhance their efficiency are highly relevant.

In New Uzbekistan, large-scale reforms are being implemented to fundamentally modernize the education system, raise the quality of education to international standards, train globally competitive specialists, and, in particular, accelerate the development of education service exports. It is planned that by 2026 the country's total exports will reach USD 30 billion, including a 1.7-fold increase in education service exports. In this context, it is advisable to expand the scope of scientific research aimed at developing education services, increasing export potential, and

enhancing the competitiveness of educational institutions based on regional specificities.

In the Republic of Uzbekistan, particular attention has been given in recent years to aligning the higher education system with international standards, expanding cooperation with foreign higher education institutions, and creating favorable conditions for international students. This further strengthens the necessity to develop higher education export services, increase their economic significance, and reinforce the country's position in the global education market.

The reforms implemented in Uzbekistan's education system, including measures aimed at developing the higher education services market, are focused on meeting the growing demand for education. This process requires the introduction of new approaches and mechanisms for reform. The history of higher education exports is closely linked to globalization and the development of international education and has been driven by economic and political interests in many countries.

International experience shows that attracting foreign students not only serves as an alternative source of income for universities but also contributes to the overall economic development of host countries. By systematizing the factors affecting the export of education services at the regional level, it becomes possible not only to enhance the competitiveness of education services but also to strengthen the position of higher education institutions within the region.

Table 1. Demographic Potential Index of Education Services Exports in Asian Countries

№	Country	Index
1	China	0,058522
2	India	0,039169
3	Pakistan	0,001313
4	Indonesia	0,000902
5	Vietnam	0,000655
6	Bangladesh	0,000586
7	Islamic Republic of Iran	0,000307
8	Turkey	0,000215
9	Philippines	0,000181
10	Nepal	0,000171

According to the data presented in Table 1, the index reflects the demographic potential of education—particularly higher education—service exports in Asian countries. A higher index value indicates greater opportunities for a country to participate in the international education market, either as a recipient or exporter of educational services, based on population size, age structure, and potential demand for higher education. China (0.058522) and India (0.039169) record the highest values, which is explained by their large populations, high share of young people, and rapidly growing demand for higher education. These factors determine the economic essence of higher education export services, namely the formation of a stable source of income through a broad and expanding demand base.

Countries such as Pakistan, Indonesia, and Vietnam demonstrate medium-level index values, indicating that they constitute important demographic sources for the regional market of higher education exports. The high proportion of young people seeking higher education in these countries is expected to generate stable future demand for foreign higher education institutions.

Although Bangladesh, the Islamic Republic of Iran, Türkiye, the Philippines, and Nepal show relatively lower index values, their demographic potential does not diminish the economic significance of higher education export services. On the contrary, these countries can be considered emerging markets, offering substantial opportunities for expanding educational cooperation, joint programs, and academic exchanges, which may further stimulate higher education exports.

Overall, the demographic potential of Asian countries is a key determinant of the economic essence of higher education export services. Strengthening educational cooperation with countries

characterized by large and youthful populations enables higher education institutions to increase foreign exchange revenues, enhance competitiveness, and secure a stable position in the international education market.

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