



Algorithm of Formation S Strong Education Brand in Tertiary Education (In The Case of the Republic of Uzbekistan)

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Annotation: After gaining independence the government of the Republic of Uzbekistan has started to pay much attention to improve the quality of education service, as it produces the main product for every country- labor force. Strategic objectives of the development of the higher education system defined as modernizing the country, improving the quality of training of highly qualified personnel for socio-economic sustainable development, to develop human capital on the basis of the requirements of the labor market. A brand strategy represents the plan which establishes, at the highest level, the brand vision or the manner in which it communicates its relevant and distinctive benefits to the consumers.

Keywords: trademark, essentiality of branding, internalization of education, remote education, education brand, positioning.

Introduction

In accordance with the tasks set in the State Program for the implementation of the Action Strategy for the five priority areas of development of the Republic of Uzbekistan in 2017-2021 in the "Year of Science, Enlightenment and Digital Economy" and in the concept of development of the higher education system of the Republic of Uzbekistan up to 2030, finding a place in the international education market plays an important role. While, strategic objectives of the development of the higher education system defined as modernizing the country, improving the quality of training of highly qualified personnel for socio-economic sustainable development, to develop human capital on the basis of the requirements of the labor market. Moreover, the Address of the President of the Oliy Majlis also sets the task to ensure the competitiveness of our national products in the world market, the effective use of domestic resources on the basis of a cluster system, using the most in-depth technologies. Here, as long-term objectives, the development of the higher education system is carried out on the basis of the following priority areas: as expand coverage with higher education, improve the quality of training specialists with higher education; introduction of digital technologies and modern methods in the educational process; increasing the results of research work in higher educational institutions, involving young people in scientific activities, formation of innovative infrastructure of science; increase the effectiveness of spiritual and educational work; active involvement of Personnel customers in the process of training highly qualified specialists; ensuring financial independence and stability of higher education institutions, strengthening material and Technical Supply; systematic development and improvement of management activities of higher education institutions; the fight against corruption, the introduction of effective measures to ensure transparency; increase the investment attractiveness of the higher education system, ensure its international recognition and competitiveness , etc.

The novelty of the study is that education brand is started to pay attention recently and aroused great interest among scholars, where internalization of education and remote education are



considered to be the main directions in forming a strong education brand. The article consists of abstract, key words, introduction, literature review, methods, conclusion and reference.

Literature review

In the first chapters, we tried to give definition to the brand trying to prove that a brand is not just a product or service, but an expression of a unique and attractive look for the consumer. Its value consists of an intangible asset measured by customer recognition and the positive impressions associated with it, making the brand strong, recognizable and reputable. However, studies show that there are a lot of misunderstandings in defining the notions of brand and trademark.

Table 1: Comparison Table between Brand and Trademark

Parameters of Comparison	Brand	Trademark
Definition	It is a name given by the owner, or manufacturer	It is a name, sign or symbol that is registered under the law.
Nature	All brands are not trademark	All trademarks are brand
Objective	It is for the identification of the products and the company in the market	It is issued to prohibit duplication of the product
Used by	This can be used by other manufacturers and sellers	This is only used by the owner or manufacturer who has a registered trademark under law.
Punishment applicable	If someone copies a brand name, no legal action can be taken against him.	If a trademark is duplicated then legal action can be taken against him

Studying the table about difference of brand and trademark we may say that a brand is not just a trademark that consists of the name of a business or brand, a graphic image (logo), and a musical symbol. The consumer wants to buy exactly the brand, not the logo or mark. Therefore, the main emphasis in the concept of the brand should be on the follow-up of customers, their desires, inclinations, in most cases, the virtual aspects.

Branding is a process which deals with such activities as building look, feel and person to create a positive perception of the company in the people's eye, using different strategies and methods with help of creative thinking and planning, where the main aim is to gain profit.

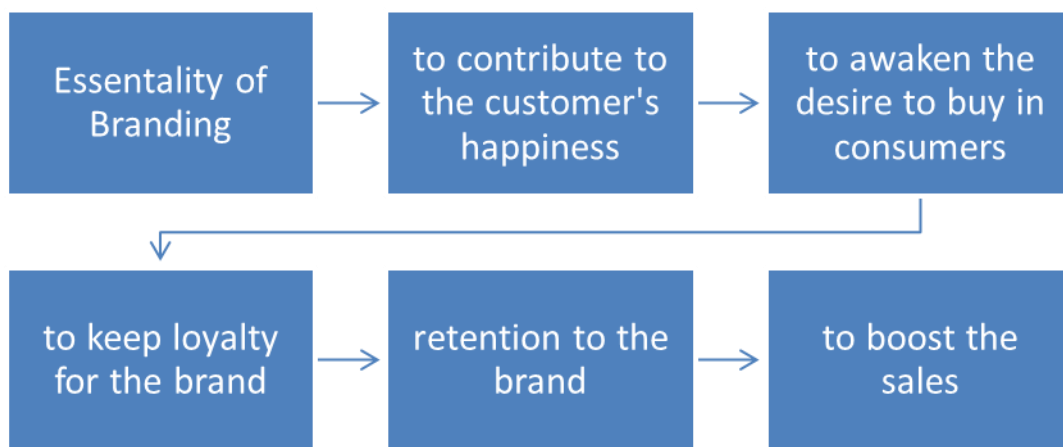
A brand strategy represents the plan which establishes, at the highest level, the brand vision or the manner in which it communicates its relevant and distinctive benefits to the consumers. Therefore, the brand strategy deals with the target segment with the highest potential, to whose needs the brand must respond; the brand promise which convinces; the reason why the target must trust the promise made (the rational and emotional attributes and benefits); the manner in which all the activities will be coordinated so that the target, employees and partners should adopt and believe in this brand.

While setting up any type organizations, a founder's target differs according to profit or non-profit purposes, however, all types of independent institutions depends on others to survive. When we speak about higher educational institutions (HEI), it should be noted that their mission is to educate learners that is human capital. In most countries, governments have retained controls over the



funding, curriculum and the licensing and remuneration of teachers, whilst also restricting the entry of new schools and the expansion or exit of existing schools . That is the reason why mostly people who afford pay for education prefer private sector as they invite experienced teachers, use latest IT to motivate learners to choose their organization. On the other hand, whether public or private, organizations are concerned with their level of organizational performance, which can be expressed objectively in terms of financial indicators, or subjectively in terms of organizational perceptions . The essentiality of branding is given in the Figure 1, which lasts with boosting the sales, certainly brings to expand the market and share in it, increasing the profit.

Figure 1: The essentiality of branding



As we can see in Figure 1 brand influence to psychology of a customer, awakening feelings as desire and want motivates a buyer to keep loyalty, retention to the brand, where brand owner enjoys with boosting sales and making profit.

The results of the study show that if the consumption propensity increases by 5%, the total benefit will increase by 100%. A 2 percent increase in propensity in certain sectors will provide a 10 percent reduction in costs.

Dimofte et al. (2008) synthesized five factors in global dimensionality of branding as follows: social and environmental responsibility, availability and visibility, achievement symbol, safety and time saving, and local characteristics versus standardization, where for most consumers, brand globality is associated with positive affect and that this affect is also reflected among consumers who are explicitly against global brands.

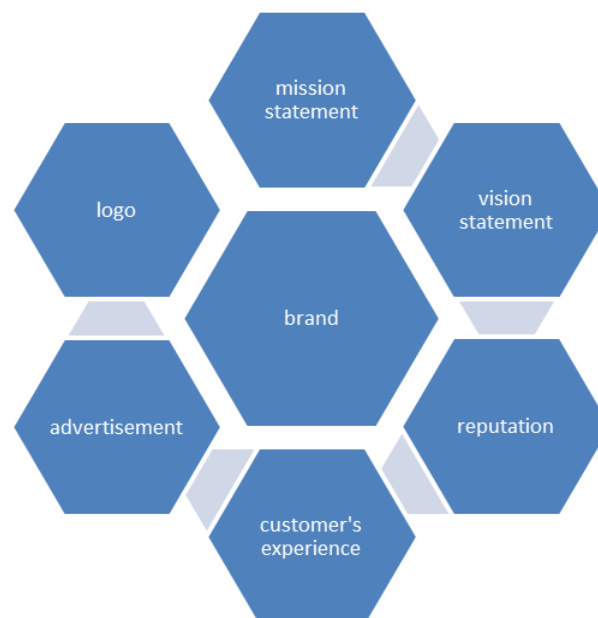
Studying most works of researches we may conclude that in order to build a strong brand an organization should develop the following elements as: mission and vision statement, reputation, customer's experience, advertisement, logo.

Here, speaking about the state of education market in the Republic of Uzbekistan, both- public and private education sectors are operating, which positively impacts to raise competitiveness of the service. However, facing commercialization of the sector makes public sector try to reduce their dependency on government funding, which mainly include government's financial support, the tuition fee and scholarship for students, received highest scores (about 10% from total). That's why both sectors of this type of market are paying much attention to improve and strengthen reputation of HEI in order to expand and not to lose their share in the market.



To create a healthy and effective atmosphere in raising competitiveness of tertiary education in order to increase supply effecting to reduce price and improving the quality of service internalization of education plays specific role. Bayan Maudarbekova states in her article Internalization of Higher education in Kazakhstan, the term internalization of education defines as “the process of including various international aspects in the research, teaching and administrative activities of educational institutions of different level”. According to Tahira Jibeen, Masha Asad Khan Internalization of education is using benefits of global trend by collaborating with regional, international and even intercontinental universities. The internationalization of education also facilitates in engendering the “international characteristics” fostered in students that are desirable in a global economy such as international-mindedness and open mindedness, second language competence, and flexibility of thinking, tolerance and respect for others

Figure 2. Elements of a strong brand



Another way of to increase competitiveness of education in the global market processes like globalization and remote education should be crucial part of the system. Remote education or remote learning is a type of educational activity with several methods and formats where learner and educator or information source are absent in a traditional class and activity can be run through technology as video conferencing (Zoom, Blackboard, Webex meetings), discussion boards or on – line assessments. It gives opportunity for learners to get a diploma or certificate, to improve existing education uninterrupted their job or life style adapting time and place according to their desire and want. One of the main advantage of this type of education is obtaining knowledge can be used in practice simultaneously, that is theory and practice may be conducted in one time, which is also very beneficial for a learner. As one of the main problems usually customer faces (in our case future employers of the graduates) usually face incompatible difference between practice and theory of the directions, which, certainly influence to the quality of a student’s education. Remote education may offer a good solution to this problem educating theory by teaching on-line and putting obtained knowledge into the practice at the same time by a learner who is eager to develop existing knowledge. Also, taking into consideration the shortage of experienced staff in rural areas, remote education gives a chance people living in these areas to get education from well qualified specialist via Internet. It should be noted that the speed and cost of Internet is becoming available day by day.



Figure 3. Cost of Internet connections in Uzbekistan

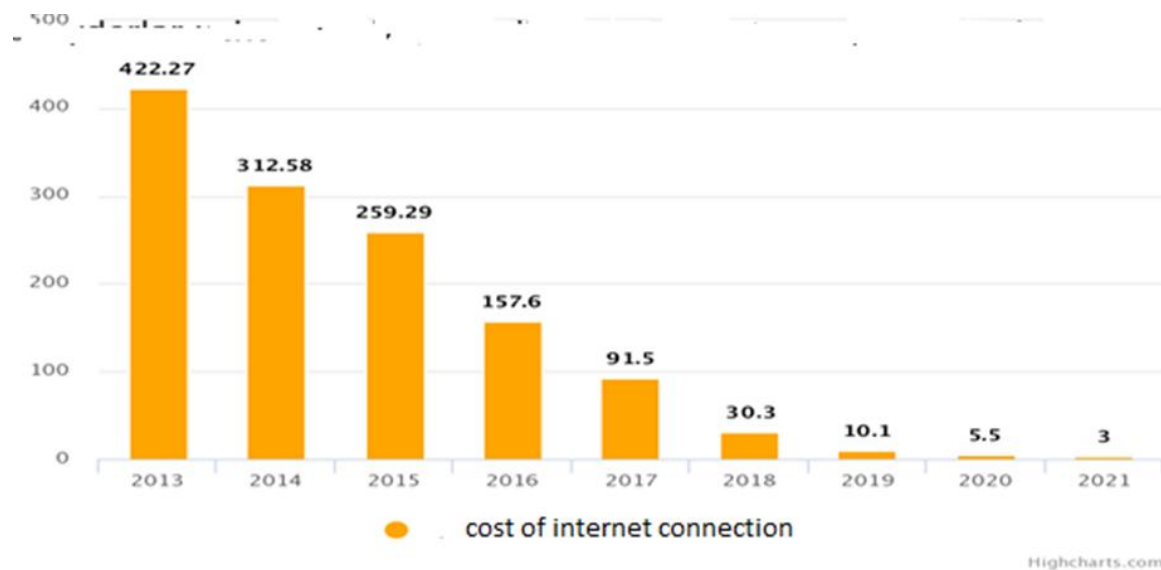


Figure 3 illustrates that the cost of internet connection is decreasing significantly, which push people may use it actively which, certainly, influence to the development of on line study positively.

The reforms of higher education in terms of globalization, which have been held during independence years, allowed Uzbek universities to expand forms of interaction with subjects of educational services, improve the quality of educational services through the introduction of innovative educational technologies, expand the mobility of students and teachers, and increase the competitiveness of university graduates in the global labor market.

Marketing positioning of a higher educational institution in an unstable environment requires not only the improvement of marketing tools, but also the more active use in the course of competition of the unique areas of student training that are not duplicated by competing universities. It is necessary to identify and develop the unique advantages of the university. They may also include: support for scientific activity in higher education institutions; innovation activity; cooperation with regional, CIS countries and foreign partners; additional features of an educational institution.

Rao and Steckel (1998, p. 36) centered the definition of positioning in differentiation, stating that this is “the way the organization is perceived compared to its competitors by the relevant consumer group”, similarly Boone and Kurtz (2009, p. 303) define as “the position a product occupies in the minds of potential consumers” .

Method and materials

Today, different methods for forming strong branding in education service, both at the macro (world) level and at the micro (regional) level have been existing in today’s world. All these methods are used to estimate the role of strong branding in education, to determine and solve certain types of problems, i.e., some methods are used to study in a wide range, and others for a narrow range of problems in the socio-economic interpreting of objects of all levels. In the article methods as observation, abstract-logical thinking, and systematic approach of secondary data has been used.



Conclusion

The characteristic features of the educational services market itself, which determine the external environment of the university, include the following:

1. A high level of regulatory support. It is currently determined by a set of state laws, a number of decrees of the Government of the Republic of Uzbekistan, regulatory documents of the Ministry of Education and the Ministry of Finance of the Republic of Uzbekistan. The content of educational programs is regulated by the system of State educational standards.
2. Mandatory licensing of all types of educational activities: this procedure is necessary when implementing both basic and additional educational programs.
3. A large number of universities and other educational institutions producing similar educational services, each of which satisfies (in most branches of knowledge) a small share of demand. This feature of the educational services market suggests that the consumer has the opportunity to choose, which ensures competition among market entities.
4. The implementation of most educational services in an insufficiently known market, because Universities do not always know exactly their consumer, their number, consumer preferences, etc. This can explain the annually observed "unexpected" for the university ups or, on the contrary, the fall of the competition for a particular specialty.
5. The implementation by the state in the educational services market of a gentle fiscal policy. The current legislation for educational institutions establishes a whole range of tax benefits: VAT benefits for all types of educational services, income tax benefits in case of reinvestment in the educational process, exemption from land tax, etc.
6. The principle of "different opportunities", consisting in the legislatively incorporated positive discrimination of individual educational institutions. According to this principle, colleges, for example, cannot implement higher education programs, vocational education, which, on the one hand, has a positive effect on the educational process, and on the other hand, reduces the intensity of competition.
7. A high degree of regionalization, expressed in the consumers of services. Universities are mostly residents of the region (or neighboring regions) in which the university operates.
8. Low entry barriers to the educational services market for newly created educational institutions. This is due to the lack of clear criteria for licensing areas and specialties, the prevailing differences in the "rules games" for state and non-state educational institutions, low awareness and legal culture of potential consumers of educational services.

Since the external environment has a significant impact on the educational process, it is necessary to constantly monitor it and search for methods of adaptation to its changes, i.e. achievement of a steady state. It should be remembered that these factors can both increase and reduce the competitiveness of the university.

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