

CENTRAL ASIAN JOURNAL OF THEORETICAL AND APPLIED SCIENCES

Volume: 03 Issue: 05 | May 2022 ISSN: 2660-5317

Commercialization of the University is the Basis of Competitive Training

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Received 26th Mar 2022, Accepted 15th Apr 2022, Online 23rd May 2022

Abstract: *The main purpose of this article is to ensure the effectiveness of ongoing reforms in the education system and to create a competitive environment for the survival of higher education institutions in the conditions of the current economic crisis and to improve the quality of personnel..*

Key words: *Competition, commercialization, certificate, bond, deposit, savings book, "University-1.0", "University-2.0", "University-3.0", "University-4.0", transformation, personnel policy, calculation, cost, cost.*

Introduction. In accordance with the decree of the President of the Republic of Uzbekistan "On approval of the concept of development of the higher education system of the Republic of Uzbekistan until 2030", the objectives of determining the priority directions of systemic reform of higher education in the Republic of Uzbekistan, improving the quality of the training process of highly qualified personnel with modern knowledge and high moral standards until 2030, in the concept of development of the higher education system, "university 3.0" is gradually entering our lives.

The "University 1.0" model, only training in sustainable debt. He noted that the student uztilgan made a synopsis report.

The "University 2.0" model includes the provision of education, as well as the provision of additional research work. This model was called "research universities" and has been developing since the nineteenth century. Thanks to the research activity, "University-2.0" creates new knowledge, new service centers and new technologies.

The "University-3.0" model embodies the commercialization of education, innovation and research results. It is worth noting that as market relations deepen, one of the main conditions for ensuring the survival of enterprises in a competitive environment will be the formation of a production and technological chain on scientific grounds. This creates great opportunities for promoting the "University 3.0" model. The University 3.0 has developed a culture of entrepreneurship and established effective communication with representatives of the business community. Based on the conducted research, it was found that only 0.3 percent of the total number of universities in the world correspond to "university 3.0". Until 2030, specific goals and objectives have been developed in our country on the commercialization of research results.

In our opinion, this concept should include such issues as the integration of education and production, the penetration of higher education institutions into the market of manufacturing enterprises, the emergence

of a common network (set) in the field of networking. And success in such matters creates an opportunity for high ratings of higher educational institutions of Uzbekistan by international rating organizations.

And the "University 4.0" model, in addition to the description of the models listed above, represents a space for digitization of education, automation of production and business processes. University 4.0 is becoming a leader in the development of the high-tech industry, providing services from mass production based on individual consumer requirements (see Table 1).

Analysis of the literature on the research topic. Among foreign economists are Bell D., Boyce J., Karayannis E.G., Campbell D.F.J., Castels M., Chesbro H.W. Curley M., Formica R., Etzkowitz H., Leydesdorf L., Gibbons M., Limoges K., Novotny H., Schwartzman S., Scott P., Trow M. and scientists of the Russian Federation Parfirova A.A., Kryukova A.A., Soloviev O.G., A.Glazev and other scientists expressed their opinion about the "University 3.0" in their research. In recent years, the country has been conducting research on the "University-3.0" model, as well as scientific articles, monographs and textbooks. These include R. Madieva, Sh.I.Ilkhamov, I.N.Ismanov, A.A.Karimov, M.K.Pardaev, A.J.Tuichiev, B.A.Khasanov, K.R.Khatamov, R.O.Holbekov. They published textbooks and scientific articles that contain a number of cognitive information and analyses about the University 3.0.

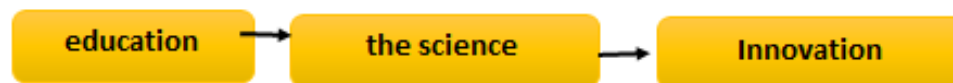
Tasks performed by universities

Task	Naming	How to do
University 1.0	Transmission of information Training Social elevators	Educational standards Methodology and methodological materials
University 2.0	<ul style="list-style-type: none"> • Creation of new knowledge through research activities • Center of consulting services for market participants 	<ul style="list-style-type: none"> • Conducting (research) on industrial orders • Create customized technologies
University 3.0	<ul style="list-style-type: none"> • Commercialization of technologies • Entrepreneurship • Creation of companies (spin-out) • University Development Center, Regional Development Agent 	<ul style="list-style-type: none"> • Intellectual Property rights management • Business ecosystem • Urban development

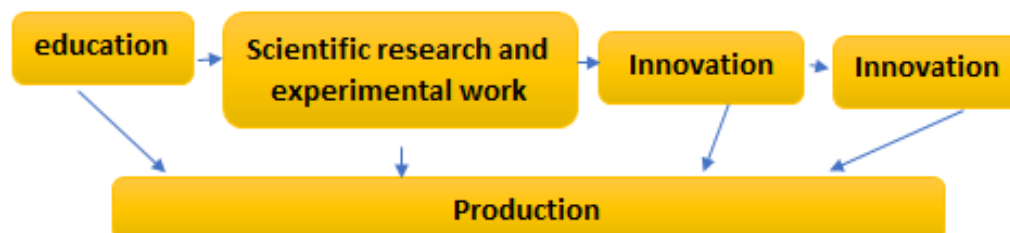
According to E. Kuznetsov's research, "University-3.0" looks like this:



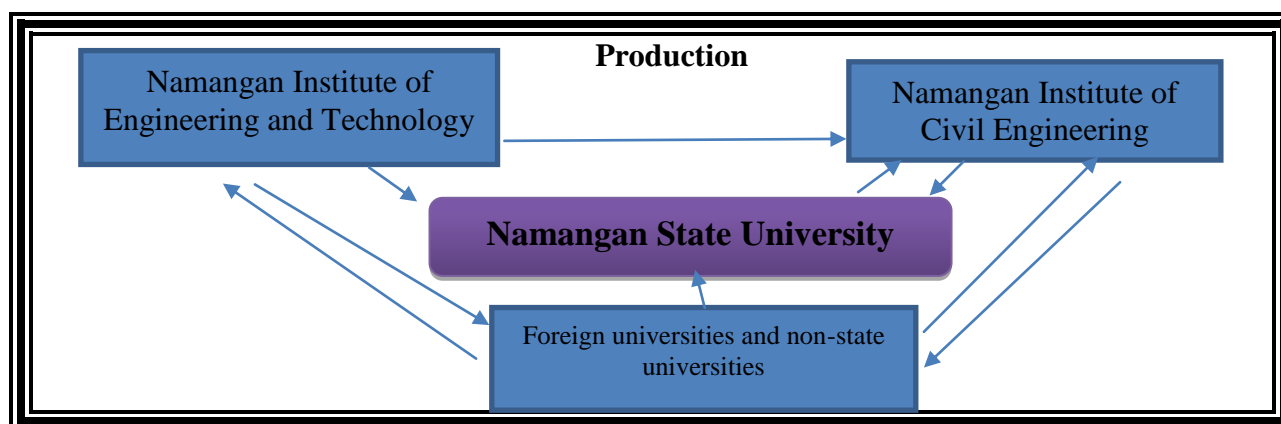
According to O. Solovyov's research, "University-3.0" looks like this:



In our opinion:



Research methodology and empirical analysis. As in the world of entrepreneurship, changes in ownership forms should be accompanied by conditions for the commercialization of universities during the development period. Currently, there are 159 higher educational institutions in the Republic of Uzbekistan, including 72 in Tashkent and 87 in the regions. The increase in the number of higher education institutions indirectly contributes to improving the quality of education. He can also be a direct assistant in economic activities. But the competitive environment will be so strong that only a high-quality university can survive. For example, the current competitors of Namangan State University are shown in diagram- 1 below.

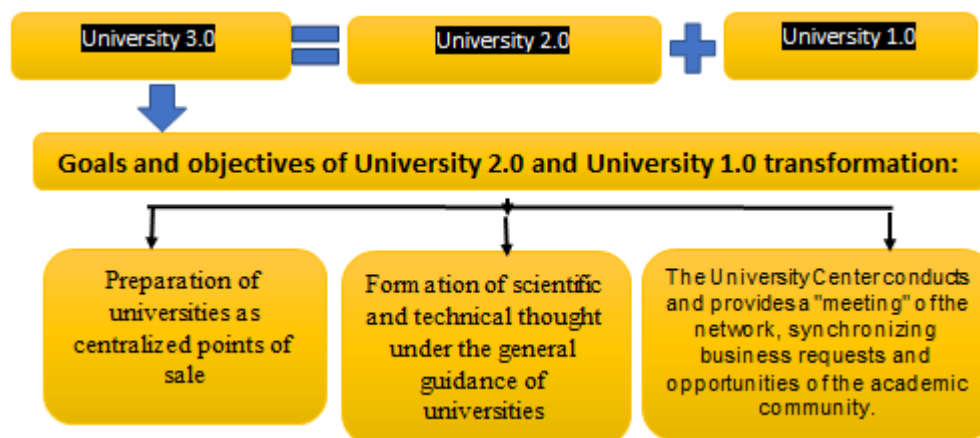


Scheme 1. The scale of the competition

As you can see, all universities by industry and industry are fierce competitors of one bureau. If these universities achieve academic independence on self-financing, the probability of survival in a competitive environment decreases to $R < 0.5$. Non-independent universities will not get out of competition due to the possibility of financing from the state budget with a probability of $P > 0.5$ and higher.

The University 3.0 model does not arise by itself. The ability to identify the learning process with direct production is not formed until it has become stable. The role of labor resources in this is great. The

transfer of existing higher education to the "University 3.0" model is less costly and takes less time than its restructuring. In other words, if we say that 100% of the costs of forming the University 3.0 model are 100%, then the transformation of the University 1.0 model into the University 3.0 model will cost 80-90%, and the transformation of the University 2.0 model will cost 50-60%., and in general are shown in Scheme 2.



Scheme 2. Goals and objectives of transformation

This means that in order to ensure the production of nanotechnology, first of all, it is necessary to train high-quality personnel. The funds used by higher education institutions to train high-quality personnel in the production process and production raw materials and the sequence of production will be achieved only if the situation at universities changes, as it happens in practice.

It is also natural that structural changes transform higher education institutions. Because any manager really approves of the activities of the working team. Highly paid anagement begins with a reduction in the number of members. Therefore, reducing the number of joints of the previous and subsequent control structures ensures a high level of efficiency.

In our opinion, these are educational tools. To teach and educate them, professors and teachers:

1. Improving practical skills;
2. Using 3D and 7D smart rooms and modern learning tools;
3. To involve in practice those who do not have practical skills;
4. organization of internships;
5. Training;
6. Permanent certification and accreditation organization;
7. A number of necessary works should be carried out, such as retraining.

Teacher training was also funded from the budget. Educational institutions with financial and academic independence are no longer funded. Therefore, the introduction of professional training or production practices at your own expense now means moving forward towards the goal and quality. In our opinion, it is proposed to abandon the 3-year course of study and transfer it to a one-year one, at the expense of the employee's own funds.

Educational institutions with financial and academic independence may engage in the following activities:

1. Main activity. This is an educational process that takes place through the admission and training of applicants.
2. Auxiliary activities. Activities supporting the educational process include activities such as training laboratories, additional courses and field practices.
3. Financial activity. Now educational institutions can also engage in financial activities and carry out financial transactions when funding sources are free. He can earn income by working in the same way as insurance, banking, pawnshop, leasing, leasing, franchising.
4. Investment activity. He can earn income by participating in capital, financial and social investment activities at enterprises that produce, service and manage their own free funds.
5. Production activity. Contracts can be signed directly with manufacturing companies to generate revenue from the sale of scientific ideas and experiments to manufacturing companies.

Now that his main activity for financial self-sufficiency is education, he organizes his activities as a result of contractual relations in exchange for attracting applicants. The strengthening of the competitive environment will lead to the closure of certain areas of educational institutions, and eventually to the closure of educational institutions. Thus, increasing the number of applicants and improving the quality of education was the basis for the survival of universities. During the transformation, it will not be possible to dramatically improve the quality of education, the quality will be formed and accumulated over the years.

In the course of the study, the following recommendations were developed:

1. A financial way to attract applicants.
2. Long-term deposit method of attracting applicants.
3. Short-term deposit method of attracting applicants.
4. The use of the "free" method of admission of applicants, i.e. the method of cancellation of entrance tests when an applicant passes into the number of students.
5. Enter a card called "Cash-card".

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