

ROLE OF BRANDING IN COMPETITIVENESS OF UNIVERSITIES: IN CASE OF GREAT BRITAIN

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Abstract. In this paper has been investigated the role of branding in development of universities. The scientific significance of the research results is determined by the systematization of existing theoretical and methodological approaches, the formation of marketing strategies of higher education institutions and the development of marketing strategies for the development of the education system of the Republic of Uzbekistan. The practical significance of the research results is that the dissertation materials can be used to improve the marketing activities of higher education institutions and the preparation of teaching materials.

Keywords: brand, university, competition, study, marketing tools, benchmarking, advertising.

INTRODUCTION

Evaluating the effectiveness of an enterprise or its products is one of the most problematic issues today. Especially in the period of developing corporate governance, the problem of capital investment is a priority for many owners. The ability of the enterprise to do this is one of the important issues that need to be addressed, such as an objective assessment of its market performance, determining the competitiveness of the brand's products. President of the Republic Sh. In his Address to the Oliy Majlis, Mirziyoyev stated that "... we must coordinate with the world production system, the requirements of the world market and the process of economic integration" [1]. In addressing this issue, we need to glorify the reputation of products and services, the enterprises that produce them, which, in turn, requires the use of methods of objective assessment of the brand, ie the level of recognition.

Nowadays, as the competition in the world market intensifies, the accuracy of the valuation of enterprises depends on the methods of valuation of capital, which are now entering the formation of the Uzbek securities market, brands of products and services. In this regard, in this article we want to discuss the results of our research work over the past 3-4 years.

LITERATURE REVIEW

Scientific-theoretical and methodological work on the brand, the essence of its value assessment, content, methods of their calculation, indicators that ensure competitiveness has been carried out in the scientific literature.

In Uzbekistan methods for control efficiency evaluation of the production capacities were studied by Khodiev B. Y. [2], Mustafakulov Sh.I. [4], Tursunov B.O. [3,5]. They proposed own methodology for evaluation the efficiency of production capacities management at textile enterprises. But problems of brand evaluation were not investigated properly.

In his work, American economist Jack Traut has shown that the larger the enterprise brand, the more problems, the higher the risk of not learning the strategy of competitors for business, the larger the enterprise, the more difficult it is to manage and evaluate capital [11].

The famous American marketer Philip Kotler in his research paid special attention to the brand, its brand and brand, the possibilities of their effective use [7,8].

Another American scientist, Douglas Van Praet, explored the possibilities of using the achievements of neurobiology in marketing in his book *Unconscious Branding*. He cited seven steps to change consumer behavior and recommended that he be treated as a human being rather than as a consumer [9].

Russian researcher Evgeny Grechin in his book "Creating Brands" analyzed the possibilities of applying E.Rice's ideas on advertising in the Russian market, focusing on the development of marketing communications [6].

Russian scientists Rozhkov I.Ya. and Kismereshkin V.G. and in their textbooks on Branding, they devoted a separate paragraph 10.2 to "Brand Control and Valuation" [10]. In it, they cited various methods of brand evaluation in the market activities of enterprises [10].

One of our local researchers, I.S. In the development of a training module on the subject of "Branding" Khotamov [12] developed methodological and practical recommendations on the main directions of the study of brand goods and consumer attitudes to them.

Some scientists as well as G. Christodoulides, C. Jevons, J. Bonhomme [13], Chaudhuri, M.B. [14], Chua [15], T. Coltman [16], Costa J. P [17], E.L. Deci [18], Deterding S. [19], U.M. Dholakia [20] investigated effects from brand trust and brand affect to brand performance.

Other economists Diamantopoulos, J.A. Siguaw [21], M. Dorotic [22], C. Fornell [23], R. Gatautis [24], H. Gil de Zúñiga [25], J.F. Hair [26], J. Hamari [27,28,29], S. Hoefler [30], C.F. Hofacker [31], J. Högberg [32], L.D. Hollebeek [33,34], K. Hutter [35] studied effects of gamification and building brand equity through corporate societal marketing.

Issues of predicting the impact of branding alliances and web site quality on initial consumer trust of e-commerce web sites and gamification were researched by J. Hwang [36], K.L. Keller [37,38], A.J. Kim [39], E.S. Kwon [40], W. Lassar [41], Leckie M.W. [42], T. Leclercq [43], S. Leek [44], Liu Y. [45], P.B. Lowry [46] and others.

RESEARCH METHODOLOGY

In the course of the research, the main methods of assessing the value of an enterprise or product brand was studied and analyzed, and dialectical and systematic approaches and grouping methods were used to the methods that are relevant to the current era of digital economy formation.

Traditional methods are mainly used in the valuation of a brand or enterprise, i.e. the method of discounting future profits, the method of exemption from royalties and the method of preference in profits. The article also recommends brand evaluation methods using these methods.

ANALYSIS AND RESULTS

In the context of growing competition, higher education institutions are full participants in the market of educational services. The sharp competition between higher education institutions is explained by the imbalance of supply and demand in the labor market of the country. On the one hand, the development of a network of non-governmental educational institutions (including the opening of branches of foreign higher education institutions, increasing the coverage of the population with higher education, etc.), the expansion of paid higher education, will increase the supply of highly qualified personnel.

In the current situation, the competitiveness of higher education institutions of the country will be ensured, first of all, through the application of the marketing concept, which will create mechanisms to coordinate the interests of all participants in the education market.

Indeed, in today's rapidly evolving world, the services sector of the economy is becoming increasingly important. For example, in the United States, the share of the services sector in GDP exceeds 80%, and 73% of the population works in this field. In Germany - 41% of the workforce, in Italy - 35%, in Russia - 50% of the population work in the service sector. In the transition to the stage of industrial development, the services sector has become an integral part of the economy. It should be noted that as early as the 1940s, services began to gain an advantage over other sectors of the economy. In the context of the transition of the economy of the Republic to market relations, radical reforms have been carried out in the field of services, including the education system. In recent years, consistent measures have been taken to develop the service sector. The structure of the services market is improving due to marketing research of new promising types of services. The service sector is a type of activity that covers all sectors of the economy, aimed at making a profit by meeting consumer trade-related needs.

At the present time, the opening of new directions and specialties in the education system, the attraction of new target audiences, evening, part-time, advanced training, secondary specialties, etc. are of great importance. Innovations and new technologies: innovative products and services, research sector, patents and licenses, technology transfer, startup projects and more are evolving. Bringing educational services to the market shows the advantages of organizing marketing activities, new types of advertising and PR companies, the use of Internet marketing technologies. The use of new forms of education, the formation of integrated educational programs with production, the development of distance learning (e-learning), the formation of digital educational resources using IT technologies, the development of special education programs to enter the world education market and export educational services is recognized as one of the important tasks.

These days, mobile marketing (SMS, MMS-advertising), viral marketing (dissemination of information through photos, videos, social networks, etc.) are widely used in foreign countries to improve educational services. The use of advertising chats, internet forums, blogs, flashmob methods in viral marketing methods is developing.

It should be noted that developed western countries began to use marketing in educational services many years ago. For example, the development of marketing in the education system in the United

States began in the second years of the last century, while in Germany the first concept of marketing was created in 1980 by V. Zarges and F. Heberlin. [47] In addition to gaining a reputation in the global education services market as a country with high- quality educational programs, the UK's total exports of educational services in 2011 exceeded £ 17.5 billion, making the education system a national economy. has become one of the largest export sectors and is one of the leading exporters. (Figure 1)

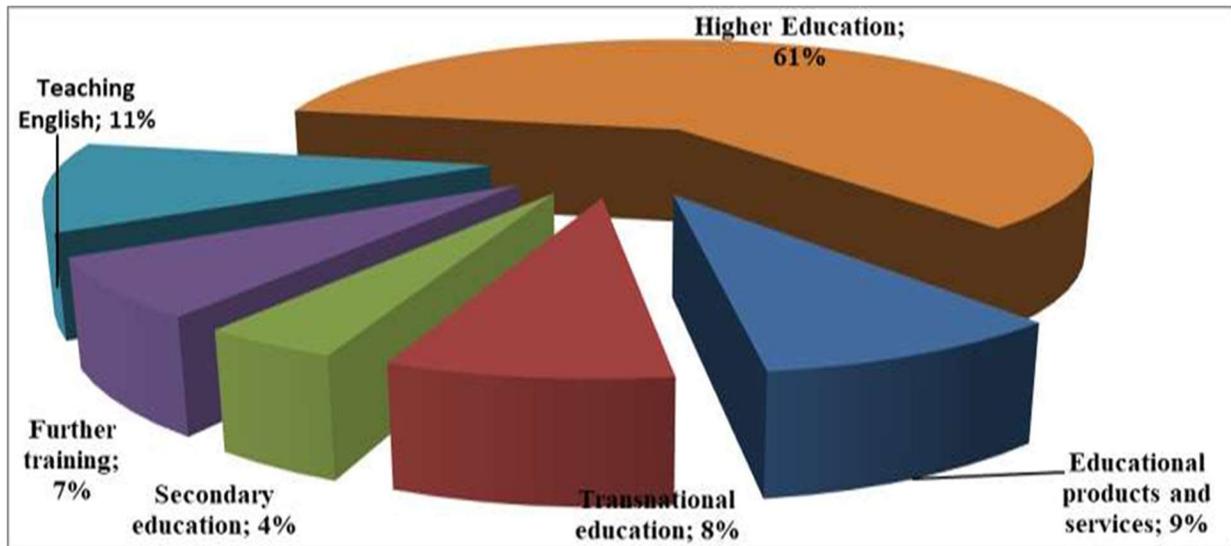


FIGURE 1. Exports of UK education services by industry in 2017 [48]

According to the analysis, more than 75 per cent of education export services account for the share of income from students studying in the UK. [47]

The Organization for Economic Co-operation and Development (OECD) estimates that in 2017, the total number of international students globally exceeded 7.3 million. The UK was the second largest country in terms of international student movement and accounted for 13% of the global education services market.

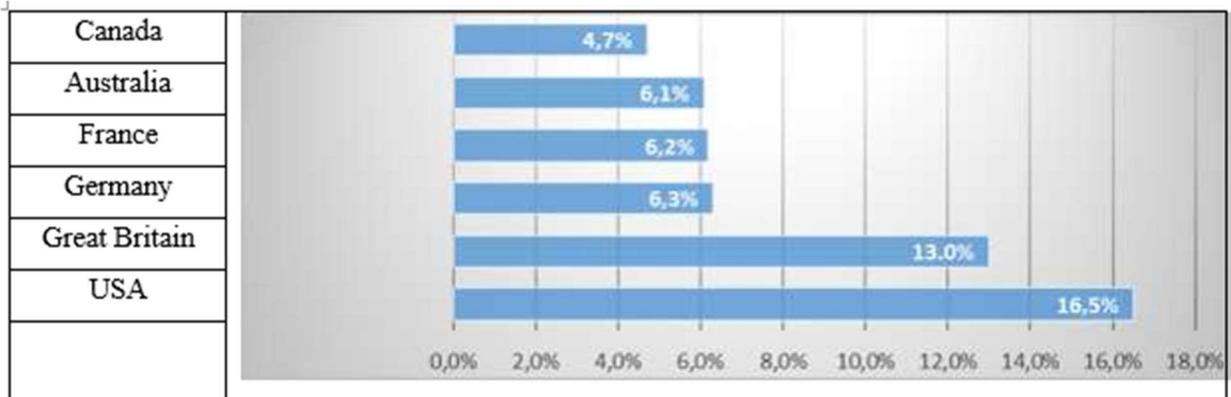


FIGURE 2. Distribution of international students in 2017 worldwide [50]

Between 2011 and 2017, 688,000 international students studied at UK universities. The UK government estimates that the total revenue from teaching international students was £ 3.9 billion in tuition fees and £ 6.3 billion in living expenses. During the same period, the volume of international research contracts amounted to more than 1.1 billion pounds. [49]

The UK government's forecast shows that the average increase in the number of international students at the country's universities by 2020 will be 3.7 per cent and the volume of English language teaching services in 2012-2020 will grow by an average of 25 per cent a year.(Fig.2)

Competition in the international education market is mainly between Western European countries, North America, Australia and Japan. In these countries, 80 percent of the total number of students are foreign students.

U.S. educational institutions receive 15 times more benefits from international students than the costs incurred by the U.S. government.

In the competition, the EU is firmly in second place. Its well-designed program is driving growth in education services. Over the past decade, it has tripled the enrollment of foreign students, mainly due to the openness of the education system, enhanced interaction with business, the adaptation of educational technologies to the external environment and the organization of continuous quality control.

Another move by Western countries to increase profits from the education services market was to create a "lifelong learning" program. This is to ensure continuity of education. Encouraging consumers to acquire additional knowledge in addition to higher education, including various courses, language centers, specialty centers, secondary education, new specialties, etc.

Analyzing the demographic situation in the economically developed countries in 2004-2018, the decline in population growth rates requires the education system to accelerate marketing activities in international markets. As a result, developed western countries are paying more attention to the following areas of marketing policy of US and Canadian universities:

incentives for consumers of education, increase of special scholarships, provision of various financial assistance, etc .;

changing marketing strategies and using digital technologies; strengthening internal student migration (going from one region to another to use educational services); attracting older consumers and low-income families;

attracting experts to develop marketing strategies; reorganization of marketing departments; organization of campuses and housing for students in need; providing financial assistance to students under state sponsorship.

CONCLUSIONS

Thus, it is important that educational institutions conduct marketing activities in a timely and targeted manner to further strengthen and develop their activities. The university management is responsible for the proper implementation and control of these tasks.

Strategic development-oriented marketing is a key tool for ensuring the medium and long-term development of educational institutions in today's highly competitive environment. Competitiveness in the market of educational services is ensured by a strong marketing strategy, image formation in society, innovations, technologies and other marketing elements.

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