



## EDUCATIONAL SERVICES AND THEIR SOCIO-ECONOMIC SIGNIFICANCE IN THE DEVELOPMENT OF THE ECONOMY OF THE NEW UZBEKISTAN

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**Abstract:** The article analyzes the trends and prospects for the development of educational services in New Uzbekistan, their impact on improving the skills of the workforce, the development of innovative technologies and improving the social welfare of the population. Particular attention is paid to reforms in the educational sphere aimed at improving the quality of education, the availability of educational services, as well as the development of the private sector in this area. Various forms of educational services are considered, including traditional schools, higher education institutions, advanced training courses, as well as online education, which is becoming increasingly popular in the country.

The author emphasizes that education and educational services are the most important catalysts for change in the economy, ensuring the creation of a competitive labor force, stimulating economic growth and social mobility. In conclusion, it is emphasized that for the successful integration of Uzbekistan into the global economy, it is necessary to continue investing in the educational sphere, which will have a long-term positive impact on the development of the country.

**Key words:** Educational services, investing in human capital, investing in the future, skilled labor force, labor market, subjects of educational services, objects of educational services, personal development, state educational institutions, paid educational services.

**Аннотация:** В статье анализируются тенденции и перспективы развития образовательных услуг в Новом Узбекистане, их влияние на



повышение квалификации рабочей силы, развитие инновационных технологий и улучшение социального благосостояния населения. Особое внимание уделяется реформам в образовательной сфере, направленным на повышение качества образования, доступности образовательных услуг, а также на развитие частного сектора в этой области. Рассматриваются различные формы образовательных услуг, включая традиционные школы, высшие учебные заведения, курсы повышения квалификации, а также онлайн-образование, которое становится всё более популярным в стране.

Автор подчёркивает, что образование и образовательные услуги являются важнейшими катализаторами изменений в экономике, обеспечивая создание конкурентоспособной рабочей силы, стимулируя экономический рост и социальную мобильность. В заключение, подчеркивается, что для успешной интеграции Узбекистана в мировую экономику необходимо продолжать инвестиции в образовательную сферу, что окажет долговременное положительное влияние на развитие страны.

**Ключевые слова:** Образовательные услуги, инвестирование в человеческий капитал, инвестирование в будущее, квалифицированная рабочая сила, рынок труда, субъекты образовательных услуг, объекты образовательных услуг, развитие личности, государственные образовательные учреждения, платные образовательные услуги.

In recent years, New Uzbekistan has made significant changes to the education system, recognizing the importance of developing human capital for economic growth. Education is a key factor determining the country's competitiveness in the global economy. This article examines the impact of educational services on the socio-economic development of New Uzbekistan.

First, education plays an important role in shaping a skilled workforce. With the development of new technologies and changes in the economy, the skill



requirements for workers also change. Educational services help prepare highly qualified specialists capable of working effectively under modern conditions. This contributes to increased labor productivity and ultimately stimulates economic growth.

Second, education forms the foundation for innovation and the development of new economic sectors. Through educational programs and research, universities and other educational institutions create new knowledge and technologies that can be applied across various business areas. This fosters the growth of innovative startups, attracts investment, and creates new jobs.

Third, education promotes entrepreneurship and self-employment. New knowledge and skills acquired through education can be used to start and grow one's own business. Entrepreneurship is an important factor in economic growth because it helps create jobs, improve living standards, and reduce unemployment.

Finally, education contributes to the development of human capital and social mobility. The higher the education level in the country, the more opportunities citizens have to obtain well-paid jobs and improve their social status. This helps reduce inequality and supports sustainable economic growth.

Given that the education system of the Republic of Uzbekistan is unified and continuous, education proceeds in stages:

- 1st stage – preschool education;
- 2nd stage – general secondary education;
- 3rd stage – secondary specialized and vocational education;
- 4th stage – higher education;
- 5th stage – postgraduate education;
- 6th stage – professional development and retraining;
- 7th stage – extracurricular education.<sup>1</sup>

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<sup>1</sup> <http://uzbekistan-geneva.ch/sistema-obrazovaniya-respubliki-uzbekistan.html>



It is also worth noting that private and public educational institutions have the right to provide paid additional educational services to those who wish, such as training under supplementary educational programs, teaching specialized courses and subject cycles, classes with in-depth study of subjects, and other educational services.

Recently, the government of the Republic of Uzbekistan has adopted numerous regulatory documents aimed at developing and improving the quality of education for the population. For example, “In order to form knowledge and skills among school students, to educate them in the spirit of loyalty to national and universal values, to enhance the prestige of the teaching profession and the quality of teachers, to improve textbooks and teaching-methodological complexes based on modern requirements, and to build modern models of public education institutions that meet international standards,” the Presidential Decree of the Republic of Uzbekistan “On the Strategy of New Uzbekistan Development for 2022–2026” dated January 28, 2022, No. UP-60, and the Decree “On Approval of the National Program for the Development of Public Education in 2022–2026” dated May 11, 2022, No. UP-134 were adopted.<sup>2</sup>

Educational activity is equated with educational services, under which many various but similar definitions are given. For example, A. Skalkin in his article defines educational services as “an element of educational activity with specific goals and subjective composition. The goals of educational services are the transfer of knowledge, skills, the formation of professional abilities, and their acquisition by learners. The subjects of educational services are educational organizations represented by teaching staff and learners wishing to receive education at a certain level.”

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<sup>2</sup> Presidential Decree of the Republic of Uzbekistan "On Approval of the National Program for the Development of Public Education for 2022–2026" dated May 11, 2022, No. UP-134.



Another important definition is given by V.N. Zotov: “An educational service is the volume of academic and scientific information transmitted to a citizen in the form of a set of general and specialized knowledge, as well as practical skills conveyed to the citizen according to a specific program.”<sup>3</sup>

Agreeing with all these definitions, one can conclude that an educational service is the relationship between a person seeking certain knowledge and the provider of this knowledge, either on a paid or free basis. Educational services directly participate in the formation of human capital since the process of service provision is integrated with the creation of spiritual values, transformation, and development of the learner’s personality, which in turn helps reduce the country’s poverty level.

Educational services have their own specifics, which manifest both in traditional characteristics and traits unique only to educational services. One specificity is that they belong to the category of “public goods.” Another lies in the impossibility of direct monetary measurement. The pricing mechanism often fails to reflect all the costs of producing educational services. This is explained by the absence of a physical form and material expression of results, their consumption during the activity, and the fact that they inherently contain a beneficial effect. While in the material sphere they can be measured quantitatively (e.g., pieces or kilograms per unit of production), in educational services this is difficult, i.e., services generate intangible goods. Property rights do not apply to these goods: the result of educational services is the attainment of a certain level of education, implying a paid nature of the services. Services are provided for a certain fee. However, the educational process in public educational institutions within the main educational programs and state educational standards is free of charge, and contracts for educational services are not drawn up for these processes.

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<sup>3</sup> Zotov V.N. Разработка стратегии и тактики маркетинговой деятельности вузов на рынке образовательных услуг и научно-технической продукции: Автореф. на соискание ученой степени кандидата экономических наук. – М.: РЭА им. Г.В. Плеханова, 1997. – 21 с.



Furthermore, another distinguishing feature of educational services is the multiplicity of goals set for organizations providing these services. Typically, the activities of educational institutions are not directly aimed at profit generation; many of their interests are related to the growth of welfare, which implies “obtaining profit necessary to ensure expanded reproduction.”

From some theoretical economic perspectives, educational services can be classified as pure private goods. The significant positive external effect of educational services also allows classifying them as socially important private goods.

As one type of socio-economic good, educational services are supplementary in non-core educational institutions, exceed state educational standards and the costs required for production and consumption, and require appropriate compensation. At the same time, the volume of educational services offered can be increased by hiring qualified teachers, expanding classroom capacity, additional funding, etc.

The knowledge, skills, and specialties acquired through educational services are, on one hand, motives for consumers when they enter the educational services market. An individual strives to use educational services to find the most suitable niche in the labor market. In the context of competition between educational institutions, consumers can choose based on various factors. Educational services are characterized by the knowledge, skills, and abilities the consumer gains, as well as the specialty obtained as a final result.

Factors influencing consumer motivation when choosing educational services include primary and additional advantages of the educational organization. Important for consumers are the duration, type, and form of education, the qualification level of teachers, the educational institution’s material base, including classrooms equipped with modern teaching aids, etc. To attract potential consumers, educational institutions offer additional benefits such as supplementary





courses for professional development or retraining, diplomas, certificates, free consultations, and certain privileges. Thus, from an economic perspective, concepts like “augmented product” and “potential good” are applied to attract consumers.

The consumer’s desire to acquire knowledge, skills, and abilities that provide advantages in the labor market also defines another key feature of educational services: the mutual activity of both the service provider and the recipient. This characteristic distinguishes educational services from most others, where the client remains a passive party.

At the same time, such paid educational activities have not been considered entrepreneurial. Researchers of educational legislation note both positive and negative aspects of introducing the concept of “educational services” into regulatory acts. Positive aspects include:

The legalization of paid forms of education;

Use of the concept “educational services” in educational legislation allowing civil-law regulation of social relations in education;

Promotion of competition in the educational services market;

Paid educational services providing additional non-state funding sources for public educational institutions;

Granting financial autonomy to certain higher education institutions and some powers to the Cabinet of Ministers and ministries, including transferring foreign students from overseas universities to state universities in Uzbekistan and setting internal rules for students.

All these measures aim to create conditions for entrepreneurship and business development and accelerate the implementation of innovative developments in science and education. For example, the Presidential Decree “On the Concept of Higher Education Development in the Republic of Uzbekistan until 2030” dated October 8, 2019, No. UP-5847, outlines plans to improve education and educational services in Uzbekistan. This concept supports the



internationalization of higher education and requires some universities to have an international ranking.

It is important to note that the country prioritizes improving the quality of all three levels of education (primary, secondary, and higher), rather than focusing on just one. About 44.4% of total social expenditure is allocated to financing large-scale educational policy.

In conclusion, educational services play a key role in the economic growth of New Uzbekistan. They contribute to the formation of a skilled workforce, the development of innovation and entrepreneurship, and the improvement of education levels and social mobility. Proper investment in education can become the main driving force for achieving sustainable and long-term economic growth in New Uzbekistan.

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