OPTIMAL PRINCIPLES OF EVALUATING THE QUALITY OF GRADUATES OF HIGHER EDUCATION INSTITUTIONS OF THE REPUBLIC OF UZBEKISTAN

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Abstract: This article describes the organization of marketing services in higher education institutions and its composition, the selection of marketers with modern marketing knowledge and skills, the financial situation of potential employers, the demand for graduates and the relationship of demand and supply of graduates in a particular specialty.

Keywords: Higher education, marketing services, specialization, potential, advanced, skills, position.

Introduction. Today, there is no industry or enterprise that is not engaged in marketing. This is because the market and its competitive mechanism emphasize the need for business entities not only to fight for "survival", but also to develop in order to increase their position.

This issue, along with the complete organization of marketing services and its structure in higher education, requires the organization of the selection of marketers with modern marketing knowledge and skills on a scientific basis.

In different countries of the world there are different approaches to the selection of specialists, which are traditionally carried out in the framework of regular research.

In modern business operations, the use of functional-value analysis of production relations is widespread.

The purpose of functional-value analysis is to continuously improve the types of products and services, production and service technology, organizational structures, and to reduce the cost of goods and services in the marketing system as much as possible. and increase its competitiveness by ensuring quality matching.

Functional value analysis increases the reliability of the data obtained in the process of marketing research.

As noted above, analysis of economic and trade factors, taking into account the financial situation of potential employers, the demand for graduates and the relationship of demand and supply of graduates in a particular specialty; forecasting the dynamics of society and existing enterprises; higher education in analytical work in various fields such as labor, tangible and intangible assets, analysis of financial

resourcesmarketing staffare the main functions of therefore, in the selection of graduates of the marketing department (department) using functional-value analysis.

Self-assessment depends on the psychological characteristics of the individual, and in practice there are professionals who are self-confident, do not understand criticism, and do not adequately assess their strengths and weaknesses.

Analysis of literature on the topic Based on foreign experiences, it should be noted that many economists have been engaged in the development of marketing principles and their practical application. Among them, we can include famous scientists such as F. Kotler, M. Porter, D. Evans, I. Ansoff, M. Berman, M. Golubkov, P. Samuelson, D. Marshall.

It is necessary to acknowledge the scientists who made a great contribution to the development of the theory of marketing in the economy, while the researches conducted in the field of marketing in our country for many years are based on national characteristics. These include M. Mukhammedov, M. Pardaev, R. Ibragimov. Y. Abdullaev, A. Saliev, M. Sharifkhojaev, B. Khodiev, D. Rakhimova, R. Boltaboev, D. Ergashkhodjaeva and others can be included.

Research methodology. Systematic approach, abstract-logical thinking, grouping, comparison, factor analysis, selective observation methods were used in the research process.

Analysis and results. The expert method can be used in the quantitative analysis of quality indicators of parameters of different sizes.

It is known that the main issue in the selection of marketers is the place in public life and the essence of the functional area.

Therefore, it is appropriate to classify the functions of the marketing service (department) as follows.

1) On the market situation of educational services, demand and advertising of educational services:

- short-term, medium-term and long-term products - market strategies;

- Research of factors (market conditions) affecting the composition and dynamics of employers in relation to graduates;

-study of potential employers in relation to graduates and development of forecasts for subsequent periods;

-study of the needs and desires of consumers in relation to graduates and the orientation of specialties;

-Organization of advertising and promotion of graduates;

2) The management of the higher education institution and the department of specialization to provide various instructions and recommendations

- preparation of proposals and guidelines for the educational process on the basis of data obtained from the study of the market of educational services;

- Development of proposals for assessing the level of knowledge of graduates;

- Suggestions for the development of various advertising activities with the help of the image of higher education, graduates, specialties (posters, banners, booklets, posters, etc.);

- Development of proposals for the organization and training of dealer services of higher education institutions, the organization and improvement of the flow of documents to increase the employment of graduates;

- Development of proposals and guidelines for increasing the level of employment of students studying in the newly introduced areas of study and specialties;

- Assistance in attracting qualified specialists to solve advertising, sales and other marketing problems (recruitment);

- Participation in the activities of the Institute of Higher Education, development of proposals and guidelines for teaching and methodological support, technical operation and modernization of educational equipment;

- Development of proposals and guidelines for optimizing the cost of education, eliminating unjustified costs and training personnel with modern knowledge, skills and abilities.

In order to assess the professional readiness of graduates for the marketing services of higher education, it is necessary to develop the qualities of organizational, professional, social, ethical, research activities, based on the above objectives.

In the course of the research, the method of expert evaluation in the selection and evaluation of graduates for marketing services was considered in practice.

The marketing service selected graduates based on their professional skills and personal and social ethics (Table 1).

Table 1

Criteria for assessing the professional skills of graduates in improving the marketing services of higher education[1]

I. Organizational, professional and qualitative aspects				
	Criteria for candidates' professional skills	**Self-esteem**	**Standard rating (standard)**	**Expert rating**
1	The degree to which the problem is clear	4.0	4.70	4.5
2	Be able to analyze the factors affecting market conditions	4.0	4.65	5.0
3	The company is able to analyze the factors that allow to form and forecast product demand	4.0	4.60	4.2
4	To study the needs and desires of consumers in relation to the product	4.0	4.55	4.5
5	Segmentation of consumers according to different classifications of manufactured products	4.0	4.50	4.0
6	Development of short-, medium- and long-term product-market strategies	4.0	4.45	3.9

[1]Developed by the author

7	The company can organize advertising and sales promotion for products	4.0	4.40	5.0
8	Identify the sales volume, technical level, disadvantages and advantages of competing companies	4.0	4.35	4.5
9	Be able to analyze the competitiveness of products	4.0	4.30	4.0
10	Develop a marketing strategy to identify and capture new potential markets	4.0	4.25	3.8
	Average score	**4.0**	**4.48**	**4.34**
II.	**Preparation for research activities**			
1	Preparation of proposals and guidelines for the development process based on the data obtained from the study of the market	4.0	4.80	4.3
2	Development of proposals for the design and specifications of products	3.0	4.75	4.9
3	Development of promotional activities with the help of the media and the preparation of new promotional materials	4.0	4.70	4.5
4	Suggestions for the development of various advertising measures with the help of the company's style (poster, banner, booklet, poster, etc.)	3.0	4.65	5.0
5	Development of proposals for the organization and training of dealer services of the enterprise, the organization and improvement of the flow of documents for the sale of products	4.0	4.60	4.5
6	Development of proposals and guidelines for improving the consumption characteristics of the trained personnel	4.0	4.55	4.6
7	Facilitate the recruitment of qualified professionals to address advertising, sales and other marketing issues (recruitment)	4.0	4.50	4.2
8	Identify the reasons for the absence of graduates from employment and develop recommendations and guidelines for its elimination	4.0	4.45	4.0
9	Participation in the activities of the enterprise R&D, development of proposals and guidelines for technical operation and modernization of equipment	4.0	4.40	4.0

10	Development of proposals and guidelines for cost optimization, elimination of unjustified costs and the creation of innovative products and services	3.0	4.35	4.5
	Average score	**3.70**	**4.58**	**4.45**
III. Personal, social and moral qualities				
1	Education	3	4.90	5
2	Social activism	3	4.85	4.5
3	Patience and self-control	3	4.80	4.5
4	Ability to accept criticism	3	4.75	4.8
5	Ability to respect others	3	4.70	4.5
6	Leadership skills	4	4.65	5
7	Ability to listen	3	4.60	4.5
8	Adaptability (quick adaptation from one job to another or from one situation to another)	3	4.55	5
9	Ability to work in a team	4	4.50	5
10	Initiative	3	4.45	5
	Average score	**3.20**	**4.67**	**4.78**

Here, the self-assessment of the graduate is lower than the standard (standard) grade, and the expert grade is closer to the standard (standard) grade. The fact that the self-assessment is lower than the normative assessment indicates that the graduate has a high level of understanding of the requirements for the specialty, and the closeness of the expert assessment to the normative assessment is an objective assessment by the expert group.

By placing the results of the expert evaluation process on a competitive matrix, it will be possible to determine the ability of graduates to work together and develop relationships within the group. In forming this matrix, the expert group is invited to evaluate the most competent and talented candidate. As a result of the survey, the total value of the matrix is calculated.

In the matrix **j**–experts, i – candidates. If j1 - expert chooses i2 - candidate, this element of the matrix is considered equal to 1 and vice versa. (Table 4.2.2)

Table 4.2.2

Competitive matrix based on the results of expert evaluation[2]

	j1	j2	j3	j4	j5	j6	j7	j8	j9	j10	amount
i1	x	1	1	1	1		1	1		1	**7**
i2	1	x		1	1		1	1		1	**6**
i3	1	1	x		1			1		1	**5**
i4	1	1	1	x	1		1	1		1	**7**
i5	1	1	1	1	x		1	1			**6**

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[2]Developed by the author

i6		1				x		1			**2**
i7	1	1		1	1		x	1			**5**
i8	1	1	1	1	1		1	X		1	**7**
i9						1			x		**1**
i10	1	1	1	1	1			1		x	**6**
amount	7	8	5	6	7	1	5	7	1	5	**x**

According to the results of the matrix, the candidates №1, №2, №3, №4, №5, №7, №8 and №10 have the highest scores. №2 graduates are the most suitable candidates from the marketing service. Candidates №6 and №9 will be disqualified. Thus, the number of suitable candidates is 8. These candidates evaluate each other together. Based on the matrix data, we can calculate the density index of the expert group:

$$C = \frac{\text{number of couples by mutual choice}}{\text{te number of possible pairs}}$$

In this case, the number of pairs by mutual competition:

$$\sum i1; i10 = 49$$

Number of possible pairs:

N * (N-1) = 8 (8-1): 2 = 56: 2 = 28 tags. The number of members in the N-group.

$$C = \frac{49}{28} = 1{,}75$$

The density index of the expert group is compared with its performance, and the necessary data are analyzed depending on the change in this ratio.

There are many ways to organize the selection process in foreign operations in order to determine the professional skills of candidates, their training in research activities, their personal, social and moral qualities, and so on. mental testing method; the method of conducting practical work games; qualitative testing method; method of checking reviews; interview method; method of certification; special methods such as rating method are used

Thus, the selection of graduates based on the application of the above method, firstly, increases the responsibility of personnel for future work, and secondly, ensures the implementation of democratic principles in the organization of enterprise management. Therefore, the selection of employees and their fair evaluation is one of the most difficult aspects of management. Therefore, it is clear that the results of the work will not yield the expected results if they are not properly selected and placed in the right place. The more carefully the selection stage is developed, the more effective the company's staff will be.

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