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CONTENT

	INTRODUCTION.....	3
1-chapter	THEORETICAL-SCIENTIFIC BASES OF CREATION OF HEI BRAND STRATEGY.....	13
	1.1. The importance and necessity of brand strategies in the development of HEIs.....	13
	1.2. Theoretical foundations of using brand strategy in HEIs activities.....	25
	1.3. Foreign experiences in conducting brand strategy in HEIs.....	41
	Summary of Chapter 1.....	46
2-chapter	ANALYSIS OF THE USE OF BRAND STRATEGY BY HIGHER EDUCATION INSTITUTIONS IN UZBEKISTAN.....	48
	2.1 Analysis of brand strategies of local higher education institutions.....	48
	2.2 Analysis of TDIU brand development trends.....	67
	2.3 Analysis of the forecast values for the development of the activities of the Republic's HEIs.....	74
	Summary of Chapter 2.....	96
3-chapter	IMPROVING EFFECTIVE USE OF BRAND STRATEGY IN HIGHER EDUCATION INSTITUTIONS.....	98
	3.1. Ways to effectively use brand strategy in OTM.....	98
	3.2. Classification of modern models for determining factors influencing the successful management of an educational brand	106
	Summary of Chapter 2.....	126
	CONCLUSION.....	129
	REFERENCES.....	132

INTRODUCTION

Relevance and necessity of the dissertation topic. In the process of globalization and integration demand for tertiary education has been increased significantly, as it deals with one of the most important factor in the manufacture of any kind of products, services and information – education and qualification of human capital. Above mentioned processes let consumers- here learners and their parents, choose education service without paying attention to the place, type which increased supply of the service, providing encouragement for significant choice. Management of high education institutions (HEI) in order to keep their market share and expand it, started to care about their establishments' reputation and prestige, which led to develop a marketing strategy for the creation of a strong education brand, as this is the one of the ways how to stand above the competitors. A strong brand is a valuable asset for any business, driving higher customer acquisition, satisfaction, loyalty, and advocacy. Strong brands contribute to business growth and profitability by familiarity and relevance; accurately predict market share growth in the ratio of approximately 65% importance for familiarity and 35% for relevance¹.

In 2023, the issue of improving the brand strategy of higher education institutions (HEIs) is gaining global importance. This is due to the sharp increase in competition in the global education market, the rapid development of digital technologies and online education. According to UNESCO², in 2022, more than 235 million students received higher education in the world, and this figure is expected to reach 380 million by 2030. Also, according to the Times Higher Education ranking, the percentage of international students in the world's top 200 universities in 2022 was 28% on average³. These figures show that the competition between HEIs and the struggle to attract international students is intensifying.

Development of new information technology and pedagogical technology have made tertiary education management emphasize on quality assurance of the

¹ <https://brandirectory.com/download-report/brand-finance-global-500-2022-preview.pdf>

² <https://www.unesco.org/en/higher-education>

³ <https://www.timeshighereducation.com/student/best-universities/universities-highest-percentage-international-students>

service, they produce. Bologna process aims to set up European Higher Education Area and one of the most important goals of this process is to make European Higher Education competitive, transparent, and diversified and leader in the world by having high quality higher education which produces sustainable socio-economic developments in the area and in the world. It is certain that developing a good working Quality Assurance system in the European Higher Education Area will make European Higher Education more competitive and strong in the world because Quality Assurance provides and guarantees high quality in teaching & learning, research etc. and it also leads to increase of student mobility by mutual degrees recognition and comparability thus it is obvious that Quality Assurance in the European Higher Education is a must and it should not be performed just as a mandatory technical work to comply with the resolutions of the Area⁴.

In today's environment, HEIs need a strong brand strategy that can clearly express their unique value and competitive advantage. According to the QS World University Rankings, the world's top 100 universities increased their brand value by an average of 20% in 2022. This clearly shows the importance of a strong brand strategy. Improving the brand strategy in HEIs will help to increase their competitiveness, strengthen their international reputation and improve the quality of education. As a result, according to the Deloitte consulting company⁵, HEIs with a strong brand were able to attract 15% more financial resources on average in 2022. This confirms the importance of improving the brand strategy for the sustainable development of the modern higher education system.

Speaking about the state of tertiary education in the Republic of Uzbekistan, it should be mentioned that the government is paying much attention for training well-qualified and experienced personnel and improving quality insurance in education market by creating a strong education brand of local educational establishments.

⁴ Quality Assurance In The European Higher Education Area, İlker KEÇETEP, İdil ÖZKAN, Procedia - Social and Behavioral Sciences 141 (2014) 660 – 664

⁵ <https://www.deloittedigital.com/us/en.html>

The Cabinet of Ministers of the Republic of Uzbekistan, the Ministry of higher education, science and innovations of the Republic of Uzbekistan, and the State Testing Center (STC) are the principal government organizations responsible for ensuring quality in the HE and coordination and implementation of reforms. While the Cabinet of Ministers and the Ministry of higher education, science and innovations of the Republic of Uzbekistan are in charge of establishing and reorganizing HEIs, defining licensing procedures, and approving the standards as well as QA procedures and managing the national framework for setting and assessing academic standards in the HE, the STC conducts state accreditation and reviews (“attestation”) of the HEIs through inspections, QA of training, fairness of assessments (tests and examinations) and appropriateness of applying grades. The STC also reviews the standards and state requirements, syllabi, and curricula⁶.

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.

The research of this dissertation serves in the implementation of the tasks set out in Decree of the President of the Republic of Uzbekistan dated January 28, 2022 No 60 "On the Development Strategy of New Uzbekistan for 2022-2026", Decree of the President of the Republic of Uzbekistan dated September 21, 2018 No 5544 "On approval of the Strategy of innovative development of the Republic of Uzbekistan for 2019-2021", Decree of the President of the Republic of Uzbekistan dated October 8, 2018 No PF-5847 "On approval of the Concept of development of the higher education system of the Republic of Uzbekistan until 2030", Resolution of the President of the Republic of Uzbekistan dated January 28, 2021 No PP 4965 “On Measures to Improve the System of Protection of Intellectual Property”, No PP

⁶ Transforming Higher Education in Uzbekistan, Alex Krouglov, In book: The Rise of Quality Assurance in Asian Higher Education (pp.173-189), 2017