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## Theoretical Foundations of Competitiveness of Management of Medical Organizations

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**Abstract:** This article discusses how to ensure the competitiveness of medical organizations. It involves improving the quality of education, adapting the educational process to international requirements, organizing educational activities based on market needs, forming the brand of higher education institutions, developing marketing strategies to increase the competitiveness of higher education and their effective use.

**Key words:** competition, competitiveness, educational service, market competition, internal and external environment.

In Uzbekistan, a continuous education system has been created based on the Law "On Education" and the concept of the development of the higher education system of the Republic of Uzbekistan until 2030 for the training of personnel with modern knowledge and skills and advanced scientific and technical achievements. In the sustainable development of the country, it is necessary to "increase the quality of personnel training, adapt human capital to the requirements of the labor market, increase the level of coverage with higher education, train highly qualified, creative and systematic thinking personnel who can make independent decisions based on international standards, demonstrate their intellectual abilities and morally mature. Creating the necessary conditions for the formation of a person, creating a healthy competitive environment in the field, increasing its attractiveness, ensuring global competitiveness" are the strategic tasks of the development of higher education.

In order to achieve these goals, it is necessary to further increase the quality of education, adapt the educational process to international requirements, organize educational activities based on the needs of the market, form the brand of higher education institutions, develop marketing strategies to increase the competitiveness of higher education and use them effectively. Based on this issue, the response in the field of educational services consists of the following: fair competition, legality, priority of consumer rights and legitimate interests, transparency, equality. Academic and financial independence has been granted to most higher education institutions in our republic, and an opportunity has been created to ensure financial stability, to strengthen the material and technical base, and to make independent decisions in determining admission parameters based on the contract. The procedure for independent development and approval of curricula and educational programs was introduced by each higher education institution. It can be seen that the competitiveness of educational services complicates the mechanisms of the educational services market. The market mechanism of educational services is a process of interaction between service providers and customers, so demand, supply and price are its main elements.

Competition in the market of educational services is a necessary category. The main concept representing the essence of market relations is the concept of competition. **Competition is the competition of competitors**, in which their independent actions limit the possibility of unilaterally influencing the general conditions of the market. Competition and competitiveness are considered social conditions in industry-related research. In general, competition can be defined as

a type of relationship between producers in determining the prices and volume of services, as well as between consumers in the formation of prices and volume of demand in the market.

I. A. Arenkov defines competition from an economic point of view as "the economic process of interaction, the struggle between producers and suppliers in the sale of products, the competition for the most favorable production between individual producers or suppliers of goods and (or) services".

In a general sense, G.L. Bagiev expresses the competition as "one of the important signs of the market, a form of mutual competition between entities that carry out business activities and are interested in achieving similar goals."

The role of the consumer in any market R.A. It was emphasized by Fathutdinov with the following definition: "Competition is competition, competition, fierce struggle of legal entities or individuals for the buyer, for their survival in the conditions of strict competition law."

In our opinion, describing competition as a complex economic phenomenon, we highlight one or more of its features:

- 1) a significant impact of the environment on any activity in the market;
- 2) the importance of the consumer as the main factor determining the competitive situation in the market;
- 3) economic and social nature of competition;
- 4) variability of market competition;
- 5) dependence of the company on the state of internal factors of the organization;
- 6) the presence of specific goals for competitive entities, etc.

A J.J. Lambin was the first to give the concept of competitive advantage of the firm: "These are the characteristics of the service that create an advantage for the firm over its direct competitors."

the following approaches to analyzing the competitiveness of services can be distinguished:

- 1) the object's competitiveness is highly dependent on competitors' activities;
- 2) the impact of consumer preferences on the perception of the competitiveness of a product or organization;
- 3) requirements for the price of services in comparison with competitors;
- 4) direct connection between the object's competitiveness and the economic efficiency of the commercial organization;
- 5) is an indirect carrier of competitiveness property through services;
- 6) competitiveness is a dynamic category, its variability depends on internal and external environmental factors, some of which may be controllable elements;
- 7) competitiveness can be considered in relation to objects such as regulatory documents, scientific and methodological documents, technology, production, services, employees, information, etc.;
- 8) the competitiveness of any object can be determined only by comparing it with other similar objects, which means the relativity of competitiveness.

The competitiveness of the medical service is a set of consumer and production characteristics of the service that allows to meet the needs of the population to strengthen, maintain and restore health in accordance with the established requirements of the market and legislation.

the real and potential ability to provide services that are superior to the services of competitors according to its market characteristics, taking into account the existing capabilities of the organization, and that allow to capture and maintain the desired market . share guarantees the

growth and financial well-being of the organization.

High competitiveness is a guarantee of high profits in market conditions. It aims to achieve a level of competitiveness that will help it survive for a long time. In this regard, any organization faces the problem of strategically and tactically managing the development of the ability to survive in changing market conditions.

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