

Evolution And Modern Trends In Conducting Marketing Research In Professional Education

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Annotation

This article examines the role and evolutionary development of marketing research within the professional education system in the context of globalization and the digital economy. The author analyzes the formation of the educational services market, the transformation of educational institutions into independent economic entities, and their integration with the labor market. Furthermore, the paper highlights the reforms implemented within the framework of the "Concept for the Development of the Professional Education System of the Republic of Uzbekistan until 2030," focusing on the impact of dual education systems and digitalization on institutional marketing strategies.

Keywords: Professional education, marketing research, human capital, dual education, digital transformation, educational cluster, competitiveness, knowledge economy, credit-module system.

In the context of contemporary globalization, the global economy is undergoing a process of dynamic development and profound transformation. As a result of international integration, the expansion of free-market principles, and the rapid evolution of information and communication technologies, fundamental changes are occurring across all sectors of economic activity. These processes are reflected not only in the industrial and service sectors but also in the development of human capital.

Particularly in the conditions of a knowledge-based economy and innovative development, the educational services market has transformed into an arena of global competition, demanding new approaches from professional education institutions. The intensification of competition, the formation of an information society, and the swift integration of digital technologies into all economic sectors necessitate a comprehensive re-evaluation of activities within the professional education system.

As a core principle of the market economy, competition is increasingly becoming a decisive factor in the operation of

professional education institutions. Previously, the activities of these institutions were primarily limited to personnel training within the framework of state orders. However, under current conditions of globalization and deepening market mechanisms, their mission is undergoing a radical shift. Professional education institutions are evolving from mere educational organizations into economic entities—service providers—striving to satisfy consumer demand, improve the quality of educational services, and maintain sustainability amidst fierce competition. This competitive environment drives continuous modernization, the refinement of educational programs, and the implementation of innovative approaches aligned with international standards.

An analysis of current educational reforms in our country reveals that the training of highly educated and vocationally oriented personnel is conducted not only based on national standards but also by integrating international quality norms and experiences. The effectiveness of professional education is largely determined by the alignment of the curricula

with real labor market demands, the development of practical skills, and the enhancement of individual competencies. From this perspective, adapting personnel training, curricula, and practical exercises to local conditions while accounting for national characteristics serves to improve the quality of professional education and produce competitive specialists.

In an era of global innovative shifts, professional education systems are compelled to develop new competencies, flexible curricula, and management approaches tailored to labor market requirements. In such circumstances, marketing research is regarded as a primary scientific tool for planning and development. It enables the adaptation of the educational process to socio-economic changes, the preparation of specialists who meet market needs, and the enhancement of managerial efficiency.

The role of marketing research is further underscored by several government decrees and concepts, such as:

- Decree PD-5812: "On Measures to Further Improve the Professional Education System."
- Resolution PR-5102: "On Improving the Management System of Professional Education Institutions."
- Resolution 824: "On Measures to Introduce the Dual Education System and Credit-Module Training."

The "Concept for the Development of the Professional Education System of the Republic of Uzbekistan until 2030" (approved by Decree PD-81) marks a new stage in the sector's evolution. This strategy aims to integrate professional education with the country's competitiveness and innovative potential through three main pillars:

Structural Diversification: Expanding educational forms, financing sources, and cross-sectoral integration (e.g., educational clusters). Innovative Management and

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Digitalization: Implementing AI-based systems and digital platforms to optimize learning and quality control. **International Standardization:** Transitioning to a multi-functional human capital model that emphasizes flexibility and digital literacy. "The contemporary evolution of marketing research within the professional education sector is characterized by a transition from static data collection to dynamic ecosystem management. As Uzbekistan moves toward the 2030 Development Concept, marketing research serves as the 'Intelligence Unit' that bridges the gap between pedagogical theory and industrial practice.

Modern trends emphasize the use of Big Data and Artificial Intelligence to refine the 'Academic Product.' By shifting focus toward a 'Customer-Centric' (student-employer) model, professional education institutions are no longer passive recipients of state quotas but active architects of human capital. The integration of the Credit-Module System and Dual Training are not merely administrative changes; they are market-driven responses to the global demand for flexibility and specialized competence. Consequently, marketing research has evolved into a strategic tool for sustainable development, ensuring that the supply of professional skills remains in equilibrium with the rapidly changing demands of the globalized economy."

By 2030, the implementation of this concept will transform professional education institutions into innovative clusters integrated with economic sectors. This will ensure that the educational system remains a flexible, digitally transformed structure, positioning Uzbekistan as a regional center for training highly qualified specialists in line with the "Digital Uzbekistan – 2030" strategy.

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