

Intellectuals with Higher Education in the Economy and Ways to Increase their Competitiveness

Odinayeva N. F.¹, Bakayeva M. A.², Giyazov B. B.³

Annotation: This article is about intellectuals with higher education in the economy and ways to increase their competitiveness, the role of higher education in the economy, their role in economic development, the potential of today's graduates of higher education institutions.

Key words: Higher education, competitiveness, economy, economic development, graduation, education.

As stated in the UN Sustainable Development Goals 2030, higher education is becoming a leading factor in sustainable economic growth in the world. As a result, the pace of training highly qualified personnel in the world has been maintained in recent years, and by 2030 the number of students in higher education is projected to reach 414 million, which is 4.2 times more than in 2000. In the current era of globalization and rapid exchange of information, significant achievements in modern higher education and other leading sectors of the economy are a guarantee of strengthening the independence of our country, increasing its strength and the well-being of our people.

"In order to achieve development, we need to acquire digital knowledge and modern information technologies. This allows us to take the shortest path to ascension. Creating a comprehensive and effective management system is a prerequisite for fulfilling the huge tasks ahead of us.

The formation of an economy based on intellectual knowledge is becoming one of the main strategic directions of the policy of developed and developing countries⁴⁷. This goal was extremely important in the third renaissance in Uzbekistan - the revolution of new technologies, as well as in the new phase of globalization that has eliminated many stages, between rich and poor, industrialized and developing countries. and at the same time strengthens the division in society at the national level. For UNESCO, building a knowledge society "paves the way for the humanization of globalization."

On the issue of intellectual potential of highly qualified personnel in overcoming the problems of society, President Mirziyoyev said: Able to perform such a huge task. Unfortunately, these questions are not easy to answer.

An approach to human development and support constitutes the concept of a knowledge society and should ensure full respect for human rights and fundamental freedoms, ensuring the effectiveness of the fight against poverty and creating a framework for development policy. Because the connection between knowledge and development is the basis for building a knowledge society, knowledge is a means of meeting economic needs and an integral part of development. At the heart of an evolving knowledge society, the pace of political, economic, and social growth highlights the social link between the goals of fighting poverty and promoting civil and political rights.

In a society where information is strategically important, the development of free expression can help improve professional ethics and thus ensure the quality of information that can be used. The emphasis on free expression, as enshrined in Article 15 of the International Covenant on Economic, Social and Cultural Rights, implies respect for the freedoms necessary for scientific research and creative work. However, the free circulation of information alone is not enough to create a real knowledge society. This requires the exchange of information, its comparison, critique, evaluation and assimilation through scientific research and philosophical discussion so that everyone can create knowledge based on the flow of information. Freedom of expression, scientific research and creativity, while fully respected, guarantees the establishment of real knowledge societies through the development of a global information community.

In many areas, knowledge has become the most valuable resource. It is reaffirmed that it has become the most important factor of production in the 21st century. It can be assumed that in the future there will be fierce competition for strategic resources in these areas. In knowledge-based economic systems, human capital is the main source of income. However, it is also important that knowledge, in our opinion, is a factor in a broader understanding of the word development - human development or development in a viable way. The international development of the knowledge society offers a less developed country a great opportunity to reach the industrialized countries, using the widely introduced knowledge for its own benefit.

¹ Teacher, Department of Economy Bukhara State University, Bukhara, Uzbekistan

² Teacher, Department of Economy Bukhara State University, Bukhara, Uzbekistan

³ Teacher, Department of Economy Bukhara State University, Bukhara, Uzbekistan

Table 17⁴. The pace of training highly qualified personnel in countries around the world. % da.

Countries of the world	The share of higher education, in%
Uzbekistan	10,0
Low-income countries	17,0
China	24,0
Sweden	29,0
Above-average income countries	33,0
Malaysia and Kazakhstan	40,0
Turkey	46,0
Kyrgyzstan	49,0
Japan	50,0
European regions	56,5
Norway	56,6
Finland	62,7
Russia and OESR countries	75,0

Innovation is a key tool in transforming knowledge into well-being and represents a key feature of a knowledge-based economy. Research by economists shows that innovation today is a major source of economic growth and an important factor in the competitiveness of enterprises, regions and the national economy. According to the Organization for Economic Co-operation and Development (OECD), the economic growth of developed countries over the next two decades is linked to innovation. In solving the problem of innovative direction of development of the national economy and its individual subjects, an important role is given to the issues of state regulation, the participation of government agencies in strengthening the innovation potential of the country. At the same time, the main goals of state regulation of innovative activities are: to ensure progressive changes in the field of material production; increase the competitiveness of national products in world markets; improving environmental safety; strengthening the country's security and defense capabilities³⁷.

The influence of the state on the scientific, technical, investment and economic spheres in order to increase the innovative activity of the national economy should be considered as a regulatory measure, not a management one. Government regulation is the way in which the state influences innovation processes in order to support certain changes. The direction of influence can be different: to promote the formation of economic relations and ratios, to coordinate economic activity on the basis of the alignment of private and social interests, etc.

Recognition of a common understanding of the importance of information and knowledge in economic development, the firm belief of political circles, businessmen and managers that innovation plays an important role in ensuring competitiveness is another modern trend that determines the formation of a knowledge-based economy. This direction can not be underestimated as a factor of development. Society and the economy are "reflective systems", and changing perceptions of economic growth factors will automatically change these systems and affect their development. Understanding the importance of knowledge and innovation forms a modern direction of management (knowledge management, innovation management), which to some extent determines the behavior of firms in the markets and their development strategy. Understanding this at the state level encourages the development of state strategies and programs for the development of a knowledge-based economy. Technological changes that have affected the means of creating, transmitting and processing knowledge over the past decade, the scale of their creation and delivery, technological changes that some experts say we are on the threshold of a new era of knowledge asked him to come to the guesswork. From oral traditions, written word, and later forms of knowledge based on printed words, the development of digital media has led to unprecedented expansion along the horizontal axis, which accelerates the delivery of networks, and the vertical axis, which accelerates integration. invigorated. We are entering a time that requires us to communicate more and more quickly in order to sustain life, maintain survival, and maintain position. Interactivity is another feature of these new methods of knowledge. In fact, "one-way media" such as radio, television, or the press, which provide centralized communication to the community from the source, and telephone or no-delay communication, multimedia interfaces, primarily for long-distance "face-to-face" communication. We need to differentiate between interactive media, such as the Internet, that offer connected people and organizations real-time collaboration.

Intellectual activity, which is reflected in specialized knowledge and effective communication, is becoming not only a factor of value added, but also a factor of competitiveness and economic development of organizations. For many types of products, most of the value is created not at the stage of material production, but at the stage of marketing, sales, research and development (ITKI), services. Knowledge is contributing to the emergence of new types of activities, industries and industries, becoming an important factor in the strength, competitiveness and well-being of the population, driving the renewal of existing technologies. Human potential, new management and marketing technologies, information systems are becoming priorities in investment.

ылка www.unesco.org

References

1. Junaydulloyevich, A. A., Furqatovna, O. N., & Baxtiyorovich, A. B. (2021, March). Training highly qualified staff in development of uzbekistan. In *E-Conference Globe* (pp. 288-292).
2. Bakhodirovna, U. A., & Ilkhomovna, Z. M. (2021). Tourist potential of the Bukhara region. *Researchjet journal of analysis and inventions*, 2(04), 243-246.
3. Nizamov, A. B., & Gafurova, S. K. (2020). Assessment of factors influencing the quality of education in higher educational institutions. *ACADEMICIA: An International Multidisciplinary Research Journal*, 10(6), 1784-1796.
4. Khamidov, O. K. (2020). Foreign countries' experience in developing tourism potential and significance of clusters in Uzbekistan. *Scientific reports of Bukhara State University*, 4(2), 281-284.
5. Abdullayeva, H. (2021). Japanese Experience in Increasing the Efficiency of Tourist Territories in Uzbekistan. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu.uz)*, 7(7).
6. Narzieva, D. M., & Kudratov, A. D. (2021). the importance of digitalization of the economy and priorities in Uzbekistan. *World Economics and Finance Bulletin*, 2(2), 9-13.
7. Navruz-zoda, Z. (2020). Evaluation of Holy Places of the Regions for the Development of Pilgrimage Tourism. *Indonesian Journal of Law and Economics Review*, 6, 10-21070.
8. Narzullayeva, G. S., & Sh, O. S. (2021). Theoretical aspects of assessment of marketing communications. *International Engineering Journal For Research & Development*, 6, 3-3.
9. Agzamov, A. T., Rakhmatullaeva, F. M., & Giyazova, N. B. (2021, June). Marketing strategy for the competitiveness of modern enterprises. In *E-Conference Globe* (pp. 1-3).
10. Rakhmatullayeva, F. M., Boboyeva, G. G., & Kudratov, A. D. (2021). Essence of Structural Shifts in Regional Economic Systems. *International Journal of Development and Public Policy*, 1(5), 128-130.
11. Abdulloev, A. J., Tairova, M. M., & Aminova, N. B. (2020). Manufacturing supply chain management development strategy. In *European research: innovation in science, education and technology* (pp. 25-27).
12. Yavmutov, D. S., & Rakhimov, O. H. (2021). Pilgrimage Tourism And Its Prospects In Uzbekistan. *Economics*, (1), 29-31.
13. Turobova, H. R., & Kodirov, A. A. (2016). The role of small businesses to improve the export potential. *Academy*, (12), 21-23.
14. Umarovna, T. M. (2021). A three-step strategy to develop the industrial economy in China through entrepreneurship and innovation. *ResearchJet Journal of Analysis and Inventions*, 2(06), 152-156.
15. Furqatovna, O. N., Niyozovna, N. I., & Nutfulloyevna, A. H. (2022). Approaches Aimed At Ensuring a High Quality of Education in the Training of Economists. *Journal of Ethics and Diversity in International Communication*, 2(3), 78-83.
16. Muminov, K. I., & Abdullaeva, H. (2020). The effect of coronavirus pandemic to Uzbekistan tourism. *South Asian Journal of Marketing & Management Research*, 10(11), 36-42.
17. Abdulloev, A. J., Tairova, M. M., & Aminova, N. B. Environmentally friendly and sustainable supply chain management in the platform economy.
18. Narzullayeva, G. S., & Odinayeva, N. F. (2021). Foreign Experience in Ensuring High Competitiveness of Economists in Higher Education. *International Journal of Development and Public Policy*, 1(6), 155-160.
19. Hakimovna, U. M., & Muhammedrisaevna, T. M. S. (2022). Audit and Marketing Audit in Small Business and Private Entrepreneurship: The Order and Process of Inspection. *Journal of Ethics and Diversity in International Communication*, 2(3), 84-88.
20. Khalimova, N. J. (2022). Uzbekistan Hospitality Training Programs and its Problems. *Journal of Ethics and Diversity in International Communication*, 2(3), 57-66.
21. Tairova, M., Xurramov, O., & Odinaeva, N. (2021). An important role of internet marketing in digital tourism. *Центр научных публикаций (buxdu.uz)*, 5(5).
22. Odinayeva, N. F. (2021). Module-credit in the development of education system. *ResearchJet Journal of Analysis and Inventions*, 2(06), 190-196.
23. Halimova, N. J., & Ismatillayeva, S. S. (2021, November). The Perspectives of Development Children Tourism in Uzbekistan. In *International Conference On Multidisciplinary Research And Innovative Technologies* (Vol. 2, pp. 184-188).
24. Qayimova, Z. A., & Aminova, N. B. (2021, October). Modern Interest Rate Policy of Commercial Banks. In "online-conferences" platform (pp. 259-263).