

CREATION OF STRATEGIC ALLIANCES IN THE EDUCATIONAL PROCESS

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ABSTRACT

The essence of a strategic alliance is explored. The advantages and disadvantages of a strategic alliance are considered. Cooperation between enterprises and educational institutions is justified. The benefits for the participants of the strategic alliance are systematized and justified.

Keywords: enterprise, strategic alliance, educational institution, synergistic effect, method, competitiveness.

INTRODUCTION

In modern economic conditions, a strategic alliance between business entities is a key factor in increasing their competitiveness and stable functioning. This issue is especially relevant for educational institutions that train future specialists for various branches of production and economic activity. Often graduates are not ready for real participation in the production process due to the lack of specific skills in using modern technologies. In addition, to maintain competitiveness, educational institutions are striving to increase the number of new specialties, which reduces the possibility of a full enrollment of students for a particular educational institution. The further employment of graduates is also a problem, which can be solved by cooperation in the field of activity of the educational institution.

MATERIALS AND METHODS

Many well-known scientists have been involved in the study of strategic alliances. So, Pervushina E.A. [4] considered a strategic alliance between higher education institutions as the basis for entering the international market, exchanging educational and methodological complexes, content, technologies and teachers on the basis of mutual benefit, and holding scientific conferences. Matvienko D.Yu. [2] analyzed various approaches to the essence and understanding of strategic alliances, as well as the use of this structure in the competitive interaction of enterprises at the strategic and tactical levels. The author of the scientific work [5] examined the possibility of strategic cooperation between science and business, identified the theoretical foundations, the "common roots" of this cooperation. Despite the large number of works in this area, not enough attention has been paid to strategic alliances between enterprises and educational institutions in order to identify the benefits for all participants in this cooperation.

RESULTS AND DISCUSSION

A strategic alliance combines the combination of the maximum amount of resources (material, human, natural), innovative technologies, opportunities for a breakthrough in conquering the market, strengthens leadership positions, and also represents significant potential for further development in various fields of activity.

A strategic alliance is a system of partnerships of various organizational and legal forms between business entities, which gives a certain independence and autonomy to activities built for an indefinite period on property and non-property grounds with the aim of effectively using material and intangible resources to achieve, within a certain time, common goals, compliance with common interests of a strategic and current nature, distribution of risks, control and results of joint activities between the alliance participants [2].

There are certain advantages and disadvantages to forming strategic alliances. The first includes the ability to generate new ideas and move from bilateral partnerships to the creation of strategic alliances involving several enterprises. Also a priority is the sharing of resources without compromising one's own enterprise, while maintaining its specificity and independence. The effectiveness of the strategic alliance policy primarily affects enterprises in those industries where there were no active ties previously. As a result of interactions, business entities find access to resources and the latest technologies faster than when operating independently.

The disadvantages of a strategic alliance include inconsistencies in the motivation of enterprises and inconsistency with each other in determining the goals of their activities, issues of accumulation and distribution of profits, as well as such aspects of business as the overall strategy of the company and research activities. There is also a danger of becoming dependent on another company when interacting for a long period.

At a theoretical level, there are certain motivating factors to justify the importance of strategic alliances and their support [3]:

- reduction of production and operating costs;
- countering the strategic actions of competitors;
- development of new markets;
- overcoming the reasons for the slowdown in market transformations in education;
- reducing risk and uncertainty;
- dissemination of knowledge and competence;
- signing agreements on the purchase of educational services from partners while conducting a full examination of the new knowledge market;
- modernization of reputation and legitimacy;
- strengthening the social capital of existing networks [4].

The result of cooperation between business entities and educational institutions are strategic alliances “enterprise-educational institution”. This form of cooperation seems to be quite effective both between universities and employer enterprises. It is based on long-term contracts and comprehensive programs in the fields of education, science and innovation.

These programs, in the process of their implementation by both university staff and enterprise employees, have a positive effect in the targeted training of graduates, on the one hand and,

on the other hand, contribute to the development of production skills during their internship, favor further employment, coordinate research work.

A strategic alliance between an educational institution and an enterprise is a mutually beneficial process: for example, an enterprise provides assistance in equipping educational and scientific laboratories, and a higher education institution undertakes to train specific specialists according to the order of the enterprise, including a master's program.

Combining theoretical and practical training stimulates students' critical thinking and develops teamwork skills, which is extremely important in business conditions. This cooperation provides an opportunity for university faculty to provide innovative practical knowledge to students, ensure subsequent employment of young specialists, becoming centers for their high-quality training that meets the growing demands of the global labor market.

The labor market requires specialists with knowledge not only of business processes, but also with experience in working with production software. For students and future specialists, this can be a stepping stone to career growth and further professional development.

In light of these proposals, the experience of the Institute of Continuing Education is interesting, which, in accordance with the orders of the enterprise, develops and implements various programs to improve the skills of employees in accordance with the technological requirements of production. Also, graduate students are given the opportunity to conduct scientific research on specific topics of enterprises, while receiving the necessary funds to pay for their work.

CONCLUSION

Thus, for enterprises that are part of a strategic alliance, the synergistic effect will manifest itself in attracting workers with knowledge and skills in a certain field in accordance with the needs of the enterprise, increasing competitiveness, saving resources, reducing the cost of attracting specialists, which will lead to increased financial economic performance indicators and stable work. In turn, the advantages for an educational institution are the increase in its competitiveness and image among other institutions, the growing demand of future applicants for educational services, as well as additional income from participation in the field of research work "enterprise-educational institution".

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