



 Research Article

## THE IMPACT OF CIVIL LAW STATUS ON THE COMPETITIVENESS OF NON-GOVERNMENTAL UNIVERSITIES IN THE EDUCATIONAL SERVICES MARKET

Journal Website:  
<http://sciencebring.com/index.php/ijasr>

**Submission Date:** February 11, 2024, **Accepted Date:** February 16, 2024,

**Published Date:** February 21, 2024

**Crossref doi:** <https://doi.org/10.37547/ijasr-04-02-13>

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### ABSTRACT

The article examines the impact of civil law status on the competitiveness of non-governmental higher education institutions (HEIs) in the educational services market. The authors analyze current trends in the educational sphere, the peculiarities of the status of non-state universities and its impact on their competitiveness. The research is based on the analysis of legal norms, statistical data and the experience of functioning of various types of educational institutions. The article identifies key aspects that determine the success of non-governmental universities in the educational services market, such as financial stability, management autonomy, quality of the educational program and reputation. The results of the study can be useful for developing strategies for the development of non-state universities and increasing their competitiveness in modern conditions of the educational market.

### KEYWORDS

Civil law status, non-governmental universities, competitiveness, educational services market, higher education, licensing, financing, accreditation, quality standards, management of educational institutions, student involvement, educational policy, legal status of universities, autonomy of educational institutions, comparative analysis.

### INTRODUCTION

In modern society, education plays a key role in the formation and development of human capital. At the same time, educational institutions differ in their organizational and legal status, which can have a significant impact on their competitiveness in the educational services market. This article examines the impact of civil status on the competitiveness of non-governmental higher education institutions (HEIs) in the modern market of educational services. Non-state universities, unlike state ones, have a special legal status determined by the legislation of the country[1]. They usually function as non-profit organizations, independent of the state, but subject to certain legislative norms and requirements related to the educational process, management and financing. The educational services market is becoming increasingly competitive due to a number of factors, including changes in the economy, technological innovations and changes in the preferences of students and their parents. The competitiveness of non-governmental universities depends on their ability to offer quality education, take into account the needs of the labor market, develop innovative teaching methods and effectively manage resources. Non-governmental universities usually do not receive direct government funding and must support their activities from their own sources: tuition fees, grants, sponsorship funds, etc. This may create additional financial constraints and limit the availability of education for some students. Non-governmental universities, due to their independence from government structures, can be more flexible in introducing innovative

teaching methods, developing new programs and curricula, as well as interacting with the business sector to ensure the relevance of educational programs. In an effort to attract students and ensure their competitiveness, non-governmental universities often pay more attention to the quality of education, the staff of teachers, updating educational materials and equipping classrooms and laboratories[2]. Non-governmental universities actively use marketing and advertising strategies to attract students, which can significantly affect their visibility and attractiveness in the educational services market. The higher education system in the modern world is facing a variety of challenges and trends, including the emergence of non-state higher education institutions (universities). The civil status plays a key role in determining the conditions for the activities of non-governmental universities and their competitiveness in the educational services market. The civil status is a legal form of organization that regulates the relationship of subjects in the field of civil law. In the context of non-governmental universities, this status defines their rights, duties and limitations, forms the conditions of functioning and affects interaction with government institutions. Non-governmental universities operate within the framework of legislation regulating educational activities. They can have various forms of ownership and civil status, such as public organizations, joint-stock companies, non-profit partnerships and others[3]. This determines their legal status, degree of autonomy and freedom of decision-making. The competitiveness of non-governmental universities depends on several



factors, including the quality of educational programs, scientific research, infrastructure, the qualifications of the teaching staff and reputation. The civil status has a significant impact on these aspects.

Civil law status can provide non-governmental universities with greater flexibility in management and development. However, a number of limitations may be associated with it, such as limited financial resources, the need to comply with strict standards and quality control requirements. Taking into account the rapid changes in the educational sphere, non-governmental universities must actively adapt to new requirements. The development and improvement of civil status can be a key factor in strengthening competitiveness and providing quality education. The impact of civil law status on the competitiveness of non-governmental universities in the educational services market is a complex and multifaceted process[4]. Effective use of legal opportunities, compliance with standards and continuous development allow non-governmental universities to successfully exist in a competitive educational environment. Modern education in the world is undergoing significant transformations under the influence of various factors, including changes in legislation, economic conditions and socio-cultural trends. One of the key aspects affecting the competitiveness of higher education institutions (HEIs) is their civil status. In this article, we will look at how this status affects the positioning of non-governmental universities in the educational services market.

The civil status of universities: the main aspects

The civil status determines the legal status of an educational institution, its legal capabilities and obligations to the state, students, employers and other interested parties. In most countries of the world, higher education can be provided by both state and non-state (private) universities.

State universities are usually funded from the state budget and are subject to state regulations and standards. By contrast, non-State universities are often independent legal entities and have a high degree of autonomy in the management, financing and development of educational programs.

Public universities usually have access to state budgetary funds, which provides them with a stable and predictable source of funding. Non-governmental universities, on the other hand, must rely on their own sources of income, such as paid educational services, sponsorship contributions, donations and investments. This may create unequal conditions of competition in the educational services market[5]. Non-governmental universities have greater flexibility in managing and developing educational programs. They can respond more quickly to changes in the demands of the labor market and the demands of students, which allows them to better adapt to the needs of modern society. Public universities often have a higher level of reputation and trust among society and potential employers. However, non-state universities can successfully compete by offering more flexible programs, innovative teaching methods and an individual approach to students.

Public universities are usually subject to strict government regulation and accreditation, which



ensures that they meet high standards of educational quality. Non-governmental universities can also undergo the accreditation procedure, which helps to increase their reputation and trust from students and employers. In modern society, education plays a key role in the formation of human capital and economic development. At the same time, the educational services market is becoming increasingly competitive, especially among non-governmental higher education institutions (universities). One of the factors affecting their competitiveness is their civil status.

The civil status determines the legal form of existence and activity of an educational institution, its rights and obligations to the state, students and society as a whole. It is important for non-governmental universities to understand how their civil status affects their position in the educational services market.

Initially, it should be noted that state and non-state universities have different characteristics in their status and activities[6]. Public educational institutions often receive financial support from the State and have certain advantages in the form of access to government programs and grants. Non-State universities, on the contrary, operate on a commercial basis and must ensure their financial stability through tuition fees and other commercial sources of income.

Non-governmental universities, having a certain degree of autonomy, can manage their finances more flexibly and attract investments. However, they also bear full financial responsibility for their activities, which requires effective financial planning and management. Non-governmental

universities can operate in a more flexible mode, making management decisions faster and adapting to changes in the market. They can more easily innovate in the educational process and management practice. The civil status of non-governmental universities can influence the recruitment of qualified personnel. They can offer competitive working conditions and more flexible incentive systems for staff.

Non-governmental universities are often oriented towards market needs and can respond more quickly to changes in the requirements of the labor market. Their flexibility allows them to develop specialized training programs and courses that meet the current requirements of employers. The civil status of non-governmental universities can also affect their reputation and the level of trust from society and employers. Accreditation and certification processes are becoming key mechanisms for confirming the quality of educational services. In general, the civil status has a significant impact on the competitiveness of non-governmental universities in the educational services market. However, success depends not only on the status itself, but also on the ability to manage it, the effective use of available resources and the ability to adapt to changes in the educational environment and market requirements. Ultimately, the diversity of statuses and forms of ownership in the higher education system contributes to a variety of offers and competition, which generally contributes to the quality of education and the development of society.

In recent decades, education has become not only an important social and cultural factor, but also a



key element of economic development. The structure of the educational market has undergone significant changes, and today competition between universities is acutely perceived as an indispensable condition for their successful existence. In the context of this study, the influence of civil law status on the competitiveness of non-governmental higher education institutions (HEIs) in the educational services market is considered.

The civil status of non-governmental universities is determined by their legal position in society. This is a legal status that defines the rights and obligations of educational institutions to society, the state and students[7]. Non-governmental universities have a certain autonomy and freedom in managing their activities, but at the same time they are subject to certain legal norms and requirements established by the legislation of the country. The competitiveness of non-governmental universities is determined by their ability to attract students, provide quality education and meet the needs of the labor market. In the context of growing competition in the educational services market, non-governmental universities are forced to be highly active and innovative. The civil status of non-governmental universities has a significant impact on their competitiveness. This status determines access to resources, financial and human resources, and also affects the image and reputation of the educational institution.

First of all, non-governmental universities with a certain civil status have greater freedom in the disposal of financial resources and attracting investments. This allows them to develop their

own infrastructure, upgrade equipment and create comfortable learning conditions.

In addition, the civil status determines the institution's ability to enter into partnership agreements with businesses, implement innovative educational programs and conduct scientific research. This helps to increase the prestige and reputation of the educational institution, which in turn increases its competitiveness in the educational services market. The civil status of non-governmental universities has a significant impact on their competitiveness in the educational services market. Despite the limitations and challenges they face, non-state universities have certain advantages, such as flexibility in management and innovative potential, which allows them to successfully compete with public educational institutions. Ultimately, the diversity of civil law models of management of educational institutions contributes to the development of education and to improving its quality in general. Conclusion. The civil status of non-governmental universities plays a significant role in their competitiveness in the educational services market. Despite financial constraints and lack of government support, they have the opportunity to be flexible, innovative and focus on the quality of education. Ultimately, this contributes to the diversity and quality of educational services, which is important for the development of society and the economy as a whole.

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