



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

Copyright: Original content from this work may be used under the terms of the creative commons attributes 4.0 licence.

## Research Article

# THE MAIN IDEA OF ENTREPRENEURSHIP IN THE MARKET OF EDUCATIONAL SERVICES

**Submission Date:** December 15, 2024, **Accepted Date:** December 20, 2024,

**Published Date:** December 30, 2024

**Crossref doi:** <https://doi.org/10.37547/ijasr-04-12-51>

**Abdullayev Abdujabbor**

Andijan Machine-Building Institute, "Information Technologies" Department Professor, Economy Sciences (DSC), Uzbekistan

**Abdusattorov Sodikjon**

Scientific Researcher (PhD), Namangan Engineering Construction Institute, Uzbekistan

## ABSTRACT

This article is about the real essence of today's rapidly developing market of educational services and reveals the potential of successful non-governmental educational entrepreneurship that has already been proven that it will bring not only financial, but also huge social benefits by entering the field of education, which is actually a state function, based on the rules of supply and demand. It proposes the application of the new term "Ta'limkor" to the field in Uzbekistan.

## KEYWORDS

Non-state education, educational services market, entrepreneur providing educational services, "ta'limkor", rules of the entrepreneurial market, edupreneurs, educational entrepreneurs.

## INTRODUCTION

The global educational services market is increasing its attractiveness year by year, attracting many entrepreneurs who aim to

engage in non-governmental educational services. If we look at the world experience, private educational institutions occupy an

important place in the educational system in the USA, accounting for about 25% of primary and secondary schools, and about 20% of all colleges and universities. In India, about 22% of primary schools and 47% of secondary schools are private, while in higher education, private colleges and universities operate in over 60% of the total institutions. In South Korea, approximately 20% of primary and secondary schools are private, and in higher education, private universities account for 80% of institutions. In Japan, about 30% of primary and secondary schools and about 77% of higher education universities are private [1].

Currently, the American Harvard University, which occupies the 1st place in the world ranking, is also considered a private university [2] and has a total capital of 49.444 billion dollars. [3]. This university not only increases the prestige of its country, but also produces the most modern and mature personnel for all sectors of the economy of not only America, but also the whole world. In the world, efforts to increase the share of private education based on the theory that "the state should not deal with entrepreneurship, but with its control" are growing rapidly in all developed and developing countries.

Entrepreneurship in the educational services market has been growing significantly in Uzbekistan in recent years. With the advancements in technology and the growing demand for innovative learning methods, entrepreneurs have been able to create and expand various educational platforms, products and services. First, it is necessary to get

acquainted with the market of educational services, which is the main field of activity of these entrepreneurs. The term "educational services market" refers to the economic system or sector that includes the buying and selling of educational products and services. This market covers a wide range of education-related activities, including private and public preschools, public and private schooling, public and private higher education institutions, training programs, tutoring services, including online courses, study materials, and more. In a broad sense, the market for educational services covers transactions and exchanges related to the delivery of knowledge, skills and information in exchange for payment or other forms of compensation. This market includes a variety of investors, such as educational institutions (schools, colleges, universities), private tutors, educational technology companies, publishers of educational materials, and other organizations that provide educational products and services. The performance of the education services market can be influenced by factors such as government policies, technological advances, cultural trends and demand for specific workforce skills. This market plays a decisive role in shaping the right, quality and affordability of education in a given society. It is also enriched by constant change and innovation through the emergence of new technologies and teaching methods.

According to the classical 3 functions of the state - defense, health care and education - education should be an area under the responsibility of the

state in itself. But the invisible hands of the market economy, not leaving even this field of education out of its sphere of influence, created the entity "entrepreneur providing educational services" in the market of educational services. "Entrepreneur providing educational services" is a person or a group of persons who identify opportunities for solving various needs and problems in the field of education and create innovative solutions and receive financial benefits from them.

Globally, this type of entrepreneurs have already acquired their special place and name in the economy. They are sometimes called 'education entrepreneurs' [4], 'educational entrepreneurs' [5], or simply 'edupreneurs' [6]. As we can see, the concept of "Entrepreneur providing educational services" has its own special term. But in the Uzbek orthographic dictionary, since this concept has not been used even in the world economy for a long time, we do not find such a meaningful word. If we pay attention to the creation of the international word "edupreneur" that expresses this concept, it is derived from the combination of two English words, "education" and "entrepreneur". In the Uzbek language, there are also names of professions that indicate the basis of their work, such as o'ymakor (carver), (san'atkor) artist, paxtakor (cotton worker) or pillakor (silk worker).

Based on this trend, in addition, in order to facilitate the expression of the concept of "Entrepreneur providing educational services", which is composed of 5 separate words, we would like to propose the term "Ta'limkor" (ta'lim –

education, kor - profession) that means "entrepreneur engaged in educational services".

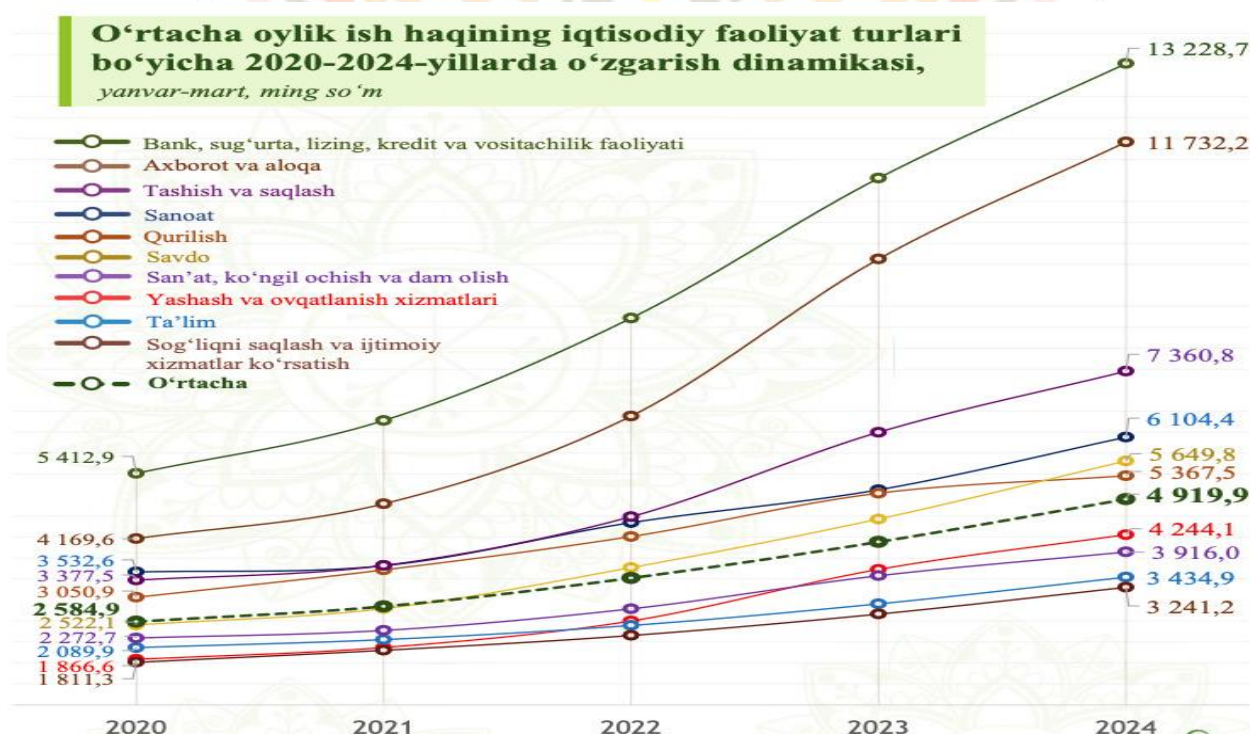
Further development of the provision of non-state educational services in Uzbekistan, creation of a healthy competitive environment between state and non-state educational institutions in ensuring high quality of education, as well as the provision of non-state educational services in order to create favorable conditions for legal entities in the field of provision, the decision of the President of the Republic of Uzbekistan dated September 15, 2017 "On measures to further develop the activity of providing non-state educational services", Decree of the President of the Republic of Uzbekistan dated October 8, 2019 "On approval of the concept of development of the higher education system of the Republic of Uzbekistan until 2030", the 80th resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated February 21, 2022 No. "Licensing activities in the field of providing non-state educational services" in the decision "On approval of the unified regulation on the procedure for licensing certain types of activities through a special electronic system", the Decree of the President of the Republic of Uzbekistan dated September 11, 2023 "O Decree of the President of the Republic of Uzbekistan "On the strategy of Uzbekistan - 2030" dated May 26, 2023 " On measures to effectively organize the activities of the Ministry of Pre-school and School Education and organizations within its system" legal grounds such as the decree have been introduced.

One of the main principles in the field of education defined in Article 4 of the Law of the Republic of



Uzbekistan on Education [7] is the principle of "learning throughout a person's life" in accordance with the rapidly developing standards of not only the local, but also the global labor market. It's no secret that entrepreneurs in the market of educational services greatly help to implement accordingly. It is in the fulfillment of the principle of "guaranteed social protection of pedagogues in the society" of this article that we can see that entrepreneurs in the market of educational services contribute to the further

improvement of the social conditions of truly passionate, educated and potential pedagogues who are well versed in the science of their field. At this point, in order to further reveal the meaning and potential of entrepreneurship in the educational services market, the statistical information provided by the Statistical Agency under the President of the Republic of Uzbekistan on the amount of average monthly wages in Uzbekistan in the first quarter of 2024 [8] we pay attention (Fig. 1).



**Figure 1. The dynamics of changes in the average monthly salary in Uzbekistan by sectors (2020-2024)**

According to this, the education sector (3 million 435 thousand soums) continues to be only one step higher than the last sector in the list. From this statistic we can get 2 different signals:

First of all, as a result of the lack of monthly salaries of employees in the field of education, they are forced to look for additional sources of income - to "do additional business", for example,

trade, crafts, farming, or taxi driving. It is no exaggeration to say that this leads to a decrease in their attention to education, and in turn, to a decrease in the quality of education. However, if teachers who are mature specialists in their subjects or fields enter the market of educational services in order to increase their income, it will be beneficial not only for them financially, but also for the whole society.

Secondly, the fact that the number of employees working in the field of education is very large (more than 1 million 169 thousand) is the reason that they are used as cheap labor force, and through this, in the near future, the attractiveness of teaching, which is actually the greatest and most rewarding profession in society, will fade. However, It is hoped that from this situation, entrepreneurs and educators operating in the market of educational services, choosing the most knowledgeable and potential personnel, offering them high monthly salaries, and trying to do better work than many of their competitors in the market, are still in the field of social protection of pedagogues in society.

As can be seen from the above analysis, the development of entrepreneurship in the market of educational services in Uzbekistan not only leads to financial benefits for the representatives of this sector, prevention of devaluation of educated personnel, but also affects to the improvement of the quality of education in Uzbekistan directly, and indirectly state education institutions and employees by encouraging them to develop further. Our next goal should be to develop an optimal guide on

how entrepreneurs in the educational services market should implement the organizational and economic mechanisms of their activities.

Entrepreneurs who provide educational services should have not only the goal of financial gain, but also a passion for education, a desire to make a positive impact on society, and the ability to create innovative solutions to existing problems. Entrepreneurs providing educational services need to pay attention to various factors in order to successfully conduct their activities (Figure 2).

**Identifying market gaps.** Entrepreneurs in the educational services industry must be adept at identifying market gaps and unmet needs. This can range from addressing specific skills gaps in the workforce to providing alternative learning formats for individuals with different learning styles. Understanding the nuanced requirements of your target audience is critical to creating services that resonate and stand out in a crowded marketplace.

**Technologies integration and EdTech ( Education technologies ) innovation** Educators are using technology to transform the learning experience. EdTech startups are developing platforms that offer interactive and engaging content, virtual classrooms, and personalized learning experiences. The integration of artificial intelligence, virtual reality and other emerging technologies is creating new opportunities for entrepreneurs to increase the effectiveness and scope of educational services.

**Creating purposeful and sustainable models.** Educators need to create scalable and sustainable

business models. This includes leveraging technology at scale, developing partnerships with

educational institutions, and creating revenue streams that ensure long-term



Figure 2. Factors that a prospective “Edupreneur” should consider

sustainability. Scalability allows entrepreneurs to reach a wider audience and adapt to the changing needs of the educational landscape.

#### Application of lifelong learning guidelines.

Entrepreneurs are taking advantage of the growing trend of continuing education by developing programs that serve individuals seeking continuing education and professional growth. Offering flexible and modular courses,

certificates and micro-lending programs allows entrepreneurs to tap into a market of learners who recognize the importance of continuous learning throughout their careers.

#### Global expansion and cultural sensitivity.

Entrepreneurs in the field of educational services are increasingly expanding their sphere of influence on a global scale. However, successful expansion requires an understanding of various





cultural and linguistic differences. Educators need to adapt their services to meet the specific needs of different regions, while it is important to keep the content relevant and culturally sensitive.

Control problem solving. Running an educational services business involves navigating a complex landscape of regulations and accreditation standards. Entrepreneurs need to know and follow the rules of education to build trust between students and institutional partners. Addressing these challenges requires a strategic approach and, in some cases, collaboration with established educational institutions.

#### **Foster innovation through collaboration.**

Educators are finding opportunities to collaborate with traditional educational institutions to support innovation. Partnerships with schools, colleges and universities can provide educators with valuable insights, access to resources, and a platform to test and improve educational services. Collaborative efforts between startups and established institutions can create mutually beneficial efficiencies.

In conclusion, in today's developing digital world, even in the market of educational services, the demand for quality services and products excludes the weak and outdated subjects of this market, the adaptability and competitiveness of educational entrepreneurs to any innovations is high. reveals that it should be an urgent task. In addition, under the influence of non-state educational business entities, state educational organizations now have to fight for the market. This ultimately leads to the development of the

education system and, indirectly, the economy of Uzbekistan.

## **REFERENCES**

1. <https://www.oecd-ilibrary.org/education>
2. <https://www.adscientificindex.com/university-ranking/?funding=Private>
3. [https://en.wikipedia.org/wiki/Harvard\\_University\\_endowment](https://en.wikipedia.org/wiki/Harvard_University_endowment)
4. Smith, Kim; Petersen. Julie Landry, 2006, What Is Educational Entrepreneurship?, Written for Educational Entrepreneurship: Realities, Challenges, Possibilities, edited by Frederick M. Hess, Harvard Education Press 2006, at
5. <http://gseweb.harvard.edu/hepg/educationalentrepreneurship.html>
6. Frederick M. Hess, Educational Entrepreneurship: Realities, Challenges, Possibilities, Harvard Education Press, 2006
7. Harvard Education Press, 2006 [6] Charles W. Lavaroni, M.S. and Donald E. Leisey, Ed.D., Bringing the Excitement of Entrepreneurism to the Public Schools, at <http://www.edentrepreneurs.org/edupreneur.php>  
O'RQ-637-son 23.09.2020. Ta'lim to'g'risida qonuni
8. <https://stat.uz/uz/matbuot-markazi/qo-mita-yangiliklar/53204-nominal-hisoblangan-o-rtacha-oylik-ish-haqi-2024-yil-yanvar-mart>