

METHODS OF STUDYING THE STATE OF COMPETITION IN THE EDUCATIONAL SERVICES MARKET

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Abstract: In the modern economy, the critical role of innovative technologies in achieving competitiveness and successfully operating in the market is highlighted. Innovations, which encompass advancements and new technologies, enhance enterprise operations and strengthen competitive positioning. This paper analyzes the interdependence of innovative technologies and business competitiveness, emphasizing the significance of technological research and personnel training for economic and social development.

Keywords: Innovative technologies, business competitiveness, technological research, personnel training, cooperation.

The market of educational services plays an important role in the modern economy and is becoming the main component of not only economic but also social development. Educational services are important for studying the competitive situation, assessing competition between universities and educational organizations, improving the quality of services, and developing educational strategies. This article discusses the methods, historical foundations, current trends, and future prospects for studying the competitive situation in the educational services market.

The competitive nature of the educational services market has been formed since the end of the 19th century, in connection with economic changes. In particular, the development of education in the private sector and the increased attention of the state to education have intensified competition (Hemsley-Brown & Oplatka, 2015). For example, the formation of a higher education culture in the United States and travel destinations have played an important role in increasing competition in the educational services market.

Today, the intensification of competition in the educational services market is associated with several factors. Initially, the development of online education leads to competition with traditional educational services. Pearson (2020) states that online platforms are creating new opportunities for receiving educational services, accelerating the formation of new educational models.

In addition, globalization increases the focus on access to education. Students have the opportunity to make choices in the global education system, which further intensifies competition (Marginson, 2016). On the other hand, the process of joint-stock and educational organizations is forcing them to improve the quality of the services they offer and adapt to customer needs (Lepak, Smith & Taylor, 2007).

There are various methods for studying the competitive situation in the educational services market. They are as follows:

1. Qualitative and Quantitative Research: When studying the competitive situation, it is necessary to combine qualitative and quantitative research. Qualitative research (e.g. interviews and focus groups) helps to understand the image of educational services, while quantitative research provides comprehensive results through statistical data and analysis (Creswell, 2014).

Qualitative and quantitative research are widely used to study the competitive landscape in the education services market. Both research methods complement each other, helping to deeply analyze the problems in the education sector and provide the desired results. Qualitative research focuses on studying people's experiences, opinions, and feelings. They collect data through more open-ended questions, which allows researchers to analyze the deep thoughts, values, and behaviors of participants. Qualitative research in the education services market is often conducted using interviews, focus groups, and contextual research. Through interviews, faculty, students, and other members of the education community provide information about their experiences, evaluations of service quality, their opinions on the competitive landscape, and their expectations of professional services. For example, in a study by Gilbert (2019), students conducted extensive interviews to develop their needs for educational methods that would satisfy them. Focus groups allow several participants to gather together and have a free discussion on a specific topic. This method is useful in assessing the state of competition and determining the quality of educational services. Through focus groups, existing problems and needs in the education system are discussed among students and teachers, which serves to collect more information. Also, contextual studies are conducted in accordance with a specific environment or situation and study the processes, services and competition in a specific educational institution. As an example, retrospective context studies can be cited, which allow analyzing changes in the education system and the development of educational services. Quantitative studies, on the other hand, provide numerical analyses that help determine the state of competition using statistical data. They are mainly aimed at collecting and analyzing specific, measurable data. In the educational services market, questionnaires, statistical analytics and experiments are widely used. Surveys are a common quantitative research method in which students, teachers, and other stakeholders answer questions that reflect their opinions. A survey conducted by Kahn et al. (2020) aimed to measure student satisfaction and collected student data on specific educational services. Statistical analytics, on the other hand, is used to analyze the competitive situation using existing data and statistical indicators. This process is carried out through various statistical methods (e.g., regression analysis, benchmarking), which creates transparency and comparability in the allocation of finances and resources. Experimental research aims to study the cause-and-effect relationships between variables, allowing educational institutions to optimize their services and increase their competitiveness by conducting commercial or scientific experiments.

Qualitative and quantitative research complement each other and provide a deep and comprehensive analysis of the competitive situation in the educational services market. While qualitative research is important in determining the opinions of students and professionals, quantitative research helps to measure efficiency on a large scale and identify the need for improvement. Therefore, it is recommended to use both directions as methods for studying the competitive situation in the educational services market. This approach allows educational institutions to expand their knowledge, improve their strategies and improve the quality of

services. As a result, these studies stimulate innovation in the educational sector, while simultaneously increasing the quality and competitiveness of education.

2. Benchmarking: Educational organizations should use the benchmarking process to increase their competitiveness. In this process, the practices of successful educational institutions are studied and best practices are adopted (Camp, 1989).

Benchmarking, or benchmarking, is the process of identifying best practices in a particular field or sector and aligning one's own activities with these standards. In the field of educational services, benchmarking is an important tool for monitoring and improving quality. This process ensures efficiency, quality and competitiveness among educational institutions, as well as contributes to the development of education systems and the implementation of innovations.

The main process of benchmarking consists of several stages. First, educational institutions should define their goals and objectives. In this process, key performance indicators (KPIs) are determined. For example, what indicators are needed to assess the quality of teaching, student satisfaction or educational programs are taken into account. Then, in the second stage of the benchmarking process, educational institutions compare their activities with other institutions or organizations that are performing well. This provides an opportunity to study past successes and best practices.

In the third stage of benchmarking, institutions identify weaknesses in their activities. It is possible to identify what changes and improvements need to be made to increase their competitiveness. This process is useful for many educational institutions to ensure high quality in their activities and achieve innovation. The benchmarking process also allows for the exchange of experiences and cooperation, through which educational institutions can learn from each other and share their successes.

Benchmarking in education also includes the learning systems and pedagogical approaches of institutions. Studying best practices helps to improve the skills of teachers, increase the effectiveness of educational programs, and improve student satisfaction. For example, an educational institution can improve its service by studying the successful strategies of its competitors and applying innovative approaches to its educational programs.

The benchmarking process also provides an opportunity to collect data to introduce new ideas and methods. Educational institutions can be more effective in implementing a new educational strategy or term program, studying successful experiences, and making decisions. As a result, this process helps to improve the quality of education and increase competition in the educational services market.

Another important aspect is that the benchmarking process provides clear measurements and results. This allows educational institutions to determine their own performance indicators and involves them in the strategic planning process. At the same time, the results of benchmarking can also help in conducting internal and external audits of educational institutions.

In the future, the benchmarking process is expected to become even more powerful in the field of education and develop along with modern technologies. With the help of digital technologies, distance learning and online resources, benchmarking processes can be further expanded and become more effective. This situation plays an important role in the exchange of information and dissemination of best practices between educational institutions.

Thus, benchmarking is a necessary tool for improving the quality of educational services, ensuring competitiveness and introducing modern teaching methods. This process helps educational institutions to further develop their capabilities, increase the efficiency of their activities and achieve high-quality education.

3. SWOT Analysis: It is important to use SWOT analysis to study competition in the educational services market. This method helps to identify internal and external factors of the institution, its strengths and weaknesses, opportunities and threats (Ghazinoory, Maclennan, & McRae, 2011).

SWOT analysis is a common strategic planning method for assessing the state of an organization or project. The name SWOT analysis comes from its four main components: Strengths, Weaknesses, Opportunities and Threats. This analysis method helps to better understand the internal and external environment of the company, and also plays an important role in making strategic decisions.

First of all, the process of identifying strengths begins. At this stage, it is necessary to assess what important resources, skills or devices the organization has. For example, elements such as the presence of experienced professors and teachers to improve the quality of teaching, the availability of innovative technologies or adherence to high standards in training students can be considered strengths. All of these are the basis for the educational institution's existing capabilities and competitive advantage.

Next, we move on to the assessment of weaknesses. At this stage, the organization's weaknesses are analyzed. For example, factors such as staffing constraints, lack of resources, or inability to adapt to changes in the education system are identified as weaknesses. Performing this process correctly is important for the educational institution to improve its own capabilities. Once the weaknesses have been identified, it is necessary to pay attention to what measures can be taken to reduce them.

At the opportunities stage, factors in the external environment that can benefit the organization are considered. This may be related, for example, to the development of new educational technologies, the possibility of obtaining government grants, or the inclusion of new students and market segments in the education sector. Opportunities include the organization's relationships, collaboration opportunities, and innovations that help improve the quality of education compared to competitors.

The Threats stage discusses external factors that could negatively impact the organization. For example, strong competition, changes in educational standards, economic downturns, or rising cost trends can be considered threats. In this stage, organizations need to determine what actions they can take to improve their strategies and mitigate the threats.

One of the main advantages of SWOT analysis is that it helps to clearly and quickly study the state of the institution and allows you to consistently link internal and external factors with key strategies. The results of the analysis determine the necessary directions for the operation and development of the organization, which allows educational institutions to more clearly define their goals and strategies.

As a result, SWOT analysis creates an opportunity for educational institutions to assess their capabilities, identify strengths and weaknesses, and better understand their relationships and market demands. This process serves to improve the quality of education and increase its competitiveness. A purposefully implemented SWOT analysis in the educational process, in turn,

helps educational institutions to further improve their strategic planning and provide services that meet the requirements of the time. Ultimately, this analysis serves as an important tool for introducing innovations in the field of education and further improving quality.

In the future, competition in the educational services market will continue, as the integration of education and technology continues. Many educational institutions are turning to technological solutions to make their services easy, convenient, and transparent. At the same time, organizations offering educational services should carefully monitor modern trends and adapt their services accordingly.

The study of the competitive situation in the educational services market is carried out using various methods. Each method has its own advantages, and together they help to create successful strategies. In the future, the educational services market will become even more competitive on a global scale, and the adoption of innovative solutions and improving the quality of services will continue to be the main goals of educational institutions.

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