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CORPORATE UNIVERSITY MODEL IN THE CONTEXT OF ECONOMIC TRANSFORMATION

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Abstract

A corporate university is an educational system or educational support as a company or organization that enables teaching, development and learning for its own development. It corresponds to the quality of education, which focuses on the workforce, knowledge and skills for internal competence.

Key words: marketing, management, customer service,

Corporate universities are established to manage learning and management of organizations and organizations. They offer a wide range of training programs, courses and resources tailored to the company's strategic goals and tools. Take a variety of areas such as wellness programs, technical sales and marketing, management training, sales and marketing, customer service, and other job-related competencies.

The structure and activities of corporate universities differ in different organizations. Some corporate universities have physical campuses or training centers where classes, workshops or seminars can be attended. Others examine online learning platforms or a mix of in-person and online learning. Courses and programs offered may be facilitated by a combination of internal subject matter experts, organizational trainers, or a combination.

To employees of corporate universities:

Well, improving the skills and qualifications of the universities: It helps to get a new look and fix the existing opportunities by the corporates by providing their targeted programs. This allows them to perform their roles more effectively and contribute to the organization.

Development of continuous learning: The corporate promotes continuous learning and professional culture within the company. Encourages them to pursue

lifelong learning and take advantage of industry trends, technological advances and best practices.

Aligning education with organizational goals: Corporate universities' educational initiatives are designed to align with the organization's strategic goals. By eliminating specific skill and knowledge requirements, ensure that communications are equipped with the tools necessary to support the company's growth and support.

Increase future opportunities: Increase opportunities for high-quality university and training for corporate development. These programs help develop critical management skills such as decision making, communication, strategic thinking, and team management.

Encouraging their attraction and retention: Investing in corporate regeneration through the university can increase commitment to growth and attract and retain employees. Employers feel valued and motivated when they invest in their professional development.

Effective Performance Enhancement: Influencing organizational performance by producing well-run universities and enabling corporations, improving overall business.

Companies or companies that pay particular attention to corporate universities are common. They serve as a dedicated resource for learning and growth, helping them develop new knowledge and advance their careers in the organization.

There are different types of corporate universities, each designed to meet the specific needs and goals of the organization. Here are some common types:

1. *Generalist Corporate Universities:* These corporate universities offer a wide range of learning and development programs across various disciplines. They cover areas such as leadership development, technical skills training, business acumen, and other essential competencies applicable to different roles within the organization.

2. *Leadership Development Institutes:* These corporate universities focus primarily on developing leadership skills and nurturing future leaders within the organization. They offer programs that enhance leadership capabilities, strategic thinking, decision-making, and other critical leadership competencies.

3. *Technical or Functional Academies:* Technical or functional academies provide specialized training and education in specific technical or functional areas. They cater to employees who require in-depth knowledge and expertise in fields such as IT, engineering, finance, marketing, or other specialized disciplines.

4. *Sales and Customer Service Academies:* These corporate universities concentrate on improving sales skills, customer service, and relationship management. They provide training programs to enhance sales techniques, negotiation skills, customer-centricity, and other competencies essential for sales and customer service professionals.

5. *Digital and Technology Institutes:* With the increasing importance of digitalization and technology, some corporate universities focus on providing training and education related to digital skills, emerging technologies, data analytics, cybersecurity, and digital transformation strategies.

6. *Onboarding and New Employee Development Programs:* These corporate universities focus on orienting new employees to the organization's culture, values,

policies, and job-specific skills. They help new hires quickly adapt to their roles and foster their professional development from the beginning.

7. *Franchise or Partner Academies*: Some corporate universities extend their learning programs to external stakeholders, such as franchisees, partners, suppliers, or customers. These academies aim to enhance collaboration, knowledge sharing, and consistent standards across the organization's ecosystem.

8. *Global or International Academies*: Global or international corporate universities provide training and development opportunities to employees across different countries and cultures. They focus on building global leadership competencies, cross-cultural understanding, and effective collaboration in a multinational context.

It's important to note that these types of corporate universities may overlap or be customized to suit the specific needs of an organization. The structure and offerings of a corporate university can vary depending on the industry, size of the company, and strategic objectives.

Corporate universities offer several benefits to organizations and their employees. Here are a few key benefits:

Corporate universities provide targeted training programs that improve the skills, knowledge and skills of employees. This leads to increased work efficiency, increased productivity and the ability to adapt to changing business needs.

Corporate universities align their educational initiatives with the organization's strategic goals. By offering relevant and customized training programs, they ensure that employees have the specific skills and knowledge they need to contribute to the company's success.

Corporate universities help establish consistent learning standards across the organization. By providing centralized and standardized training programs, companies can ensure that all employees receive the same level of education and training.

Corporate universities can offer cost-effective education solutions compared to external education providers. By leveraging in-house expertise and resources, companies can design and deliver training programs tailored to their specific needs, which can reduce training costs.

A corporate university that invests in employee development can be a powerful tool for attracting top talent. This demonstrates commitment to employee growth and provides a competitive advantage in the labor market. Additionally, employees are more likely to stay with organizations that offer continuous learning and development opportunities.

Ultimately, the benefits of a corporate university translate into improved organizational performance. Well-trained and skilled employees contribute to increased productivity, customer satisfaction, innovation and overall business success.

In general, the corporate university plays an important role in developing employee capabilities, aligning learning with organizational goals, fostering a culture of continuous learning, and improving organizational performance.

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HOW UZBEKISTAN USED NPM TO ENSURE ROAD SAFETY AND WHY IT IS SUCCESSFUL?

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Abstract

The situation on the roads is one of the main problems in Uzbekistan. Every year In Uzbekistan, the number of deaths on the roads has been increased and systemic solutions are required in order to solve all the problems. This thesis uses the application of the model of the new public management in the field of road safety in Uzbekistan and provides evaluation of whether it was successful or not.

Key words: New Public Management (NPM), road safety, government, public policy.

The situation on the roads of Uzbekistan can be described as a chaos, since day by day it is getting worse and one can see news about road accidents on a daily basis, in which children are very often become victims. According to a survey conducted by UNICEF and the State Road Safety Administration within the framework of the UProject, 60% of respondents in Tashkent consider the road to school unsafe [1]. In order to tackle arise issues government of Uzbekistan has decided to develop a strategy of maintaining road safety with the support of UN. The strategy's main feature was to radically change the approach to the road safety. In other words, it was decided to transfer some of state functions and services to the public sector. Over the past 3 years, in order to eliminate problems and radically change the situation on the roads, 7 laws, 30 resolutions of the Cabinet of Ministers, 5 presidential resolutions, more than 50 internal regulatory documents have been adopted aimed at revising such issues as the development of road infrastructure, driver training, creating conditions for urban transport and bicycles, as well as establishing control over compliance with traffic rules, including through the transfer of certain functions of the state the private sector [2]. The analysis of the implementation of the New Public Management (NPM) in maintaining of the road safety in Uzbekistan will be provided in the following thesis.

Unacceptable condition of cars

Obviously, it is not safe to drive a car without making sure that your breaks work properly, your lights are not blinding other road users and etc. However, before 2021 there were no proper technical inspection centres in Uzbekistan that are able to monitor