



Journal Website:
<https://theusajournals.com/index.php/ijp>

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

FORMATION OF THE CORPORATE STYLE OF FIRST-YEAR STUDENTS OF THE UNIVERSITY

Submission Date: October 01, 2022, Accepted Date: October 05, 2022,

Published Date: October 09, 2022

Crossref doi: <https://doi.org/10.37547/ijp/Volume02Issue10-04>

Mekhribonu Sh. Kayumova

Phd Student Tashkent State University Of Economics Tashkent, Uzbekistan

ABSTRACT

The article deals with the problem of the formation of a corporate style among first-year students of the university. To solve this problem, the use of pedagogical strategies is proposed. Their implementation is aimed at uniting the collective spirit of society (group), as well as the awareness of each student of this need, not forgetting about national values, acceptance of the values and history of a higher educational institution, rational use of opportunities created for girls and women in the renewed Uzbekistan

KEYWORDS

Corporate culture, innovation, higher education institutions, the corporate identity of female students, pedagogical strategies, cultural education area of higher education institution.

INTRODUCTION

The role of young generations growing up in the social and political life of our country during the foundation of the third renaissance is incomparable. The development of our country, the well-being of our people, and the future depend on the courage, knowledge, corporate culture, moral maturity, activity,

and hard work of young people. Young people have always been an active part of society. In recent years, in a society where knowledge and the digital economy are developing, we can see frequent social, technological, and economic changes. It is important to form a corporate culture based on innovation in

higher education for the better growth of new generations. According to President Shavkat Mirziyoyev, “New Uzbekistan starts from the threshold of the school, from the educational system”[1], the knowledge of our future youth, especially our students, if we start to develop corporate culture, moral integrity, and enthusiasm for educating the young generation from the first stage of higher education, they will contribute to educating the next generation in the same way. Modern higher education institutions are forced to adapt to the new operating conditions in the current period of development when innovative changes take a sharp turn.

In the conditions of modern globalization, all educational institutions are practically trying to ensure that the formation and development of the educational system in higher education institutions is to the new innovative conditions and the requirements of the economy[8].

Innovation is usually understood as an introduction, that is, something new and useful, such as new methods, techniques, practices, new modified things, products, and services [4.89-94].

Corporate culture is a model of the main belief of the team, internal integration acquired by the group in solving the problems of adaptation to changes in the external environment and effective enough to consider it valuable, convey it to new team members as a correct system, perceive and consider problems [4.89-94].

In recent years, high-level innovations have taken place in our country, strengthening and creating international cooperation networks, increasing academic mobility of professors and students in education, new management structure, evaluating

new methods, accreditation and financing, diversification of courses, programs, and research, application of technology in teaching. Among these changes, some aspects are related to macro-level changes, while some are related to micro-level changes.

Typical innovations currently dominating the debate in higher education institutions are related to the comprehensive use of information, and communication technologies (ICT), the adoption of student-centered learning, the use of cooperative teaching approaches, online and hybrid courses are widespread, and much higher education being developed in institutions.

Literature review

In our republic, based on the requirements of the Law “On Education”, general didactic level research is being conducted on the problem of improving the educational process, increasing efficiency, creating content for the formation of corporate culture among students of higher educational institutions, and raising this level of readiness. In particular, the theory and practice of personal and professional socialization of students based on the approach of cultural humanitarianism (in the case of higher education institutions of Pedagogy) N.M. Egamberdieva, scientific-pedagogical foundations of the formation of a sense of national pride in students of higher education institutions D.R. Rozieva, the theory of ensuring the integrity of students’ professional creativity and practice Sh.S. Sharipov, Pedagogical foundations of training and professional development of teaching staff based on educational values Sh.Q.Mardanov, Theoretical and experimental methodical foundations of spiritual and moral education (based on the “main concepts and principles of the idea of national independence”), Z.K. Ismoilova,

Moral formation of the student personality based on national and universal values N.Artikova, formation of professionally oriented competence of students of higher educational institutions I.Panferova, formation of professional cultural relations in the future teacher B.Kh. Rakhimov, works were studied and analyzed.

By scientists from Commonwealth countries conditions for the formation of the corporate culture of subjects of informal education Surtaeva Zhanna Borisovna, Pedagogical conditions for the formation of the corporate culture of the university student group Gabdulkhakova Olga Ivanovna, Problems of developing the spirituality of students of the Pedagogical University N.N.Dementeva, Spirituality in the moral position of the student N.M.Borytko, Formation of the corporate culture of the Pedagogical University as a tool of faculty traditions Petrosyan Anaid Rafailovna O. mechanisms of formation and development of the image of educational institutions Ivanova Yuliya Olegovna, The theoretical and educational foundations of characteristics of the corporate culture of the educational institution, Gorbatko Olga Ivanovna's works are researched at the pedagogical level.

Also, in the research works of pedagogies of our republic, M.F. Hakimova, N.S. Fayzullaeva, N.Kh. Lutfullaeva, Sh.E. Mamaradjabov, F.S. Torabekov, and several other pedagogic scientists, many problems of pedagogical activity in higher education institutions were studied.

These studies, which made a significant contribution to the development of the pedagogical activity, culture, and spiritual educational work in a higher educational institution, created an effective opportunity for the author of this researcher to research the scientific problem he set before himself from the point of view of design competence, which includes the skills of

forming a corporate culture in a higher educational institution.

RESEARCH METHODOLOGY

The methodological basis of the research is the Law of the Republic of Uzbekistan “On Education”, as well as the teachings of Eastern thinkers on pedagogical communication in the research, the speech of the President of the Republic of Uzbekistan Shavkat Mirziyoyev at the solemn ceremony dedicated to the 29th anniversary of the adoption of the Constitution of the Republic of Uzbekistan, the press service of the President of the Republic of Uzbekistan Sh.M. Mirziyoyev Address of the leader to the Oliy Majlis about the most important priorities for 2020, the spiritual education of students and the theory of developmental education (Abu Ali Ibn Sina, Abu Raikhan Beruni, Abu Nasir Farabi, I.G. Pestalozzi, I.F. Herbert, J. Dewey, V.V. Rubsov, L.V. Zankov), Concept of educational education (N. Leontev, L. A. Karpenko, G. K. Lozanov, G. A. Kitaygorodskaya, O. Musurmonova, R. Inoghomov, K.Tashmurodov) served.

ANALYSIS AND RESULTS

Systemic changes in the external environment in which higher educational institutions of Uzbekistan, which are being renewed today, are forced to operate, first of all, create the problem of forming and maintaining a corporate identity of loyalty to the higher educational institution.

Their belonging to the organization, their involvement in the company's work, and their contribution to the development of the organization that started their work are the main goals set for higher education institutions. Recognition of this fact determines the urgency of the problem of studying the mechanisms of



formation and maintenance of corporate identity. At the same time, today there is no unified definition of corporate identity in the field of local science because there are major changes in this field. It is possible to talk about the specific results of the conceptual and methodological plan, which are important for understanding such a complex multipurpose phenomenon.

The corporate culture of female students is the main tool for solving the strategic task of any higher education institution, the highly qualified, flexible level of knowledge is the modern socio-economic conditions of the graduate who meets the requirements of the labor market, and new educational standards. If we talk about the social order of the society, the requirements of the labor market for the level of professional training of the future specialist, and the issue of not realizing the potential of the socio-cultural environment of the higher education institution in the field of forming the corporate culture and corporate identity of modern students is sharply raised. Therefore, the problem is to find a strategy for the formation of the corporate identity of first-year students in the socio-cultural environment of higher educational institutions in our country.

Corporate accounting is the personal manifestation, understanding, and active use of the corporate culture of the organization, corporate rules, norms, and values by the subjects of the corporate institution in the internal, subject acceptance of the higher education institution, faculty, department, educational group, as well as in the process of their development and representation. An important condition for the formation and development of corporate identity is the cultural-educational space of an educational institution with a strong cultural-educational and pedagogical potential - the single value-normative

higher education institution area of life activity, the ability to form professional qualities and realize the personal potential of students. When you talk about an institution of higher education, you don't think of the students who are the face of the institution of higher education. their success in education and development affects the internal environment and external environment of the higher education institution, which means the reputation of the educational institution. The purpose of higher education is to train a new generation of specialist personnel, who must have a high general and professional culture, creative and social activity, and the ability to quickly adapt to a socially promising [9]. According to E.A Dagaeva, the image is an integral characteristic of corporate culture and a way of broadcasting the corporate individuality of the organization and the people in it. [4. 89-94] Therefore, creating a coherent image of a higher education institution is not only a higher education institution, but it is impossible without the initial comprehensive work on forming the corporate culture of its students. The author shows that it is impossible not to create an attractive image for a higher education institution to strengthen its position in the market of educational services. Of course, it is impossible to disagree, because, in front of the internal audience of the higher education institution (students and professors), there should be a spark, a sense of pride for the organization, as well as the fact that they are part of something big, the opportunity and desire to contribute to its development. Also, it is appropriate to highlight the research of E.A.Sibenik. To define the concept of corporate culture, the author focused on the following definition: Corporate culture is a system of material and spiritual values, interactive displays, behavior, interactions, perception of oneself and the environment, characteristics of this company, reflecting one's personality, feeling of oneself and others in the socio-material environment [7.137-142]. By

introducing this definition into the higher education institution, pedagogues and female students perceive themselves as a whole due to the presence of spiritual and educational values. They feel their identity as a community in this socio-cultural environment. One of the components of corporate culture is corporate identity. N.V.Ibragimova defines corporate identity as “the manifestation, awareness and active use of corporate culture by the subjects of the corporate institution, in accepting the corporate rules, norms, values of the corporate institute, faculty, department, educational group as an internal subject, as well as expressed in the process of their development and representation [5.59-67]. Thus, it can be concluded that the established corporate identity consists of the perception of a person as a member of an organization, a member of an institution, and the separation of values, points of view, and rules of this institution. For students, corporate identification is an integral part of their professional development, because after graduating from a higher education institution, modern leaders of successful organizations need individuals who identify with the company and consider themselves part of the organization, which will further develop and protect the organization’s position in the labor market, it can be concluded that the established corporate identity consists of the perception of a person as a member of an organization, a member of an institution, and the separation of values, points of view, and rules of this institution. For students, corporate identification is an integral part of their professional development, because after graduating from a higher education institution, modern leaders of successful organizations need individuals who identify with the company and consider themselves part of the organization, which will further develop and protect the organization’s position in the labor market. It can be concluded that the established corporate identity consists of the

perception of a person as a member of an organization, a member of an institution, and the separation of values, points of view, and rules of this institution. For students, corporate identification is an integral part of their professional development, because after graduating from a higher education institution, modern leaders of successful organizations need individuals who identify with the company and consider themselves part of the organization, which will further develop and protect the organization's position in the labor market. helps to do.

In the Law of the President of the Republic of Uzbekistan Shavkat Mirziyoyev “On guarantees of equal rights and opportunities for women and men”, it is stated that “real equality between women and men should be achieved, and their participation should be expanded in all spheres of public life” [2].

The good news is that for thousands of years, the issue of inequality between men and women has always been a pressing issue in society, and the law focuses on the relevance of legal relations. In particular, as stated in Article 1 of the Law, the purpose of the Law is to regulate relations in the field of ensuring equal rights and opportunities for women and men.

Another legal guarantee of this basis is that “Women and men have equal rights” in Article 46 of the Constitution of the Republic of Uzbekistan. Therefore, the international legal and constitutional legal basis of gender equality is guaranteed. Gender equality also means social equality. It is not enough to include the necessary provisions in the Constitution and laws to ensure such equality. [3]

For this, it is necessary to create a foundation for students to form their abilities and use these abilities effectively in the future, from the moment they step into the higher education institution. In particular,



E.A.Dagaeva emphasizes the following indicators of developed identification: self-awareness by a member of the organization, the experience of identification with it, as well as differentiation from competing organizations; a high level of awareness of the history, goals, and values of the organization, the presence of positive opinions about the organization; high level of acceptance of the organization's values; increase the personal significance of the organization's goals; conscientious compliance with the rules of corporate conduct; such as organizational commitment [4. 89-94]. According to local and foreign researchers, the mechanisms of corporate identity formation, are based on communicative processes (A.N. Krylov., N. Yu. Pimenova, M. Rushden, T. Skvortsova, I. Sternin, etc.). In the cultural and educational space of the Tashkent state higher educational institution of economics, there are organizations whose activity is to attract students to the culture of the higher educational institution, as well as their adaptation from the first stage. They are the following organizations:

1. Women's committee.
2. Youth Union of Uzbekistan.
3. Family Center of the Republic of Uzbekistan.
4. Tashkent State University of Economics Trade Union.

However, when they start studying at a higher education institution, students may not be aware or have information about these organizations, and may not want to become their members. It is possible to determine the contradictions between corporate culture as the main means of solving the strategic task of any higher education institution and insufficient implementation of the socio-cultural potential of modern students of higher education institutions in

the field of corporate culture and corporate personality formation; Organizations that exist in the cultural and educational space of the higher education institution, their activities are necessary to attract students to the culture of the higher education institution and to cooperate with them directly in the environment of the Tashkent State University of Economics. Formation and development of the corporate identity of first-year students, in our opinion, support based on pedagogical strategies will help the most. As a result of studying the work of V.V. Ignatova [6], we were able to identify the main types of strategies used in experimental work. In our opinion, first of all, it is necessary to understand what a pedagogical strategy is. V.V. Ignatova and her colleagues consider pedagogical strategy as an activity that gives a goal, a strategic direction, and a means of achieving it. On the other hand, they believed that pedagogical strategy is a process that takes place over time, representing a set of relevant actions aimed at achieving a specific result. Each strategy is consistent, step-by-step, and achieves a clear goal.

CONCLUSIONS

In conclusion, it can be said that, as a result of the ongoing research, it is necessary to systematically familiarize students with the feeling of belonging to the collective of students of a higher educational institution to form a corporate spirit. This strategy showed that we can achieve gender equality in our country by developing the corporate culture of our students as a result of the organization of various creative contests and events held by female students in higher educational institutions, active participation in these events, and the transition to the next level between higher education institutions.

The analysis of philosophical and special scientific literature gave us the following opportunities.

Discovering the main methodological approaches to determining pedagogical conditions, and forming the corporate culture of the student group of a higher educational institution, such as:

- systematic;
- person-oriented;
- active;
- synergistic approaches, as well as the principles of the corporate management process
- praise the culture of the student group:
- person-oriented nature of relations;
- activity;
- reflexivity;
- -tricyclic models of education are a combination of collectivity, as well as socio-centric and Anthropocene
- to study the dynamics of development of the corporate culture of university student groups during the entire study period;
- a study of the influence of the corporate culture of the group of students of higher educational institutions on the professional qualifications of female students.

This ongoing research cannot claim to be a complete solution to the problem. But the developed method, the conclusions, and theoretical rules of the higher education institution can be used in universities in the organization of the educational system to the specific instructions that create the implementation of the work in the conditions of higher vocational education, the real conditions for the effective training of professional personnel

REFERENCES

1. Address of the President of the Republic of Uzbekistan Shavkat Mirziyoyev to the Oliy Majlis. December 29, 2020.
2. Law of the President of the Republic of Uzbekistan Shavkat Mirziyoev “On guarantees of equal rights and opportunities for women and men”. 02.09.2019.
3. Muhitdinova F., “Legal foundations of gender equality in modernizing Uzbekistan. 12.06.2020”.
4. Dagaeva E.A. University Image and Corporate Identity // Higher Education in Russia. -2008. - No. 11.- P. 89-94.
5. Ibragimova N.V. Corporate formation culture of students in your school // Kazan Pedagogical Journal. - 2009. - No. 11-12. -P. 59-67.
6. Ignatova V.V. Professional-cultural attitude of the student in the educational environment / Otv. ed. V.V. Ignatova, O.A. Susherina. - Tomsk: Izd-vo TGU, 2005. - 264 p.
7. Sidelnik E.A. Corporate culture of the university // Izvestiya of the Southern Federal Olyy Telytinstvayusya. Stage technician. Issue No.10. V. 135. -2012. - P. 137-142 [Electronic resource].
8. Hakimova M. Improving the quality and efficiency of education in higher education institutions - the demand of the times //Archive scientific research. - 2020. - No. 32.
9. Hakimova M. Modern educational technologies: theory and practice //Archive научных исследований. - 2020. - No. 32.
10. Rasulov, A., Saparov, K., & Nizamov, A. (2021). METHODS OF RESEARCH OF TOPONIMES. In ЛУЧШАЯ ИССЛЕДОВАТЕЛЬСКАЯ РАБОТА 2021 (pp. 181-184). Rasulov, A., Saparov, K., & Nizamov, A. (2021). METHODS OF RESEARCH OF TOPONIMES. In ЛУЧШАЯ



- ИССЛЕДОВАТЕЛЬСКАЯ РАБОТА 2021 (pp. 181-184).
11. Saparov, K., Rasulov, A., & Nizamov, A. (2021). Problems of regionalization of geographical names. In ИННОВАЦИИ В НАУКЕ, ОБЩЕСТВЕ, ОБРАЗОВАНИИ (pp. 119-121).
 12. Rasulov, A. B., & Rasulova, N. A. (2020). METHODOLOGY OF GEOECOLOGICAL INDICATORS OF SUSTAINABLE DEVELOPMENT, GLOBAL GEOECOLOGICAL INDICATORS. In СОВРЕМЕННЫЕ НАУЧНЫЕ ИССЛЕДОВАНИЯ: АКТУАЛЬНЫЕ ВОПРОСЫ, ДОСТИЖЕНИЯ И ИННОВАЦИИ (pp. 302-305).
 13. Rasulov, A. (2022, August). ANALYSIS OF ECOLOGICAL SITUATION AND METHODS OF ITS ASSESSMENT. In Conference Zone (pp. 24-27).
 14. Rasulov, A., Saparov, K., & Nizamov, A. (2021). THE IMPORTANCE OF THE STRATIGRAPHIC LAYER IN TOPONYMICS. CURRENT RESEARCH JOURNAL OF PEDAGOGICS, 2(12), 61-67.
 15. Kulmatov, R., Rasulov, A., Kulmatova, D., Rozilhodjaev, B., & Groll, M. (2015). The modern problems of sustainable use and management of irrigated lands on the example of the Bukhara region (Uzbekistan). Journal of Water Resource and Protection, 7(12), 956.
 16. РАСУЛОВ, А. Б., & АБДУЛЛАЕВА, Д. Н. (2020). ПЕДАГОГИЧЕСКИЕ И ПСИХОЛОГИЧЕСКИЕ АСПЕКТЫ РАЗВИТИЯ НАВЫКОВ ИСПОЛЬЗОВАНИЯ САЙТОВ ИНТЕРНЕТА В ПРОЦЕССЕ ПОВЫШЕНИЯ КВАЛИФИКАЦИИ РАБОТНИКОВ НАРОДНОГО ОБРАЗОВАНИЯ. In Профессионально-личностное развитие будущих специалистов в среде научно-образовательного кластера (pp. 466-470).
 17. Rasulov, A. B. (2020). GEOECOLOGICAL ASPECTS OF SUSTAINABLE DEVELOPMENT. In

SCIENCE AND EDUCATION: PROBLEMS AND INNOVATIONS (pp. 307-310).

OSCAR
PUBLISHING SERVICES