

**INVESTMENT FOR HIGHER EDUCATION IS THE INVESTMENT
FOR FUTURE**

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***Abstract:** In an ever-evolving global landscape, the role of higher education in shaping the future cannot be overstated. This article explores the concept of investing in higher education as a strategic endeavor for securing future prosperity. It delves into the multifaceted benefits that accrue from such investments, ranging from individual career advancement to societal progress and economic growth. This article also covers 10 basic reasons why people should invest in their education and also tells about companies investing in their employees education.*

***Key words:** Investment, human capital, renewable energy, higher education, economic growth.*

Education is, among many things, a powerful social elevator. Investing in the development of higher education learning centers not only fosters social development and mobility, but also provides long-term positive returns.

People choose to invest in education for different reasons, like personal growth, getting a better job, moving up in the world, or helping their community. We know training and learning opportunities empower associates to deliver for customers while growing and advancing in their careers. - Greg Foran, CEO, Walmart U.S. [1]

There are **10 reasons** why people should invest in the education: [2]

1. **Better financial future** – According to national studies, individuals with a college degree earn approximately 38% more than those with just a high school diploma.

Not only that, people with a bachelor's degree, reportedly earn an average of \$10,000,000 more in additional earnings over their lifetime. An investment in education is an investment in future.

2. **Lower unemployment rates** – According to [National Center for Education Statistics](#), in 2019, the employment rate for 25- to 34-year-olds with a bachelor's or higher degree was 87 percent versus 74% for those who had only completed high school. And with a job market that is competitive and becoming more automated, getting a degree or diploma in a growing and in-demand industry like business systems, information technology, medical office administration or one of the various vocations will create more than just a job, but a life-long career.

3. **Access to more jobs** – An education gives people versatility. Most programs include valuable courses within them that help improve communication, critical thinking, and people skills. Sometimes those skills are the ones that take them to the top in their field or give them access to a wider range of jobs.

4. **Control of your own destiny** – No matter where they work, or what they do for a living, they will probably be reporting to someone. But a college degree or diploma can result in more career options, which can also give them more control when it comes to choosing a job that makes them happy to get out of bed in the morning. Having more options makes them happier because they can advance in their career and take on additional responsibilities.

5. **The benefits of benefits** – Studies show that college graduates are more likely to receive employer sponsored retirement plans and health insurance than graduates of high school only. This can help people build out a 401K or use a health savings account to manage their finances and take advantage of their college education.

6. **Education doesn't have an expiration date** – Once we've acquired knowledge, it's ours for a lifetime. College will help us lay a foundation that we can build upon throughout your career. Learning skills that people depend on gives us the power to earn. We can also supplement our education, achieve certification, and attend continuous educational courses to improve our knowledge.

7. ***An edge over the competition*** – With all things being equal, an education can be the thing that separates us from the competition when we're trying to land the job of our dreams. Employers look for reasons to thin out the large number of resumes that they received for each and every position. Having a degree or diploma will bring us to the top of the stack and not allow an algorithm to disqualify us before the employer even sees your resume.

8. ***Helps build a powerful network*** – Getting an education can give access to people from all walks of life. Not only can you build a powerful professional network, but the potential to also build life-long friendships. Whether we are networking with classmates or instructors, having a solid network will help us advance in our career and may even offer life-long friendships.

9. ***Our kids are more likely to go to college*** – A [study](#) from the US Education Department National Center for Education Statistics indicated that children whose parents received some sort of higher education were significantly more likely to attend college themselves.

10. ***Education can enhance our life and our family's life*** – Investing in our education is not just investing in our self. The more we learn, the better our understanding of the world and the more likely we are to find a fulfilling, meaningful career that improves our life in more than monetary ways.

The definition of the term “human capital” gives another best reason, why people should invest in higher education as a hope for future success. Human capital is considered as a driving force for business growth.

To most people, capital means money in the bank or a business's stock or goods. These are all forms of capital in the sense that they are assets that yield income and other useful outputs over long periods. However, such tangible forms of capital are not the only type of capital. One of the most important ideas in labour economics is to think of the set of marketable skills of workers as a form of capital in which workers make a variety of investments. This perspective is important in understanding both investment incentives, and the structure of wages and earnings.

Human talent is the single most important productive factor in today's

economy. Focusing on the development of a skilled workforce and the expansion of human capabilities through high-quality systems of education, training and lifelong learning is important for helping workers to find good jobs and enterprises to find the skilled workers they need. Financial support should also be made available to enhance access of poor workers to training and skills upgrading. In this way, society can achieve the twin goals of economic success and social progress.

The quantity and quality of human capital is essential to the operation of just about any type of public or private enterprise. Employing individuals who have the necessary expertise, judgment, and ability to function within their assigned roles allows the business to operate at maximum efficiency. This, in turn, increases the potential of earning a profit, and remaining successful for many years. A failure to identify individuals with the necessary combination of skills, experience, and education can undermine the efforts of even the most well-organized company. [3]

Education is a valued benefit. According to the National Association of Colleges and Employers survey, tuition reimbursement came in as the third most desirable corporate benefit, only trailing behind fully covered medical coverage and annual salary increases. Furthermore, 87% reported improved organizational commitment and job satisfaction.

“Working with select quality schools that yield positive results will also help our employees improve their chances of achieving a brighter financial future.”
- Jon Kaplan, VP Training & Development, Discover Financial Services [4]

Conclusion. Building human capital is a pre-requisite for business growth and the growth of an economy. The quality and availability human capital, fuels innovation, investment, technological change, enterprise development, economic diversification and competitiveness that economies need to accelerate the creation of more but also better jobs and thereby improve social cohesion. The building of human capital is a share responsibility involving, the government through its education and training policies and institutions; the individual through how they take advantage of available training and learning opportunities; and the enterprise who can and do gain from high levels of training.

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