

consumers' preferences and expectations, while assessing feedback from the market actors. Such a partnership system will provide a high level of university customer-centeredness in the regional market of educational services, as well as create a platform for effective socio-economic development of a region.

VI. CONCLUSION

Thus, the results of the research suggest the following conclusions: the development strategy of the modern university, on the one hand, is aimed at meeting the needs of students, but on the other hand, the student is not the main motivator for the university's development; customer-centered organizational culture is instead external and demonstrative, rather than internal; and the university environment makes internal and external customers detached.

Acknowledgment

This article was prepared with the financial support of the Russian Foundation for Basic Research, Department of Humanities and Social Sciences and the Government of Belgorod region. Grant "University customer-centered organizational culture as the factor of effective social and economic development of a region" No. 16-13-31002.

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