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& IQTISODIYOT

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*Ijtimoiy-iqtisodiy, innovatsion texnik,
fan va ta'limga oid ilmiy-amaliy jurnal*

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- 05.01.01 – Muhandislik geometriyasi va kompyuter grafikasi. Audio va video texnologiyalari
- 05.01.02 – Tizimli tahlil, boshqaruv va axborotni qayta ishlash
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- 05.01.05 – Axborotlarni himoyalash usullari va tizimlari. Axborot xavfsizligi
- 05.01.06 – Hisoblash texnikasi va boshqaruv tizimlarining elementlari va qurilmalari
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- 08.00.17 – Turizm va mehmonxona faoliyati

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THE IMPA INTEGRAL INDEX AS A TOOL FOR EVALUATING THE EFFECTIVENESS OF EDUCATIONAL SERVICES MARKETING

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Abstract. This paper substantiates the need to move from evaluating a university's marketing activities primarily through the number of contacts and applications towards a multi-level assessment of marketing and economic performance. Particular attention is paid to an organisational and economic evaluation mechanism linked to the stages of the ABBMM model and the Integral Index of Marketing Efficiency in Applicant Attraction (IMPA). The paper explains the structure of the index, the logic for deriving component weights from the estimated model, and the role of the CPL, CPA, and CPE metrics in identifying applicant attrition across the admissions funnel. The potential applications of the index for performance diagnostics, marketing budget allocation, and scenario-based planning are also discussed.

Keywords. IMPA, marketing efficiency, educational services, ABBMM model, marketing metrics, CPL, CPA, CPE, marketing budget, student recruitment.

Annotatsiya. Ushbu maqolada oliy ta'lim muassasasining marketing faoliyatini, asosan, aloqalar va arizalar soni orqali baholashdan marketing va iqtisodiy samaradorlikni ko'p darajali baholashga o'tish zarurati asoslab beriladi. ABBMM modeli bosqichlari bilan bog'langan tashkiliy-iqtisodiy baholash mexanizmi hamda abituriyentlarni jalb etishda marketing samaradorligining integral indeksi (IMPA)ga alohida e'tibor qaratiladi. Maqolada indeksning tuzilishi, uning tarkibiy qismlari vaznlarini baholangan model asosida shakllantirish mantiqi, shuningdek, qabul voronkasining turli bosqichlarida abituriyentlar oqimining kamayishini aniqlashda CPL, CPA va CPE ko'rsatkichlarining roli yoritiladi. Shuningdek, indeksdan samaradorlik diagnostikasi, marketing budjetini taqsimlash va ssenariy asosida rejalashtirishda foydalanish imkoniyatlari ko'rib chiqiladi.

Kalit so'zlar. IMPA, marketing samaradorligi, ta'lim xizmatlari, ABBMM modeli, marketing ko'rsatkichlari, CPL, CPA, CPE, marketing budjeti, abituriyentlarni jalb etish.

Аннотация. В статье обосновывается необходимость перехода от оценки маркетинговой деятельности высшего учебного заведения преимущественно по количеству контактов и заявлений к многоуровневой оценке маркетинговой и экономической результативности. Особое внимание уделяется организационно-экономическому механизму оценки, связанному с этапами модели ABBMM, а также интегральному индексу эффективности маркетинга в привлечении абитуриентов (IMPA). Раскрываются структура индекса, логика определения весов его компонентов на основе оценённой модели, а также роль показателей CPL, CPA и CPE в выявлении оттока абитуриентов на различных этапах воронки поступления. Рассматриваются также возможности применения индекса для диагностики результативности, распределения маркетингового бюджета и сценарного планирования.

Ключевые слова. IMPA, эффективность маркетинга, образовательные услуги, модель ABBMM, маркетинговые показатели, CPL, CPA, CPE, маркетинговый бюджет, привлечение абитуриентов.

INTRODUCTION

Higher education institutions actively use digital advertising, social media, open days, school outreach, counselling, and other recruitment tools. However, the intensity of marketing activity alone does not provide a comprehensive assessment of its economic effectiveness. A large number of views may not necessarily result in applications, while a large number of applications may not ultimately lead to enrolment. Therefore, an effective management system should measure not only the volume of contacts but also the effectiveness with which those contacts are converted into final enrolment outcomes.

The dissertation proposes an organisational and economic evaluation mechanism aligned with the stages of the ABBMM model and culminating in the Integral Index of Marketing Efficiency in Applicant Attraction (IMPA). This approach integrates the behavioural model with financial logic and makes it possible to assess the contribution of individual factors to recruitment performance.

The purpose of this paper is to explain the methodological role of IMPA and to substantiate its potential application in marketing budget planning and admissions campaign evaluation.

The stage-based system of ABBMM indicators addresses an important limitation of conventional

performance evaluation. If a university considers only the cost of an initial contact, it may prioritise a low-cost channel that generates a large number of enquiries but does not necessarily contribute proportionately to subsequent stages of the admissions funnel. When CPE is evaluated, the cost associated with final enrolment becomes visible. The CPL–CPA–CPE sequence therefore makes it possible to identify the stages of the admissions funnel at which marketing efficiency may be reduced.

Within the IMPA structure, digital communications have the highest weight, 0.297. Image and reputation have a weight of 0.162, perceived quality 0.157, social influence 0.141, career prospects 0.135, and tuition affordability 0.108. The weights sum to 1.000. These values should not be interpreted as representing the universal or absolute importance of these factors for every university; rather, they reflect the structure of the estimated model on which the index was developed.

The practical value of these weights lies primarily in their diagnostic function. If a university has a relatively low digital communication score, improving this component may produce a greater change in the integral index than an equivalent improvement in a component with a lower weight. At the same time, the index should be interpreted in conjunction with the specific relationships identified in the underlying model rather than applied mechanically. For example, tuition affordability has a comparatively lower baseline weight, while the dissertation also identifies its moderating role in the transition from intention to actual university choice. Management decisions should therefore take into account both the structure of the integral index and the specific relationships identified in the model.

The dissertation reports IMPA values across institutional segments, ranging from 3.13 for the public university segment to 3.86 for branches of foreign universities. For public universities, the total potential reserve for increasing the index is estimated at 0.758 points, with approximately two-thirds of this reserve associated with digital communications and social influence. Within the framework of the proposed model, these results make it possible to identify more specific areas for potential improvement rather than relying solely on general measures aimed at strengthening marketing activities.

Scenario-based budget reallocation is of particular importance. The dissertation examines a scenario in which resources are reallocated towards retaining applicants at the final stages of the admissions funnel. Under this scenario, the calculated number of enrolled students may increase by up to 60.2% without an increase in total expenditure, while the cost per enrolled student may decrease by 37.6%. These figures should be interpreted specifically as the results of scenario modelling rather than as automatically guaranteed practical outcomes.

Thus, the proposed organisational and economic mechanism introduces a more analytically structured approach to marketing budgeting. Rather than beginning exclusively with the allocation of funds across established communication channels, the proposed approach starts by diagnosing the stage and factor requiring managerial attention, followed by the selection of an appropriate instrument and the subsequent estimation of expenditure and its expected contribution to the final outcome. This sequence strengthens the analytical basis for marketing resource allocation and management decision-making (Table 1).

Table 1
IMPA Components, Their Weights, and Methodological Basis in the Dissertation¹

IMPA component	Weight	Basis in the dissertation
Digital communications	0.297	Sum of direct and indirect effects
Image and reputation	0.162	Path coefficient to trust
Perceived quality	0.157	Path coefficient to perceived value
Social influence	0.141	Path coefficient to intention
Career prospects	0.135	Path coefficient to perceived value
Tuition affordability	0.108	Path coefficient to perceived value

First, each university should maintain an integrated marketing performance dashboard incorporating CPL, CPA, CPE, and conversion rates between the stages of the ABBMM model. These indicators should be calculated separately for major communication channels and audience segments, enabling a more detailed assessment of marketing performance across the admissions funnel.

Second, IMPA should be used primarily as a diagnostic tool rather than as a formal ranking indicator. Its principal purpose is to identify the relative strengths of individual components within the marketing mechanism of a specific university and to highlight areas with potential for further improvement.

Third, marketing budget allocation should be linked to the component identified as requiring additional

¹ Author's development



attention. For example, if the diagnostic assessment indicates opportunities to strengthen trust, additional expenditure on mass-reach activities may be less appropriate than investment in ambassador programmes, counselling, and verifiable educational content.

Fourth, scenario-based calculations should be conducted before the admissions campaign begins. Universities should compare alternative approaches to allocating resources between attracting new prospective applicants and retaining those who have already demonstrated an intention to enrol. Such comparisons can provide an analytical basis for selecting a more appropriate allocation of available marketing resources.

Fifth, performance evaluation should continue through to the final enrolment outcome so that actual data from the completed admissions cycle can be used to refine subsequent assessments, update relevant parameters, and support future management decisions.

CONCLUSION AND RECOMMENDATIONS

The IMPA integral index provides a framework for developing educational services marketing from a predominantly descriptive assessment of marketing activities towards a system of measurable marketing and economic performance. Its integration with the ABBMM model makes it possible to consider not only communication channels but also the behavioural factors associated with the transition from initial marketing contact to actual enrolment.

Using IMPA in conjunction with CPL, CPA, CPE, and stage-specific conversion rates enables universities to identify areas requiring managerial attention, compare alternative resource-allocation scenarios, and support more evidence-based marketing decisions. The findings suggest that marketing effectiveness depends not solely on the volume of communication but also on how effectively marketing resources contribute to the formation of trust, perceived value, intention to enrol, and subsequent university choice.

Based on these findings, the following recommendations can be proposed:

Universities should integrate IMPA into their marketing performance monitoring systems. The index should be assessed alongside CPL, CPA, CPE, and stage-specific conversion rates to provide a comprehensive view of both marketing and economic performance across the admissions funnel.

Marketing resources should be allocated according to the diagnostic results of individual IMPA components. Rather than distributing the budget primarily across established communication channels, universities should identify the components with the greatest potential for improvement and direct resources towards the corresponding marketing instruments.

Scenario-based analysis should be incorporated into admissions campaign planning. Before finalising the marketing budget, universities should compare alternative resource-allocation scenarios, including different combinations of applicant attraction and retention activities, and assess their expected implications for enrolment outcomes and cost efficiency.

IMPA parameters should be periodically reviewed using data from completed admissions cycles. Actual information on applicant behaviour, conversion rates, marketing expenditure, and final enrolment should be used to assess the continuing relevance of component weights and to refine subsequent marketing decisions.

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