

22-23.04.2024

<https://phoenixpublication.uz/>

**THE MAIN FACTORS OF COMPETITIVENESS OF LIGHT INDUSTRY AND
INDICATORS OF THEIR ASSESSMENT.**

**ОСНОВНЫЕ ФАКТОРЫ КОНКУРЕНТОСПОСОБНОСТИ ЛЕГКОЙ
ПРОМЫШЛЕННОСТИ И ПОКАЗАТЕЛИ ИХ ОЦЕНКИ.**

**YENGIL SANOAT RAQOBATBARDOSHLIGINING ASOSIY OMILLARI VA
ULARNI BAHOLASH KO'RSATKICHLARI.**

Rahmonov Xurshid Xayriddinovich

Doctoral Student of BukhMTI

E-mail: rahmonovxur@mail.ru

Islomova Sarvinoz Baxriddin qizi

Teacher of BukhMTI

In accordance with the Decree of the President of the Republic of Uzbekistan dated January 28, 2022 No.PF-60 "On the development strategy of New Uzbekistan for 2022-2026" within the framework of the idea "New Uzbekistan is a country of competitive products", a number of measures aimed at increasing the competitiveness of industrial enterprises of Uzbekistan have been implemented. As a result, it was possible to increase the export potential of local manufacturers, "in 2022, about 2 thousand entrepreneurs entered foreign markets for the first time" [1]. The government's focus on improving the competitiveness of local products is due to both internal and external reasons. First, the country's expected membership of the World Trade Organization; secondly, the joining of Uzbekistan to the global economic space will lead to the opening of markets and strong competition of local producers; thirdly, the weak technical and technological base of local enterprises, and fourthly, the indicator of Uzbekistan in international ratings is still at a low level, despite the measures taken by the government. For example, in 2021, Uzbekistan ranked 87th among 152 countries with an index of 0.018 (maximum 1.0) in the Industrial Competitiveness Index (CIP) The UN, which reflects the country's production and export potential. International Institute for Management Development (IMD)[20] Annually compiles a rating of the competitiveness of countries based on the cost of living, employment, government spending, political stability, business security and other indicators. In total, 64 countries were included in the rating in 2023[21], Uzbekistan was not included in this rating. At the global level, this situation of the country indicates that there are still unresolved problems in assessing and managing the competitive advantages of industries and regions, which means that there are still untapped reserves for improving competitiveness.

22-23.04.2024

<https://phoenixpublication.uz/>

According to M. Porter[3], the main unit of competition is a network, that is, a group of competitors who produce goods or provide services and compete directly with each other. The network produces products with similar sources of competitive advantage. Network enterprises have a regional location and contribute to the development of the region. On the other hand, the competitiveness of the region creates conditions for the competitive advantages of network enterprises, that is, the competitive advantages of network enterprises largely depend on the potential of the region and the level of its use. Therefore, in our opinion, the competitiveness and competitive advantages of the industry should be studied in connection with regional competitiveness and in interaction with it. We analyze these concepts in detail to clarify the factors of competitiveness of the light industry sector. [22]

The competitiveness of the network is determined by the availability of technical, economic and organizational conditions for the production and sale of high-quality products that meet the requirements of certain consumer groups (at costs not higher than world prices). Network competitiveness is the ability of a network to produce goods and services that meet the requirements of the international and domestic market, to create conditions for increasing the competitiveness of network enterprises. Professor M. Porter of Harvard Business School made a great contribution to the formation of approaches to the classification of competitiveness factors and formulated three approaches to the classification of competitiveness factors. He noted that the competitiveness of industries is based on a variety of competitive advantages. They can be grouped into two main types: resource and technological. It is this idea that underlies all research in the field of network competitiveness factors. Many foreign and domestic scientists, including G. P. Hamel, K. K. Prahalad[4], R. M. from foreign economists, are engaged in research on factors affecting network competitiveness. Grant[5], K. Menard[6], M. Best[7], Russian scientists L.E.Basovsky[8], V.A.Vinokurov, D.L.[9] Volkov, I.N. 10. Gerchikova, A.P. Gradov[11], B.B. Leontiev, M.V. Melnik [12], I. M. Smoleychuk and others. Also local researchers N.K. Yuldashev, F.M. Matmurodov[13], I.A. Tashpulatov, S.S. Yusupov[14] who studied various types of influence on the formation of strategic competitiveness, competitiveness management strategy and competitive advantage. As a result of our research, it can be emphasized that the factors of competitiveness are changeable, and currently there is no single approach to determining the factors that determine the competitive advantages of the network. Most economists agree that the competitiveness of the network is provided by a certain set of competitive advantages formed due to the influence of external and internal environmental factors.[23]

Smoleychuk I. M. the network understands competitiveness factors as means and methods of using competitiveness resources to turn opportunities into real competitive advantages[15]. A. A. Thompson and A. J.[16] Strickland[17] identify the following competitiveness factors: product quality and characteristics; position (image); production capacity; technology use; dealer network and distribution opportunities; innovative

22-23.04.2024

<https://phoenixpublication.uz/>

opportunities; financial resources; costs relative to competitors; customer service. E. P. Golubkov[18] includes, in addition to the above, such factors as research power, the level of diversification, the level of pre-sales training and the level of after-sales service, the organization's policy in the external business environment.

Zakirova V. N. [19] stated that the sustainable competitiveness of the network is largely ensured by the integration and synergy of relationships between the economic entities of the network and subsidiaries. The concept of network competitiveness should be based on these elements. He identifies the following factors of the industry's competitiveness:

- efficiency of material flow activities (competitiveness of logistics) as a means of integrating intersectoral interaction;
- achieving a high level of production potential (financial competitiveness) as a means of cross-industry synergy;
- innovative business activity (competitiveness of human resources) as a means of stimulating synergy of integration and cross-sectoral cooperation.

Thus, summarizing various approaches, we will find out the main factors of formation of sustainable competitiveness of light industry in the long term, taking into account the peculiarities of regional development. [24]. We propose to define the competitiveness of light industry as a combination of the following main factors and indicators of their assessment:

- factors of the structure of the region's light industry network (the presence of highly competitive leading enterprises, the share of small business, its role in the region's economy, the level of use of its products in various industries[25], infrastructure development, the system of product sales in the domestic market, pricing policy);
- factors of production modernization (changes in labor productivity, the level of renewal of fixed assets, the introduction of new capacities and technologies, the ratio of capital and labor resources, investment attractiveness, position in comparison with foreign analogues in terms of product quality [26], parameters and price). , the level of diversification, ownership of one's own brand, the level of export orientation, the level of import dependence and localization, energy efficiency and the use of alternative energy sources, energy resources used to produce a unit of production, environmental protection and the state of the ecological system);
- factors of scientific and innovative activity (the presence of a scientific and innovative structure and its potential, mastered new products and technologies, the state of determining consumer priorities and conquering new markets based on foresight and mainstream, the degree of individual product design, independent design of new products and its set of knowledge and scientific structures necessary for production, [27] the volume of scientific and technical developments for the implementation of scientific projects);
- integration factors [28] (the presence of a large network enterprise and small enterprises integrated with it, the state of the raw material base and the strength of links in the technological chain before the production of the final product and the compatibility of

22-23.04.2024

<https://phoenixpublication.uz/>

capacities, scientific and technical, production, logistical and commercial cooperation with other industries abroad);

- strategic management factors [28] (availability of strategic development programs, availability of investment programs, creation of incentives for foreign economic, investment, financial, integration, sales and other activities, availability of an effective management structure, measures to increase the volume of raw materials and finished products). production, digitalization of the network, the conditions created to raise the image, the average profitability of network enterprises, the level of wages).

REFERENCES:

1. Address by the President of the Republic of Uzbekistan H.E. Mr. Shavkat Mirziyoyev to the Oliy Majlis and the People of Uzbekistan. <https://president.uz/ru/lists/view/5774>.
2. ХХ РАХМОНОВ. КОНКУРЕНТОСПОСОБНОСТЬ КАК ОСНОВА ФОРМИРОВАНИЯ СТРАТЕГИЧЕСКИХ ПАРАМЕТРОВ ИННОВАЦИОННО-ТЕХНОЛОГИЧЕСКОГО РАЗВИТИЯ ПРОМЫШЛЕННЫХ ПРЕДПРИЯТИЙ
а. АКТУАЛЬНЫЕ ПРОБЛЕМЫ РАЗВИТИЯ НАЦИОНАЛЬНОЙ И РЕГИОНАЛЬНОЙ ЭКОНОМИКИ, 371-373.
3. Портер М. Международная конкуренция. — М.: Международные отношения, 1993, 51с.
4. Хамел, Г.П. Конкурируя за будущее [Текст] / Г.П. Хамел, К.К. Прахалад. — М.: Олимп-Бизнес, 2014. — 288 с.
5. Грант Р.М. Современный стратегический анализ [Текст] / Р.М. Грант. — СПб.: Питер, 2008. — 280 с.
6. Менар К. Экономика организации [Текст] / К. Менар. — М.: ИНФРАМ, 1996.— 160 с.
7. Бест М. Новая конкуренция. Институты промышленного развития. — М.: ТЕИС, 2002. — 350с.
8. Басовский, Л.Е. Менеджмент [Текст]: учебное пособие / Л.Е. Басовский. — М.: ИНФРА-М, 2008. — 214 с.
9. Винокуров, В.А. Организация стратегического управления на предприятии [Текст]: учебное пособие / В.А. Винокуров. — М.: ЦЭМ, 2012. — 147 с.
10. Волков, К.В., Современный реинжиниринг [Текст] / К.В. Волков, Е.В. Попов // Менеджмент в России и за рубежом, 2012. - № 4. - С. 61-70.
11. Герчикова, И.Н. Менеджмент [Текст]: учебное пособие / И.Н. Герчикова. — М.: ЮНИТИ-ДАНА, 2011. — 512с.
12. Градов, А.П. Основы региональной экономики [Текст]: учебное пособие / А.П. Градов. — СПб: Изд-во СПбГТУ, 1998. — 161 с.

22-23.04.2024

<https://phoenixpublication.uz/>

13. Леонтьев Б.Б., Леонтьева В.Б. Системные решения в формировании национальной инновационной системы [Текст] / Б.Б. Леонтьев, В.Б. Леонтьева // Инновации, 2017. - №9 (227). - С. 28-38.
14. Мельник, М.В. Анализ финансово-хозяйственной деятельности предприятия [Текст]: учебное пособие / М.В. Мельник, Е.Б. Герасимова. - М.: ИНФРА-М, 2008. - 192 с.
15. Матмуродов Ф.М., Гимуш Р.И. Корхона менежменти. Ўқув қўлланма. ТАҚИ, 2004 й. 94 бет.
16. Смолейчук И.М. Конкурентоспособность легкой промышленности стран Дальнего Востока / И.М. Смолейчук. – Владивосток: Издательство ДВГАЭУ 2000. – 152 с.
17. Томпсон, А.А. Стратегический менеджмент [Текст] / А.А. Томпсон, А.Дж. Стрикленд. – М.: Вильямс, 2010. – 307 с.
18. Голубков, Е.П. Основы маркетинга [Текст]: учебник / Е.П. Голубков. - М.: Финпресс, 2013. – 656 с.
19. Закирова В.Н. Методологические аспекты оценки конкурентоспособности отрасли / В.Н. Закирова // Международный научно-исследовательский журнал.- 2012. - №6 (6). - URL: <https://research-journal.org/archive/7-6-2012-november/metodologicheskie-aspekty-ocenki-konkurentosposobnosti-otrasli> (дата обращения: 14.01.2023).
20. <https://stat.unido.org/cip/>
21. <https://imd.cld.bz/IMD-World-Competitiveness-Booklet-2023/38/>
22. Karomatovna M. J. MAIN DIRECTIONS OF DEVELOPMENT OF LIGHT INDUSTRY ENTERPRISES IN UZBEKISTAN IN THE CONDITIONS OF ECONOMIC GLOBALIZATION //Galaxy International Interdisciplinary Research Journal. – 2021. – Т. 9. – №. 12. – С. 1434-1441.
23. Мусаева Ж. К., Халилова М. А. Қ. КОРХОНАЛАРНИНГ АСОСИЙ КАПИТАЛИНИ БАҲОЛАШ ВА УЛАРДАН САМАРАЛИ ФОЙДАЛАНИШ ЙЎНАЛИШЛАРИ //Oriental renaissance: Innovative, educational, natural and social sciences. – 2022. – Т. 2. – №. 4. – С. 200-217.
24. Мусаева Ж. К. ОЦЕНКА ОСНОВНОГО КАПИТАЛА ПРЕДПРИЯТИЙ И ОСНОВНЫЕ ПУТИ ИХ ЭФФЕКТИВНОГО ИСПОЛЬЗОВАНИЯ //Журнал Инновации в Экономике. – 2022. – Т. 5. – №. 3.
25. Мусаева Ж. К. САНОАТ КОРХОНАЛАРИДА АСОСИЙ КАПИТАЛДАН САМАРАЛИ ФОЙДАЛАНИШ ЙЎЛЛАРИ //Журнал Инновации в Экономике. – 2021. – Т. 4. – №. 6.
26. Мусаева Ж. К. Роль цифровой трансформации в развитии экономики Узбекистана. – 2021.
27. Мусаева Ж. К., Шарипова М. М. Информационная безопасность—важное условие цифровой экономики. – 2021.

**RAQAMLI IQTISODIYOT SHAROITIDA MINTAQALAR BARQAROR RIVOJLANISHINING
DOLZARB MUAMMOLARI VA YECHIMLARI**

22-23.04.2024

<https://phoenixpublication.uz/>

28. Мусаева Ж. К. Тенденции развития цифровой экономики и образования в Узбекистане //Современные проблемы социально-экономических систем в условиях глобализации. – 2021. – С. 246-250.