

SCIENCE
PROBLEMS.UZ

ISSN 2181-1342

Actual problems of social and humanitarian sciences
Актуальные проблемы социальных и гуманитарных наук

Ijtimoiy-gumanitar fanlarning dolzarb muammolari

Son 11 Jild 4

2024

SCIENCEPROBLEMS.UZ

**ИЖТИМОЙ-ГУМАНИТАР ФАНЛАРНИНГ
ДОЛЗАРБ МУАММОЛАРИ**

№ 11 (4) - 2024

**АКТУАЛЬНЫЕ ПРОБЛЕМЫ СОЦИАЛЬНО-
ГУМАНИТАРНЫХ НАУК**

ACTUAL PROBLEMS OF HUMANITIES AND SOCIAL SCIENCES

ТОШКЕНТ-2024

БОШ МУҲАРРИР:

Исанова Феруза Тулқиновна

ТАҲРИР ҲАЙЪАТИ:

07.00.00-ТАРИХ ФАНЛАРИ:

Юлдашев Анвар Эргашевич – тарих фанлари доктори, сиёсий фанлар номзоди, профессор, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Мавланов Уктам Махмасабирович – тарих фанлари доктори, профессор, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Хазраткулов Абдор – тарих фанлари доктори, доцент, Ўзбекистон давлат жаҳон тиллари университети.

Турсунов Равшан Нормуратович – тарих фанлари доктори, Ўзбекистон Миллий Университети;

Холикулов Ахмаджон Боймаҳамматович – тарих фанлари доктори, Ўзбекистон Миллий Университети;

Габриэльян Софья Ивановна – тарих фанлари доктори, доцент, Ўзбекистон Миллий Университети.

Саидов Сарвар Атабулло ўғли – катта илмий ходим, Имом Термизий халқаро илмий-тадқиқот маркази, илмий тадқиқотлар бўлими.

08.00.00-ИҚТИСОДИЁТ ФАНЛАРИ:

Карлибаева Рая Хожабаевна – иқтисодиёт фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Насирходжаева Дилафруз Сабитхановна – иқтисодиёт фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Остонокулов Азамат Абдукаримович – иқтисодиёт фанлари доктори, профессор, Тошкент молия институти;

Арабов Нурали Уралович – иқтисодиёт фанлари доктори, профессор, Самарқанд давлат университети;

Худойқулов Садирдин Каримович – иқтисодиёт фанлари доктори, доцент, Тошкент давлат иқтисодиёт университети;

Азизов Шерзод Ўктамович – иқтисодиёт фанлари доктори, доцент, Ўзбекистон Республикаси Божхона институти;

Хожаев Азизхон Саидалоҳонович – иқтисодиёт фанлари доктори, доцент, Фарғона политехника институти

Холов Актам Хатамович – иқтисодиёт фанлари бўйича фалсафа доктори (PhD), доцент, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Шадиева Дилдора Хамидовна – иқтисодиёт фанлари бўйича фалсафа доктори (PhD), доцент в.б, Тошкент молия институти;

Шакарров Қулмат Аширович – иқтисодиёт фанлари номзоди, доцент, Тошкент ахборот технологиялари университети

09.00.00-ФАЛСАФА ФАНЛАРИ:

Ҳакимов Назар Ҳакимович – фалсафа фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Яхшиликков Жўрабой – фалсафа фанлари доктори, профессор, Самарқанд давлат университети;

Ғайбуллаев Отабек Мухаммадиевич – фалсафа фанлари доктори, профессор, Самарқанд давлат чет тиллар институти;

Саидова Камола Усканбаевна – фалсафа фанлари доктори, “Tashkent International University of Education” халқаро университети;

Ҳошимхонов Мўмин – фалсафа фанлари доктори, доцент, Жиззах педагогика институти;

Ўроқова Ойсулов Жамолиддиновна – фалсафа фанлари доктори, доцент, Андижон давлат тиббиёт институти, Ижтимоий-гуманитар фанлар кафедраси мудири;

Носирходжаева Гулнора Абдукаххаровна – фалсафа фанлари номзоди, доцент, Тошкент давлат юридик университети;

Турдиев Бехруз Собирович – фалсафа фанлари бўйича фалсафа доктори (PhD), доцент, Бухоро давлат университети.

10.00.00-ФИЛОЛОГИЯ ФАНЛАРИ:

Ахмедов Ойбек Сапорбаевич – филология фанлари доктори, профессор, Ўзбекистон давлат жаҳон тиллари университети;

Кўчимов Шухрат Норқизилевич – филология фанлари доктори, доцент, Тошкент давлат юридик университети;

Ҳасанов Шавкат Аҳадович – филология фанлари доктори, профессор, Самарқанд давлат университети;

Бахронова Дилрабо Келдиёровна – филология фанлари доктори, профессор, Ўзбекистон давлат жаҳон тиллари университети;

Мирсанов Ғайбулло Қулмуродович – филология фанлари доктори, профессор, Самарқанд давлат чет тиллар институти;

Салахутдинова Мушарраф Исамутдиновна – филология фанлари номзоди, доцент, Самарқанд давлат университети;

Кучкаров Раҳман Урманович – филология фанлари номзоди, доцент в/б, Тошкент давлат юридик университети;

Юнусов Мансур Абдуллаевич – филология фанлари номзоди, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Саидов Улугбек Арипович – филология фанлари номзоди, доцент, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси.

12.00.00-ЮРИДИК ФАНЛАР:

Аҳмедшаева Мавлюда Ахатовна – юридик фанлар доктори, профессор, Тошкент давлат юридик университети;

Мухитдинова Фирюза Абдурашидовна – юридик фанлар доктори, профессор, Тошкент давлат юридик университети;

Эсанова Замира Нормуротовна – юридик фанлар доктори, профессор, Ўзбекистон Республикасида хизмат кўрсатган юрист, Тошкент давлат юридик университети;

Ҳамроқулов Баҳодир Мамашарифович – юридик фанлар доктори, профессор в.б., Жаҳон иқтисодиёти ва дипломатия университети;

Зулфиқоров Шерзод Хуррамович – юридик фанлар доктори, профессор, Ўзбекистон Республикаси Жамоат ҳавфсизлиги университети;

Хайитов Хушвақт Сапарбаевич – юридик фанлар доктори, профессор, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Асадов Шавкат Ғайбуллаевич – юридик фанлар доктори, доцент, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Эргашев Икром Абдурасулович – юридик фанлари доктори, профессор, Тошкент давлат юридик университети;

Утемуратов Махмут Ажимуратович – юридик фанлар номзоди, профессор, Тошкент давлат юридик университети;

Сайдуллаев Шахзод Алиханович – юридик фанлар номзоди, профессор, Тошкент давлат юридик университети;

Ҳакимов Комил Бахтиярович – юридик фанлар доктори, доцент, Тошкент давлат юридик университети;

Юсупов Сардорбек Баходирович – юридик фанлар доктори, доцент, Тошкент давлат юридик университети;

Амиров Зафар Актамович – юридик фанлар бўйича фалсафа доктори (PhD), Ўзбекистон Республикаси Судьялар олий кенгаши ҳузуридаги Судьялар олий мактаби;

Жўраев Шерзод Юлдашевич – юридик фанлар номзоди, доцент, Тошкент давлат юридик университети;

Бабаджанов Атабек Давронбекович – юридик фанлар номзоди, доцент, Тошкент давлат юридик университети;

Раҳматов Элёр Жумабоевич – юридик фанлар номзоди, Тошкент давлат юридик университети;

13.00.00-ПЕДАГОГИКА ФАНЛАРИ:

Ҳашимова Дильдархон Уринбоевна – педагогика фанлари доктори, профессор, Тошкент давлат юридик университети;

Ибрагимова Гулнора Хавазматовна – педагогика фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Закирова Феруза Махмудовна – педагогика фанлари доктори, Тошкент ахборот технологиялари университети ҳузуридаги педагогик кадрларни қайта тайёрлаш ва уларнинг малакасини ошириш тармоқ маркази;

Каюмова Насиба Ашуровна – педагогика фанлари доктори, профессор, Қарши давлат университети;

Тайланова Шохид Зайниевна – педагогика фанлари доктори, доцент;

Жуманиёзова Муҳайё Тожиевна – педагогика фанлари доктори, доцент, Ўзбекистон давлат жаҳон тиллари университети;

Ибрахимов Санжар Урунбаевич – педагогика фанлари доктори, Иқтисодиёт ва педагогика университети;

Жавлиева Шахноза Баходировна – педагогика фанлари бўйича фалсафа доктори (PhD), Самарқанд давлат университети;

Бобомуротова Латофат Элмуродовна – педагогика фанлари бўйича фалсафа доктори (PhD), Самарқанд давлат университети.

19.00.00-ПСИХОЛОГИЯ ФАНЛАРИ:

Каримова Василя Маманосировна – психология фанлари доктори, профессор, Низомий номидаги Тошкент давлат педагогика университети;

Ҳайитов Ойбек Эшбоевич – Жисмоний тарбия ва спорт бўйича мутахассисларни қайта тайёрлаш ва малакасини ошириш институти, психология фанлари доктори, профессор

Умарова Навбаҳор Шокировна – психология фанлари доктори, доцент, Низомий номидаги Тошкент давлат педагогика университети, Амалий психологияси кафедраси мудири;

Атабаева Наргис Батировна – психология фанлари доктори, доцент, Низомий номидаги Тошкент давлат педагогика университети;

Шамшетова Анжим Караматдиновна – психология фанлари доктори, доцент, Ўзбекистон давлат жаҳон тиллари университети;

Қодиров Обид Сафарович – психология фанлари доктори (PhD), Самарканд вилоят ИИБ Тиббиёт бўлими психологик хизмат бошлиғи.

22.00.00-СОЦИОЛОГИЯ ФАНЛАРИ:

Латипова Нодира Мухтаржановна – социология фанлари доктори, профессор, Ўзбекистон миллий университети кафедра мудири;

Сеитов Азамат Пўлатович – социология фанлари доктори, профессор, Ўзбекистон миллий университети;

Содиқова Шоҳида Мархабобовна – социология фанлари доктори, профессор, Ўзбекистон халқаро ислом академияси.

23.00.00-СИЁСИЙ ФАНЛАР

Назаров Насриддин Атакулович – сиёсий фанлар доктори, фалсафа фанлари доктори, профессор, Тошкент архитектура қурилиш институти;

Бўтаев Усмонжон Хайруллаевич – сиёсий фанлар доктори, доцент, Ўзбекистон миллий университети кафедра мудири.

ОАК Рўйхати

Мазкур журнал Вазирлар Маҳкамаси ҳузуридаги Олий аттестация комиссияси Раёсатининг 2022 йил 30 ноябрдаги 327/5-сон қарори билан тарих, иқтисодиёт, фалсафа, филология, юридик ва педагогика фанлари бўйича илмий даражалар бўйича диссертациялар асосий натижаларини чоп этиш тавсия этилган илмий нашрлар рўйхатига киритилган.

Ижтимоий-гуманитар фанларнинг долзарб муаммолари” электрон журнали 2020 йил 6 август куни 1368-сонли гувоҳнома билан давлат рўйхатига олинган.

Муассис: “SCIENCEPROBLEMS TEAM” масъулияти чекланган жамияти

Таҳририят манзили:

100070. Тошкент шаҳри, Яккасарой тумани, Кичик Бешёғоч кўчаси, 70/10-уй. Электрон манзил:
scienceproblems.uz@gmail.com

Боғланиш учун телефонлар:

(99) 602-09-84 (telegram).

MUNDARIJA

07.00.00 – TARIX FANLARI

<i>Лутфиллаев Ҳамидилло Муродиллаевич</i> “ЖАВОҲИР АТ-ТАФСИР ЛИ ТУҲФАТ АЛ-АМИР” АСАРИНИНГ МАЗМУНИ ВА ТАРКИБИЙ ҚИСМЛАРИ ҲАҚИДА	12-17
<i>Эгамбергенов Ҳайтбой Ҳамидулло ўғли</i> ТОШ ДАВРИ АҲОЛИ МИГРАЦИЯЛАРИ (ЎРТА ОСИЁНИНГ ЖАНУБИЙ, ЖАНУБИЙ-ҒАРБИЙ ВА ҚУЙИ АМУДАРЁ ҲУДУДЛАРИ МИҚЁСИДА)	18-25
<i>Esonov Ziyodbek Yuldashevich</i> ҚО’ҚОН ХОНЛАРИ СУЛОЛАСИНИНГ ГЕНЕОЛОГИК ТАҲЛИЛИ	26-31
<i>Mamatqulov Bekzod</i> О’ЗБЕКИСТОНДА XX-АСРНИНГ 20-40-ЙИЛЛАРИДА СANOAT TARMOQLARINING RIVOJLANISHI VA KADRLAR TARKIBINI SHAKLLANTIRISH JARAYONLARI	32-38
<i>Asadova Ra’no Baymanovna</i> О’ЗБЕК- HIND MUNOSABATLARINING YANGI BOSQICHGA KO’TARILISHI: HAMKORLIK ISTIQBOLLARI	39-42
<i>Saidova Raxima</i> О’ЗБЕКИСТОН ВА ИТАЛИЯ MUNOSABATLARINING ME’YORIY-HUQUQIY MANBALARI	43-48
<i>Ortiqov Yosin Abdulboqiyevich, Ergasheva Ra’no Muzaffarbek qizi</i> AFROSIYOB ARXEOLIGIK YODGORLIGINING O’RGANILISH TARIXI	49-55
<i>Iriskulov Bekzod Jaxongirovich</i> TURKISTON GENERAL-GUBERNATORLIGI BYUDJETINING SARFLANISHIGA DOIR AYRIM MULOHAZALAR	56-60
<i>Mirsoatova Sayyora Turg’unovna</i> QOYATOSH SURATLARIDA IBTIDOIY DAVR IQTISODIY HAYOTINING AKS ETISHI	61-66
<i>Лухмонов Шахзод Сайфиддин ўғли</i> ВЛИЯНИЕ ДЕНЕЖНОЙ ЭМИССИИ В 1918-1920 ГОДАХ НА СОЦИАЛЬНО- ЭКОНОМИЧЕСКУЮ ЖИЗНЬ НАРОДОВ ТАССР	67-71
<i>Axmedov Bekzod</i> SOVET HOKIMIYATI TOMONIDAN O’ZBEKISTONDA QORAKO’LCHILIKNI RIVOJLANTIRISH TADBIRLARI.....	72-75
<i>Mamatov Jasurbek Qodirqul o’g’li</i> NAMANGAN VILOYATI ZIYORATGOHLARINING AHOLINING IJTIMOIIY HAYOTIDAGI O’RNI (UYCHI TUMANI DEVONA BUVA ZIYORATGOHI MISOLIDA)	76-80
<i>Saidaxmatov Sharifbek Toshpo’latovich</i> SURXONDARYO VILOYATI SANOATINI RIVOJLANTIRISH STRATEGIYASINING ASOSIY YO’NALISHLARI	81-88

Ибрагимов Рахмон Зиёдуллаевич

ТОШКЕНТ ВОҲАСИ ПАЛЕОМЕТАЛЛ ДАВРИ ЖАМИЯТИ ТАРАҚҚИЁТИДА ТАБИЙ
РЕСУРСЛАРНИНГ АҲАМИЯТИ 89-93

Akrorov Botir Bakhodirovich

ДОГОВОРНО-ПРАВОВАЯ БАЗА СОТРУДНИЧЕСТВА РЕСПУБЛИКИ УЗБЕКИСТАН И ИРАНА
В ГОДЫ НЕЗАВИСИМОСТИ 94-99

08.00.00 – IQTISODIYOT FANLARI

Tursunov Bekmuxammad Omonovich

IQTISODIYOTDAGI TARKIBIY O'ZGARISHLAR SHAROITIDA SANOAT KORXONALARI
RAQOBATBARDOSHLIGINI TA'MINLASH MEKANIZMI TAKOMILLASHTIRISH 100-108

Muxitdinova Kamola Alisherovna

«OLMALIQ KON-METALLURGIYA KOMBINATI» AJDA ISHLAB CHIQARILADIGAN
MAHSULOTLARNING SANOAT KORXONALARIDA QO'LLANISHI 109-115

Madraximov Qaxramon Egamberganovich

INNOVATSION FAOLIYATNI RIVOJLANTIRISH ORQALI IQTISODIY BARQARORLIKKA
ERISHISH YO'LLARI: XORAZM VILOYATI MISOLIDA..... 116-125

Кетманов Авазбек Маликович

КИЧИК БИЗНЕС МОЛИЯВИЙ РЕСУРСЛАРИ САМАРАДОРЛИГИ ОМИЛЛАРИ ВА УЛАРНИНГ
ЎЗИГА ХОС ХУСУСИЯТЛАРИ 126-134

Xolmirzayev Abdulxamid Xapizovich

KAMBAG'ALLIKKA QARSHI KURASHISHNING OMILLARI..... 135-142

Bahriddinov Jahongirbek Ravshanjon ogli

MARKET MECHANISMS, METHODS OF PRICE FORMATION IN THE SYSTEM OF MARKETING
OF GOODS AND SERVICES 143-152

Ilhamova Zarnigor Po'latjon qizi

MINTAQA TURIZMINI RIVOJLANTIRISHDA RAQAMLI MARKETING TIZIMINI
TASNIFI 153-160

Sharipov Komil

MINTAQAVIY KAMBAG'ALLIKNI KAMAYTIRISHDAGI KICHIK BIZNESNING ROLI 161-170

Rajabov Navruzbek Azimjonovich

MAISHIY XIZMAT KO'RSATISH SOHASINI RIVOJLANISHI VA KAMBAG'ALLIKNI
QISQARTIRISHGA TA'SIR ETUVCHI OMILLAR TAHLILI 171-179

Mirzaeva Shirin Nodirovna

SUPPORT AND DEVELOPMENT OF WOMEN'S ENTREPRENEURSHIP IN
UZBEKISTAN..... 180-187

Pardayev Rasulbek Islomovich

TURIZM XIZMATLARI SIFATINI BAHOLASHNING USULLARI VA ULARNING
TAHLILI 188-196

Bahodirov Shohruh Bahodir o'g'li

SANOAT KORXONALARIDA INNOVATSION FAOLIYATNI BOSHQARISH
XUSUSIYATLARI 197-202

<i>Рахимов Бахромжон Ибрахимович</i> ВНЕДРЕНИЕ ИННОВАЦИОННЫХ МЕТОДОВ ДЛЯ ПОВЫШЕНИЯ ЭФФЕКТИВНОГО ИСПОЛЬЗОВАНИЯ ВОДНЫХ РЕСУРСОВ	203-209
<i>Zakirova Gulnora Mirzalievna, Madaminov Abdulaziz Anvarjon o'g'li</i> O'ZBEKISTON RESPUBLIKASIDA EKSPORT VA IMPORT SALOHİYATI (NAMANGAN VILOYATI TAHLILIDA).....	210-216
<i>Hasanov Ilkhom Isakovich</i> IMPROVING THE FINANCING MECHANISM OF THE SCIENTIFIC SUPPLY SYSTEM IN THE AGRICULTURE OF UZBEKISTAN.....	217-221
<i>Ibragimova Nilufar Ziyadullayevna</i> CHAKANA SAVDO KORXONALARIDA XIZMATLAR KO'RSATISHNING XUSUSIYATLARI	222-227
<i>Maxmudov Jasurbek Ergashevich</i> INNOVATION IQTISODIYOT SHAROITIDA KICHIK BIZNES SUBYEKTLARINI MOLİYAVIY JIHATDAN QO'LLAB-QUVVATLASH TAHLILI	228-233
<i>Ravshanov Nodirjon Begalievich</i> TA'LIM XIZMATLARI BOZORIDA OLIY TA'LIM MUASSASALARI RAQOBATBARDOSHLIGINI OSHIRISHNING AHAMIYATI	234-243
09.00.00 – FALSAFA FANLARI	
<i>Murtozayev Shahobiddin Baxriddinovich</i> SHIHOIDDIN SUHRAVARDIY FALSAFIY QARASHLARIGA IJTIMOİY-SIYOSIY VAZIYATLARNING TA'SIRI	244-248
<i>Qutlimuratov Sardorbek Rustamovich</i> XORAZM JADIDLARI MA'NAVİY MEROSINING YANGI O'ZBEKISTONDA YOSHLARINI VATANPARVARLIK VA BAG'RIKENGLIK RUHIDA TARBIYALASHDAGI AHAMIYATI.....	249-254
<i>Saburov Jaloliddin</i> XVIII-ASR OXIRI VA XIX-ASR BOSHLARIDA BUXORO AMIRLIGIDA ILM-FAN VA MADANIY HAYOT RIVOJI	255-260
<i>Jabborov Ikromjon Jumaniyozovich</i> NAJMIDDIN KUBRO TA'LIMOTIDA "KOMIL INSON " TARBIYASI VA UNING AXLOQIY VA MA'NAVİY YUKSALISHGA OID G'OYALARNING O'ZIGA XOS XUSUSIYATLARI	261-265
<i>Saidkulov Nuriddin Akramkulovich</i> FORMATION OF PERSPECTIVES REGARDING SOCIETY'S STABILITY	266-271
<i>Adilov Zafar Yunusovich</i> MAHMUD AZ-ZAMAHSHARIY QARASHLARIDA SUV VA SHIFOBAXSH MEVALAR MASALASI	272-277
<i>Yuldashev Farrux Abdurakhmanovich</i> ON THE QUESTION OF THE UNIQUE ROLE OF THE PRINCIPLES OF HUMANITY AND PATRIOTISM IN THE DEVELOPMENT AND STRENGTHENING OF THE FUTURE OF THE YOUNG GENERATION	278-282
<i>Ganiyev Baxodirjon Sodiqjonovich</i> TADBIRKORLIK MADANIYATINING SENSUALISTIK VA AKSIOLOGIK XUSUSIYATLARINING IJTIMOIY-FALSAFIY TAHLILI	283-287

11.00.00 – FILOLOGIYA FANLARI*Baxronova Dilrabo*

PROTOTURKIYLARNING AMERIKA QIT'ASIGA KO'CHISHI: LEKSIK PARALLELLIZM VA ETIMOLOGIK-SEMANTIK TADQIQ 288-295

Daliyeva Madina

DETERMINANTS OF COGNITIVE MODELING OF POLYSEMY OF LINGUISTIC TERMS IN ENGLISH, UZBEK, AND RUSSIAN LANGUAGES 296-300

Paluanova Khalifa

STRATEGIES FOR ENHANCING PRAGMATIC COMPETENCE IN SECOND LANGUAGE ACQUISITION (SLA) THROUGH EFFECTIVE APPROACHES 301-306

Равшанов Махмуд

СЕМАНТИКА ГЛАГОЛОВ В «ДИВАНИ ЛУГАТ-ИТ ТУРК» МАХМУДА КАШГАРСКОГО 307-311

Bekbergenova Gulaim Aijarıkovna

SEMANTIC CLASSIFICATION OF ENGLISH AND KARAKALPAK ANTHROPOCENTRIC PROVERBS 312-318

Normamatov Farrux Komiljon o'g'li

MURAKKAB USLUBDAGI ASARLAR XUSUSIYATLARI VA UNDA FORMALIZM YONDASHUVI 319-322

Gulamova Dilobar Imamkulovna

ADABIYOT DARSLIKLARDA EVFEMIZMLARNING QO'LLANILISHI VA TAHLILI 323-326

Xolmuxamedov Baxtiyor

TERS LUG'ATLARNING ASOSIY XUSUSIYATI VA ULARNI TUZISH METODIKASI 327-334

Chorieva Iroda Kurbonboevna

KASALLIK NOMLARI VA BELGILARI KELTIRILGAN INGLIZ VA O'ZBEK MAQOLLARINING LINGVOMADANIY XUSUSIYATLARI 335-339

Ganiyeva Orzigul Xayriddinovna

XX ASR AMERIKA REALISTIK QISSACHILIGIDA POETIK KONSTRUKSIYA: SHAKL VA MAZMUN MASALASI 340-345

Расулова Камола

ПОНЯТИЕ ТРАНСФОРМАЦИИ. ВИДЫ АВТОРСКИХ ПРЕОБРАЗОВАНИЙ ФРАЗЕОЛОГИЧЕСКИХ ЕДИНИЦ 346-353

Омонов Турғунбой

“СУҒУРТА” ТЕРМИНИНИНГ ЛИНГВИСТИК ТАЪРИФИ 354-358

Хакбердиева Сайёра Фармоновна

ЛИНГВИСТИЧЕСКАЯ ОБЪЕКТИВИЗАЦИЯ ФРЕЙМА «МАТЬ» И «ОТЕЦ» В РУССКОМ И УЗБЕКСКОМ ЯЗЫКАХ 359-364

Xolmirzayev Baxtiyor Mirzamahmudovich

IJTIMOIY-SIYOSIY ASAR TARJIMASINING O'ZIGA XOS XUSUSIYATLARI 365-370

Gubaydullin Artur Faridovich

CHALLENGES OF TRANSLATION IN TERRY PRATCHETT'S "GOOD OMENS" 371-376

Abdullaeva Sevara Makhsudaliyevna

EMOTIVE INTENSIFIERS OF ENGLISH AND RUSSIAN LANGUAGES 377-381

Baymuradova Gulbaxar Chari Qizi

SURXONDARYO VILOYATI FITOTOPONIMLARINING STRUKTURGRAMMATIK

TAHLILI 382-385

Yuldasheva Nigora Baxodirovna

INGLIZ VA O'ZBEK PAREMIYALARINI O'RGANISHNING AKSIOLOGIK JIHATLARI 386-390

Quljanova To'lg'anoy Shodiyor qizi

ABDUVALI QUTBIDDIN SHE'RIYATIDA POETIK OBRAZLAR TAHLILI 391-396

12.00.00 – YURIDIK FANLAR

Рузметов Хайрулла

ФУҚАРОЛАРНИНГ ЎЗИНИ ЎЗИ БОШҚАРИШ ОРГАНЛАРИ МАНСАБДОР ШАХСЛАРИНИНГ
КОНСТИТУЦИЯВИЙ-ҲУҚУҚИЙ ЖАВОБГАРЛИГИ 397-402

Ачилова Лилия Илхомовна

ТУРИСТИК ХИЗМАТЛАР КЎРСАТИШ БЎЙИЧА ФУҚАРОЛИК-ҲУҚУҚИЙ
МУНОСАБАТЛАРНИ ТАРТИБГА СОЛИШНИНГ УНИФИКАЦИЯСИ ЧЕГАРАЛАРИ
РАҚАМЛАШТИРИШ ШАРОИТИДА 403-410

Abdubannayev Umidjon

AXBOROTGA BO'LGAN INSON HUQUQLARINI TA'MINLASHNING
RIVOJLANISH BOSQICHLARI 411-421

Халиқулов Комолиддин Носирович

ХОРИЖИЙ ДАВЛАТ СУДЛАРИНИНГ ҚАРОРЛАРИНИ ТАН ОЛИШ ВА ИЖРО ЭТИШДА
ДАВЛАТ СУВЕРЕНИТЕТИ МАСАЛАЛАРИ 422-427

Тўраев Жавоҳир Усмон ўғли

ХОДИМЛАР МЕҲНАТ ҲУҚУҚЛАРИГА РИОЯ ҚИЛИНИШИ БЎЙИЧА ДАВЛАТ НАЗОРАТИ ВА
ТЕКШИРУВИ ТУШУНЧАСИГА ОИД НАЗАРИЙ ҚАРАШЛАР 428-433

Элмурзаев Билолиддин Нурмон ўғли

ТЕРГОВ ҲАРАКАТЛАРИНИ АМАЛГА ОШИРИШДА ТЕРГОВЧИНИНГ ПРОЦЕССУАЛ
МУСТАҚИЛЛИГИНИ ТАЪМИНЛАШ 434-439

Djumaniyazova Dilfuza Kamalovna, Shayakubov Shomansur Shakabilovich

IJTIMOIIY HAVF GURUHIGA KIRUVCHI YOSHLAR O'RTASIDA HUQUQBUZARLIKLARGA
QARSHI KURASHISH BO'YICHA XORIJIY TAJRIBA 440-446

Алиев Асилбек Кадирович

КРИМИНОЛОГИЧЕСКИЕ (СОЦИАЛЬНЫЕ) ПРЕДПОСЫЛКИ И КОРНИ РАСПРОСТРАНЕНИЯ
АЗАРТНЫХ ИГР СРЕДИ НАСЕЛЕНИЯ 447-451

Нодирахон Абдурахманова

РЕГУЛИРОВАНИЕ ФИНТЕХА И КРИПТОВАЛЮТ: ОСНОВНЫЕ ВЫЗОВЫ И ПРАВОВЫЕ
АСПЕКТЫ 452-462

Ғайбуллаев Соҳибжон Ғайбуллаевич

РЕПО БИТИМЛАР – ТАЪМИНЛОВЧИ БИТИМ СИФАТИДА УМУМИЙ ТАВСИФ 463-469

13.00.00 – PEDAGOGIKA FANLARI

Xusanova Mohira

OLIY O'QUV YURTLARIDA TALABALARNI BAHOLASH SHAKLINI
TAKOMILLASHTIRISH 470-479

<i>Берикбаев Алишер Аликулович</i> ТАСВИРИЙ САНЪАТ ФАНЛАРИНИ ЎҚИТИШДА ИЛҒОР ТАЪЛИМ ТЕХНОЛОГИЯСИДАН ФОЙДАЛАНИШ САМАРАДОРЛИГИНИ ОШИРИШ	480-483
<i>Yusupova Shoxista Alimjanovna</i> TALABALARNING TASVIRIY SAN'AT MASHG'ULOTLARIDA IJODIY QOBILIYATINI SHAKLLANTIRISH TEXNOLOGIYASI	484-489
<i>Yakubova Nafisa Odilyanovna</i> CHIZMACHILIK DARSLARIDA TALABALARNI IJODIY-KREATIV FIKRLASHGA O'RGATISH	490-494
<i>Musirmanov Shohboz Usmon o'g'li</i> TURIZM SOHASIDA KADRLAR TAYYORLASHDA AMALIYOT VA NAZARIYANING PEDAGOGIK UYG'UNLIGI	495-500
<i>Suvankulov Umid Ilxom o'g'li</i> MALAKA OSHIRISH JARAYONIDA PEDAGOGLARNING DISKURSIV KOMPETENSIYALARINI RIVOJLANTIRISH TEXNOLOGIYASI	501-505
<i>Ibragimov A'lamjon Amrilloevich</i> O'QITUVCHILARNI UZLUKSIZ KASBIY RIVOJLANTIRISHGA KOGNITIVFUNKSIONAL YONDASHUV	506-518
<i>Jo'rayeva Feruza Baxtiyor qizi, Mavlonov Shaxzod Shahobiddin o'g'li</i> TA'LIMDA KOMMUNIKATIV INNOVATSION VOSITALAR VA ULARNING IMKONIYATLARI	519-524
<i>Siddiqova Shahnoza Ahmedovna</i> SCIENCE XALQARO BAHOLASH TADQIQOTLARINING O'ZBEKISTONDA BIOLOGIYA O'QITUVCHILARINING TABIIY FANLAR SAVODXONLIGINI SHAKLLANTIRISHGA TA'SIRI	525-529
<i>Xoliqov Nasriddin Abdikarimovich</i> MILLIY IQTISODIYOT RIVOJLANISHINING SHARTI SIFATIDA TA'LIM, FAN VA BIZNESNING O'ZARO ALOQALARI MAZMUNI	530-534
<i>Javliyeva Shahnoza Bahodirovna</i> TA'LIM SIFATIGA YO'NALTIRILGAN O'QUV MATERIALLARINI YARATISH MODELI	535-539
<i>Jumaboev Nabi Pardaboevich</i> TA'LIM SIFATIGA YO'NALTIRILGAN O'QUV MATERIALLARINI YARATISH MODELI	540-545
<i>Kayumov Erkin Kazakbayevich</i> THE IMPORTANCE OF FINE ARTS IN SHAPING STUDENTS' PERCEPTION AND CREATIVITY	546-550
<i>Khojamqulov Rasulbek Kurban ugli</i> THE NEED TO DEVELOP COMPETENCY OF FUTURE ENGINEERS USING COMPUTER GRAPHICS	551-555
<i>Latipova Gavhar Shavkat kizi</i> TARIX YO'NALISHI TINGLOVCHILARI UCHUN KREATIV SALOHİYATNI RIVOJLANTIRISH DOLZARB PEDAGOGIK MUAMMO SIFATIDA	556-564
<i>Ernazarov G'olibjon Ne'matovich</i> ATROF- MUXITNING YUKORI XARORATIDA MUSHAK FAOLIYATI	565-568

Received: 31 October 2024
Accepted: 5 November 2024
Published: 15 November 2024

Article / Original Paper

MARKET MECHANISMS, METHODS OF PRICE FORMATION IN THE SYSTEM OF MARKETING OF GOODS AND SERVICES

Bahriddinov Jahongirbek Ravshanjon ogli

Teacher of the Department of Economics, Namangan Institute of Engineering and Technology, PhD

Email: jahongir_6000@bk.ru

Abstract. The article describes the market mechanisms, methods of price formation in the system of marketing of goods and services, as well as the classification of competition in the market of light industrial goods and the factors that shape it.

Key words: Textile industry cluster, marketing strategy, goods, market, textile industry enterprises, evaluation method, competitiveness, cluster strategy

BOZOR MEXANIZMLARI, TOVAR VA XIZMATLAR MARKETINGI TIZIMIDA NARXNI SHAKLLANTIRISH USULLARI

Bahriddinov Jahongirbek Ravshanjon o'g'li

Namangan muhandislik-texnologiya instituti, Iqtisodiyot" kafedrası o'qituvchisi, PhD

Annotatsiya. Maqolada tovar va xizmatlar marketingi tizimida bozor mexanizmlari, narxlarni shakllantirish usullari hamda yengil sanoat tovarlari bozoridagi raqobatning tasnifi va uni shakllantiruvchi omillar yoritilgan.

Kalit so'zlar: To'qimachilik sanoati klasteri, marketing strategiyasi, tovarlar, bozor, to'qimachilik sanoati korxonalari, baholash usuli, raqobatbardoshlik, klaster strategiyasi

DOI: <https://doi.org/10.47390/SPR1342V4I11Y2024N19>

Introduction. In marketing, competition in the market for goods and services is studied more. Countries, regions, cities and districts, enterprises, in general, all business entities have their own market activity, and of course there is competition between them. Competition is a struggle between independent producers (enterprises) to produce goods on favorable terms and sell them at a good price, to strengthen their position in the economy as a whole, and represents a complex relationship between all market participants. In other words, it is a struggle between the same manufacturer or service provider to take over the market and ensure its active movement.

The innovative development of the economy and the development of market participants over the past hundred years as its main locomotive, related to marketing, determine the philosophical basis of relations in local and global markets [1]. Because marketing is not only the market of production and service industries, but also the scientific

basis of economic development in general.

Marketing is the most basic and important tool to adapt enterprises to the market situation, to ensure their effective operation, to focus on the introduction of innovations and scientific and technological advances, to increase production, expand the range of goods, increase profits.

In countries with high levels of market relations, economically developed countries, the laws and principles of marketing are used as a business philosophy in the processes from simple household management to efficient use of space. Expressing marketing as a philosophy of entrepreneurship is an idea formed in many scientific and practical schools around the world.

There are many scientific approaches and views on the marketing activities of enterprises and the creation of its theoretical, methodological and practical basis, which are based on the ideas formed in them to fully meet the needs and requirements of consumers [2]. In particular, F. Kotler notes that "Marketing is, first of all, a system of actions to identify the needs and requirements of consumers in the target market and to organize it to meet both the highest and most productive than competitors."

Literature review. The scientific-theoretical aspects of the study of the competitive characteristics of textile industry enterprises are the research direction of many foreign scientists. In this regard, the scientific works of Mboya J, Cline W, Doeringer P, Crean, S. Dickerson K. G, Nordas H. K., Verma S, Xiajun.A, Juyoung Lee, Dorothe'e H., Mayukh D. have become classics [3]. Despite the significant contribution of the listed researchers to the science of economics, they do not take into account the specifics of the appropriate choice of marketing strategies to increase the competitiveness of enterprises, as well as the effectiveness of the use of innovative marketing strategies.

Scientists such as E. Evgenivech, A. Statsura, Yu. Filyukov, I. Prazyan, T. Fradina, S. Genova have conducted research in this area in the Commonwealth of Independent States [4]. The scientific work of these scientists provides scientific advice on the use of various methods of assessing the competitiveness of textile industry enterprises and the application of marketing strategies. In the above-mentioned works, the systematic analysis of increasing competitiveness on the basis of marketing strategies and the problems of defining strategies aimed at protecting the internal market have not been sufficiently studied.

General aspects of increasing the competitiveness of industrial enterprises in Uzbekistan on the basis of marketing strategies I.Iskandarov, SSGulamov, B.Yu.Khodiev, Y.A.Abdullaev, A.Soliev, MSKasimova, A.Sh.Bekmurodov, M. R.Boltabaev, Z.D.Adilova and other scientists. Despite the scale of research in this area, the study of factors that increase the competitiveness of textile industry enterprises in the domestic and global markets of modern Uzbekistan, increase their socio-economic efficiency through the use of marketing strategies, define promising assortment strategies, develop the fashion industry and Insufficient research on the organization of clusters has led to the choice of the topic of this study.

Research Methodology. The research used economic analysis, statistical grouping, comparative and systematic and logical, expert evaluation and other methods.

Analysis and results. Competition and its theory have been studied by many economists around the world, and its scientific and methodological foundations are improving. The first complete theoretical rules about the theoretical foundations of competition and the

driving forces of it appeared in the middle of the eighteenth century. The scientific researches of A.Smith, D.Ricardo, F.Kene, A.Marshall, P.Buagelberg, J.Keins, V.Leontev, Y.Shumpeter, M.Porter and others played an important role in this.

Theoretically, Adam Smith argued that "competition is an activity that benefits society as a whole," while François Kene put forward the concept of "natural order" and endorsed the emerging concept of capitalism, arguing that its development was based on "free competition." spontaneous change, and supported the denial of state interference in the process.

In our view, M. Porter's five strengths of competition, Yu.B. Rubin's theories of enterprise competitiveness are theories specific to a highly formed market economy. M. Porter is better known as the promoter of the concept of economic 'cluster', arguing that the competitiveness of an enterprise is related to the economic environment. The economic environment, in turn, is determined by key conditions (total resource, demand) and competition in the cluster [5]. M. Porter developed a recognized method of competitiveness analysis, arguing that the competitiveness of the national economy develops from the stage of "primary factors" such as cheap labor to innovation-based competition and the final stage - wealth-based competition. According to Porter, "the more competitive the country and the higher the demand from customers, the more likely it is that companies in this country will succeed in the international market. On the contrary, weakening competition in the national market, as a rule, weakens competitive advantage."

Yu.B.Rubin considers the theory of enterprise competitiveness as a "systematic unit of business". He developed the theoretical foundations of the competitive factor, nature, superiority in business [6]. According to him, "competition is the main driving force of business management" and "as a natural biological process - in the process of continuous development." In his theoretical views, it was confirmed that competition was the vehicle for the development of market relations.

The concept of "competitiveness" is the main category of economic sciences, including marketing. Competitiveness is determined by the value of a commodity, the value of consumption, and a number of other factors relative to similar goods in the market, and it is expressed differently in different markets as a relative concept. Competitiveness is an economic incentive for producers to gain a foothold in the market, increase the share of sales of their goods and be in constant motion. Competition is a social factor that improves the quality of life, shapes the social protection system and creates innovation.

When considering the described approaches to the description of competition and competitiveness, it is worthwhile to dwell on a number of opinions expressed by economists of the republic in this regard. While M. Boltabayev's research acknowledges that "competitiveness is the ability to compete with similar goods in certain market conditions," Nazarov said that "competitiveness is the level of development, according to which the region effectively uses its natural and economic potential, competitive advantages and institutional opportunities." It will ensure a steady increase in living standards and quality of life."

In our view, brand competitiveness refers to the ability of a product to attract consumers relative to competing goods.

Competitiveness of enterprises means the manifestation of business opportunities in the market and the ability to have a higher market share and more marketing tools than other entities.

Network competitiveness is a marketing environment that reflects the market opportunities created in a particular industry and the processes of their effective use.

Given that the competitiveness of the enterprise and the state of competition in the market in which it operates depends on the business environment created in this market, it is appropriate to justify the closeness of the concepts of "competitive environment" and "business environment".

Business environment is a guaranteed situation in which all types of business are created with market opportunities and conditions that are conducive to increasing their profits, ensuring free movement and activity in the market, and suitable for their activities.

The concept of competitive environment (konkurentnaya sreda, competitive environment) is a set of economic, legal, organizational and political conditions that provide equal opportunities for market participants in the management of the economy. Competitive environment is understood as the provision of equal rights for market participants in the market, the existence of economic freedom, the unilateral action of various administrative agencies in their market activities, and the creation and implementation of laws and regulations in accordance with them [7].

According to the above considerations, the content and essence of the concepts of business environment, business environment and competitive environment are close to each other and all of them complement each other in content.

The study of the competitive environment between industries, the role of enterprises in the development of market activity, the impact of competition on the market, the level of perfection of conditions based on the characteristics of each industry, as well as the principles of competitiveness are still insufficiently studied by scientists. not done [8]. Therefore, taking into account the specifics of the light industry of Uzbekistan, it is important to define the essence of the theory of competitiveness based on interaction.

Although the nature, level of impact, nature of competition factors in the light industry are different from other industries, its marketing activities have a complex impact on performance indicators. Therefore, the study of the mechanisms of influence of factors requires, first of all, their systematic classification.

According to the results of research on the theoretical basis of ensuring the competitiveness of light industry enterprises, it is expedient to determine the factors shaping competition among enterprises operating in this field in accordance with the "main driving force of change in competitiveness and character" proposed by M. Porter. Consequently, they are manifested as key factors shaping the competitive environment in the light industry (see Table 1).

Table 1

Classification of key factors shaping the competitive environment in light industry

The driving forces of competition	Features of visibility in light industry
-----------------------------------	--

According to the change in demand	The constant demand for light industrial goods, the increase in the production capacity of enterprises and the breadth of opportunities for the launch of new enterprises will create a competitive environment that will ensure the continuity of additional investment flows.
In terms of consumer characteristics	Expansion of the market of light industrial goods, stimulation of demand growth, enhances assortment stratification, improvement of sales methods, creates a sharp concentration of consumers, affects distribution channels and marketing costs, creates a competitive environment
Fashion requirements and changes	Consumer fashion demand, increase in new design goods, creation and modification of sales channels, increase in range, improvement of marketing strategies create a competitive environment
Brand and marketing innovations	Technological innovations aimed at improving production capacity and product quality and marketing innovations aimed at faster product sales, effective communication with consumers, the formation of new demand create a competitive environment
Changes in efficiency and costs	Technological changes, cost optimization, introduction of new methods of using raw materials and resources, increasing human resources, development of a new resource market (B2B) create a competitive environment
The spread of technological and fashion advances	The relocation of the leading countries in the market to countries with high cocktail capacity, the development of the technology market, the rapid development of new models of clothing, etc., will create a competitive environment in the light industry market.
Changes in public policy	Transparency of foreign trade in light industry goods, legislation to create a competitive environment, implementation of production development programs, antitrust policy, government incentives for scientific and technological development create a competitive environment
Risk reduction	The guarantee of the activities of small businesses operating in the light industry, the increase in their number, the transition of enterprises from simple marketing strategies to complex ones, reduce risks and create a competitive environment.
Socio-cultural changes	Increasing incomes, culture, sports, tourism development, increasing attention to fashion, improving the environment will differentiate light industry products and create a competitive environment
Development of information flow	The formation of a culture of mass dress as a result of the global dissemination of information, the system of interactions and the expansion of global information networks create a competitive environment

Source: author's development.

Scientific sources acknowledge that the competitiveness of an enterprise depends on both the domestic and foreign markets, the competitive environment in the region in which

they are located and the factors that shape it, and suggests 4 largest and two additional factors in grouping factors.

The main determinants of increasing competitiveness are (Figure 2):

1. Conditions of factors of production.
2. Demand status.
3. Enterprise strategy and internal competition.
4. Support networks and infrastructure.

Additional factors:

1. Random factors or opportunities.
2. State.

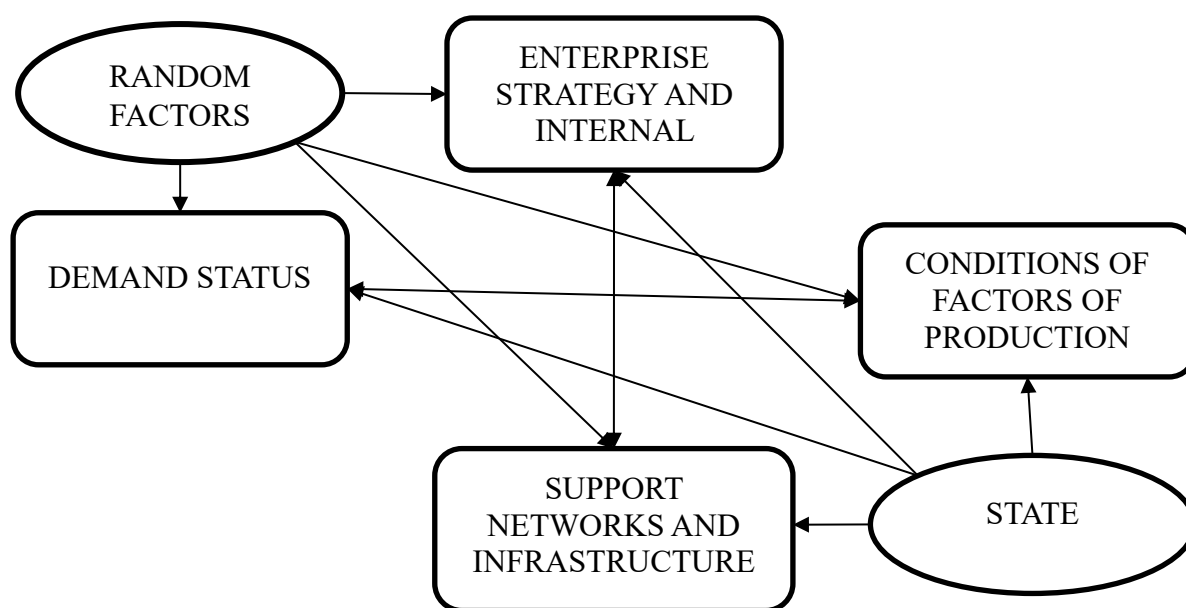


Figure 2. The group of determinants that determine competitiveness in a network, the M. Porter model

The determinants that determine the competitiveness of a country's region or industry reflect the overall level of competitiveness of enterprises in that particular market and do not allow for the identification of individual enterprises. Additional analysis will be conducted to determine the impact of these factors on the enterprise and to identify appropriate strategies.

The main determinants that shape competition are that enterprises have a direct impact on market performance and determine the nature of industry or local competition. The competitiveness of enterprises is within the influence of the above factors, and on this basis, their advantages are determined [9].

Based on the market characteristics of light industry enterprises, according to the concept of extended competition, in our opinion, marketing strategies are formed in the following competitive environment under the influence of the following factors:

organization of a large production capacity at the expense of low investment, the ability

to operate in the market for a certain period of time without high-skilled personnel, innovative products, to use all types of production and sales organization;

there are no restrictions on exports and imports and strict requirements for national standards of countries, the lack of high importance of the characteristics and prices for the transportation of raw materials, the large number of suppliers;

changes in demand for light industrial goods and customer behavior are highly dynamic, the range is wide, the market is not differentiated, fashion changes, age dependence, seasonality, impact on performance, individuality, etc. are very impressive;

factors such as the time of entry of substitute goods are short, the scope of influence of fashion and seasonal features, the constant improvement of product quality cannot limit the entry of new competitors;

a large number of competitors, high market growth rate, low output characteristics of enterprises, opportunities to rapidly increase production capacity, low variability of consumer characteristics of goods, low fixed cost variability, enterprises can quickly adopt effective marketing strategies and their wide application will develop competition.

An enterprise's competitive advantage results in flexibility to the effects of these factors. The formation of factors allows companies to create an internal competitive advantage. The strong competitive environment created will allow the company to increase operational efficiency, achieve success in other markets and ensure competitive advantage [10].

The listed factors determine the formation of a highly competitive environment of light industry and the need to apply effective marketing strategies in such a process.

According to the theoretical approaches to the competitive environment in the light industry and the expansion of its scope, based on systematic marketing strategies, "competitive cooperation" and "national brand building" are the main methodological approaches of the competitive environment in the global light industry market [11].

Enterprise-consumer interactions can reflect negative environmental factors, including competitive pressures, as a result of their joint actions. The intensification of competition in the domestic market has a positive impact on businesses and society, and serves as a key driver for the development of innovation [12]. It should be noted that the relationship-based innovative development of competition in the market of light industrial goods is the main one, and it is expedient to consider the remaining functions as secondary [13].

The effectiveness of the interaction will vary depending on the overall goals of the enterprises (Figure 1.3). Inter-enterprise cooperation serves to save resources on their participants and increase the level of customer satisfaction.

In the practice of economics, there are various forms of cooperation between business entities: cluster, franchising, outsourcing, subcontracting, and so on [14]. Based on the results of the analysis of modern strategies for the competitiveness of enterprises, the main condition for the competitiveness of light industry enterprises is the clustering strategy [15].

Each of the classified factors is interrelated, which together brings the advantages of achieving the competitiveness of enterprises, determines the need to form a perfect system based on the interaction of impact.

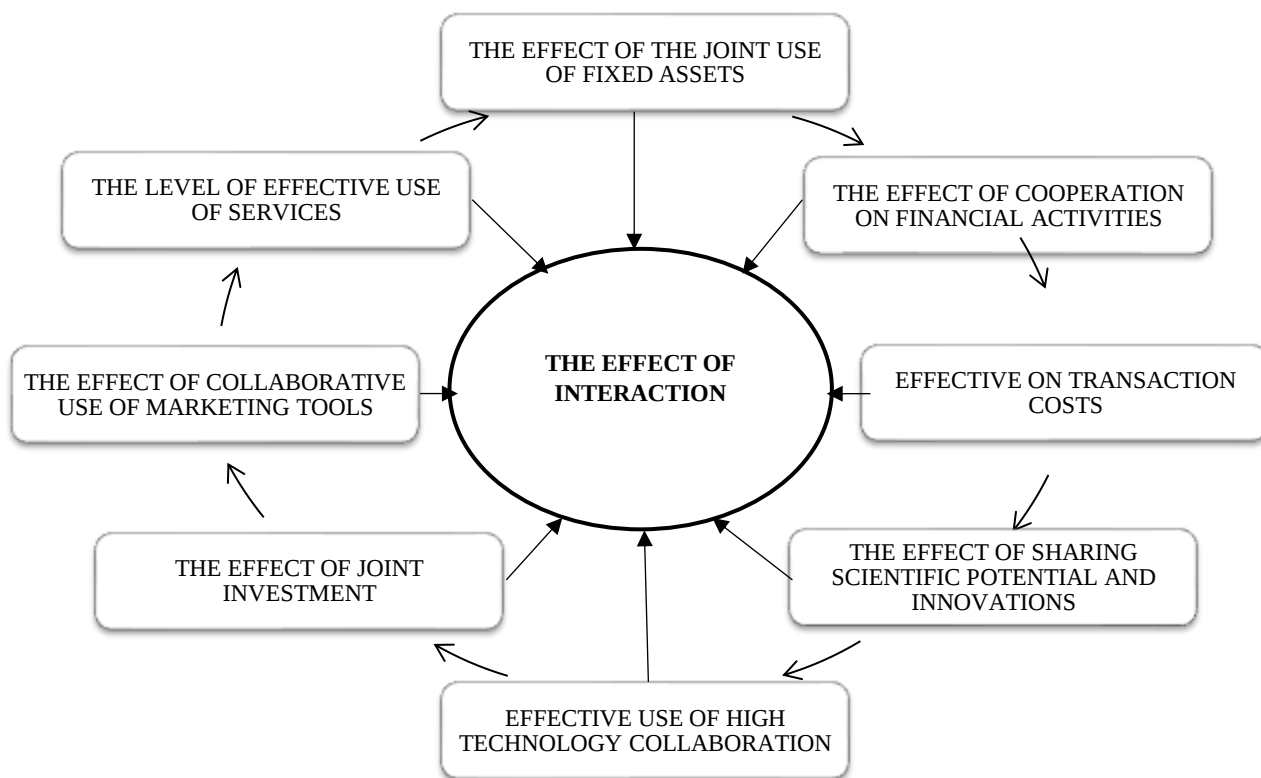


Figure 3. The effect of interaction

The results of the formation of relevant factors to ensure the competitiveness of light industry enterprises in the region will eventually lead to the formation of clusters. Clusters are a way to effectively organize the interaction of industrial enterprises in the field of V2V at the network or regional level.

Conclusion. Marketing activities of the enterprise in practice is the main tool that facilitates the production process, the sale of goods and the supply of resources and the provision of relations with consumers.

According to the results of the study of the scientific and theoretical basis and specifics of marketing activities, the main condition for the competitiveness of enterprises in the formed market environment depends on the extent to which they use their marketing strategies.

The marketing strategy of the enterprise is a method of profitable activities aimed at ensuring long-term success and sustainable economic development in the market, increasing market share and its reputation. Marketing strategies are determined by the characteristics of the enterprise, its internal capabilities and the external conditions in which it operates.

The study of theories of marketing strategies developed in the light industry market and the competitive environment in the world shows that the main condition for the competitiveness of light industry enterprises in Uzbekistan is the formation of innovative marketing strategies and thus active access to world markets.

In the light industry, the nature, level of impact, nature of competitive factors differ from other industries, and its marketing activities have a complex impact on performance indicators. When studying the mechanisms of influence of factors, it is necessary to first systematize them.

According to the approaches developed to classify the factors and sources of competitiveness, there is a system of positive and negative factors in terms of the complex scope of internal and external influences that affect the competitiveness of the enterprise.

The main innovative strategy for the competitiveness of light industry enterprises is the formation of clusters that include end-product producers and enterprises and organizations that are geographically close.

Development of light industry on a cluster basis - the integration of educational, scientific, engineering, consulting, standardization, certification and other services in the same technological chain with enterprises of the same industry located in the city, district and region - from the creation of competitive products based on the organization of innovative production consists of.

Based on the practical application of the cluster strategy, there are conditions for enterprises to increase productivity and production efficiency, create innovative goods, test them in the short term and introduce them into production due to direct connection to suppliers, qualified personnel, information, service and training centers. , provide a competitive advantage.

Адабиётлар/Литература/References:

1. Madrahimovich, R. N., & Bulturbayevich, M. B. (2019). Advantages of vertical integrated enterprises (under light industry enterprises). *Test Engineering and Management*, 81(11–12), 1596–1606.
2. Bulturbayevich, M. B., & Sharipdjanovna, S. G. (2020). Improving the efficiency of management of vertical integrated industrial enterprises. *Test Engineering and Management*, 83, 5429–5440.
3. Mullabayev Baxtiyarjon Bulturbayevich, Mirzabdullayeva Gulnora, Inamova Guligavkhar. (2020). Analysis of Macroeconomic Indicators and Forecast of Scenarios of the Republic of Uzbekistan. *International Journal of Advanced Science and Technology*, 29(11s), 04 - 12. Retrieved from <http://serisc.org/journals/index.php/IJAST/article/view/19921>
4. Mullabayev Baxtiyarjon Bulturbayevich, Inamova Guligavkhar, Umarova Gulchekhra. (2020). Issues Of Development Of Light Industry Enterprises Through Modern Management Mechanisms And Forecasting Of Corporate Structures On The Basis Of Vertical Integration Processes. *International Journal of Advanced Science and Technology*, 29(11s), 1975–1986. Retrieved from <http://serisc.org/journals/index.php/IJAST/article/view/21866>
5. Abdulhakimov Zuhrali Tursunaliyevich. (2019). Senior Teacher of the Namangan Engineering and Technology Institute. Scientific and analytical journal «Science and Practice» of Plekhanov University. Vol. 11. No. 1 (33) 79.
6. Abdulxakimov, Z. T., & Raxmonjonov, R. Sh. o. (2019). ATTRACTING INVESTMENTS TO THE ECONOMY. Priorities for ensuring economic security of the country, 1(4), 3. Extracted from https://journal.tsue.uz/index.php/iqtisodiy_xavfsizlik/article/view/108
7. Zainutdinov Sh., Mullabaev B. Uzbekistonda shtisodiy integration rivozhlantirish va uning samaradorligini oshirish omillari // BIZNES - EXPERT. [Electronic resource], 2018. No. 7 (127). Access mode: <http://www.biznes-daily.uz/uz/birjaexpert/60042-uzbkistonda-iqtisodiy-intgratsiyani-rivojlantirish-va-uning-samaradorligini-oshirish-omillari/> (date of access: 30.07.2018).
8. Dilorom Sobirovna, Q., Abdurasul Abdugafarovich, S., & Baxtiyarjon Bulturbayevich, M. (2019). Improvement of the strategy of vertical integration in industrial enterprises. *American Journal of Economics and Business Management*, 2(3), 63-68. <https://doi.org/https://doi.org/10.31150/ajebm.v2i3.81>

9. Mullabayev B. B. Economic analysis of vertical integration integration of the Namangan region (on the prerogative of the Republic of Uzbekistan) // "Science of theory: theory and practice" - 8/2018
10. Mahmudov Baxriddin Jurayevich, Mullabayev Baxtiyarjon Bulturbayevich, ATTRACTING FOREIGN INVESTMENT IN THE AGRICULTURAL ECONOMY , International Engineering Journal For Research & Development: Vol. 5 No. 2 (2020): IEJRD
11. Mullabayev Baxtiyarjon Bulturbayevich, Shakirova Gulbahor Sharipdjanovna, Alabayev Sobitxon Ibragimovich, Mirzaabdullayeva Gulnora, MODERN FEATURES OF FINANCIAL MANAGEMENT IN SMALL BUSINESSES , International Engineering Journal For Research & Development: Vol. 5 No. 4 (2020): IEJRD
12. Mahmudov Baxriddin Jurayevich, Mullabayev Baxtiyarjon Bulturbayevich, ATTRACTING FOREIGN INVESTMENT IN THE AGRICULTURAL ECONOMY , International Engineering Journal For Research & Development: Vol. 5 No. 2 (2020): IEJRD
13. Mullabaev, B. B., Vohidov, E., & Karimov, D. (2019). ROLE OF VERTICALLY INTEGRATED ENTERPRISES IN THE ECONOMY. Theoretical & Applied Science , (1), 85-90.
14. Dadaboyev TY, Qoraboyev SA, Mullabaev BB CORPORATE MANAGEMENT AS THE FACTOR OF INVESTMENT ATTRACTION // Scientific knowledge of the present. - 2017. - No. 5. - S. 77-80.
15. Ismoilov R.B., Matkarimov K.Zh., Khaidarov Kh.Kh., Nabotova Z. THE ROLE OF THE TEACHER IN THE EDUCATIONAL PROCESS: ADDRESSED TRAINING OF SPECIALISTS OF SECONDARY PROFESSIONAL EDUCATION IN THE PROCESS OF NETWORK INTERACTION. materials of the IV All-Russian scientific-practical conference with international participation. Institute for the Development of Territorial Systems of Professional Education; FGAOU VO "Russian State Professional Pedagogical University". 2019.S. 167-174.

SCIENCEPROBLEMS.UZ

**ИЖТИМОЙ-ГУМАНИТАР ФАНЛАРНИНГ
ДОЛЗАРБ МУАММОЛАРИ**

№ 11 (4) – 2024

**АКТУАЛЬНЫЕ ПРОБЛЕМЫ СОЦИАЛЬНО-
ГУМАНИТАРНЫХ НАУК**

ACTUAL PROBLEMS OF HUMANITIES AND SOCIAL SCIENCES

**Ижтимоий-гуманитар фанларнинг
долзарб муаммолари**” электрон
журнали 2020 йил 6 август куни 1368-
сонли гувоҳнома билан давлат
рўйхатига олинган.

Муассис: “SCIENCEPROBLEMS TEAM”
масъулияти чекланган жамияти

Таҳририят манзили:

100070. Тошкент шаҳри, Яккасарой
тумани, Кичик Бешёғоч кўчаси, 70/10-
уй. Электрон манзил:

scienceproblems.uz@gmail.com

Боғланиш учун телефонлар:

(99) 602-09-84 (telegram).