

ISSN
2181-2128

2022
V SON



V SON



"ЛОГИСТИКА ВА ИҚТИСОДИЁТ"
илмий электрон журнали

"ЛОГИСТИКА И ЭКОНОМИКА"
научно-электронный журнал

"LOGISTICS AND ECONOMY"
scientific-electronic journal

www.economyjournal.uz

Электрон журнал Олий Аттестация комиссиясининг миллий илмий нашрлари рўйхатига киритилган.

МУНДАРИЖА:

Giyazova N.B.	<i>The share of world countries in the textile industry and the importance of marketing in its development</i>	5
Qayimova Z.A.	<i>The place of infrastructure in the socio-economic development of the region</i>	10
Қўзибоев Б.А.	<i>Худудларда инклюзив туризмда туристик оқимни ошириш стратегиясини шакллантириш</i>	17
Qulliyev O.A.	<i>The economic modernization of Uzbekistan</i>	26
Urakova M.H. Tairova M.M.	<i>Essence of marketing audit and procedures for its carrying out</i>	33
Usmanova A.B. Aslanova D. Kh.	<i>Analyses of methods for assessing the volume of the region's tourism potential</i>	42
Очилов Н.Ф.	<i>Қишлоқ хўжалиги рақобатбардошлигини оширишнинг илғор хориж тажрибасининг қиёсий таҳлили</i>	47



THE SHARE OF WORLD COUNTRIES IN THE TEXTILE INDUSTRY AND THE IMPORTANCE OF MARKETING IN ITS DEVELOPMENT

Giyazova Nozima Bayazovna

Bukhara State University

Senior Lecturer at the Department of Economics

Abstract. *Textiles, developed on the basis of the industrial revolution, is today the most demanded product manufacturing industry in the world. Taking into account that about 1 billion people work in this industry all over the world, we had a discussion about the global network in this field, the role of countries in it, and the role of marketing in the development of this field. At the same time, using the economic opportunities provided in Uzbekistan, we also presented the changes taking place in Uzbekistan in this field, its previous and present conditions, and directions for development through marketing.*

Keywords. *Textile, revolution, industry, demand, marketing, consumer, wholesaler, strategic marketing, marketing program.*

1. Introduction.

Since the transition of the economy to market relations, the independence of enterprises, their economic and legal responsibility has been rapidly increasing. Competition is becoming the main mechanism for regulating the process of doing business. The enterprise can no longer be limited to the current planning and management of its activities. There was an urgent need for strategic thinking, developing a program of action, setting clear goals and identifying means for the chosen path of development.

All industrial enterprises of the country, including textile ones, in conditions of financial instability, are concerned about the falling demand for products and the decrease in the number of permanent consumers of wholesalers. In most cases, the management of firms vigorously took up the analysis of existing marketing strategies to increase demand for their products.

A few years ago, the goal of strategic marketing was to determine the general direction of the company's activities, to develop possible options for responding to changing external conditions. Now the task of strategic marketing is the formation of an effective, market-oriented, organizational and management system, distribution in accordance with these resources of the company, which means the creation of a unified system for organizing the work of the entire enterprise.

2. Literary review

Several scholars have conducted research and commented on the importance of fiscal policy in enterprises and its management system.

Among the foreign scientists, D. Baran, A. Pastyr and D. Baranova said that "The success of every business enterprise is directly related to the competencies of business management. The business enterprise can, as a result, create variations of how to approach the new complex and changing situations of success in the market. Therefore, managers are

trying during negative times to change their management approach, to ensure long-term and stable running of the business enterprise. They are forced to continuously maintain and obtain customers and suppliers. By implementing these measures they have the opportunity to achieve a competitive advantage over other business enterprises".¹

G. Friedlob and L. Schleifer. In their research, they elaborated on the basics of financial analysis, its processes, and its importance.²

Scholars such as P. Peterson and F. Fabozzi have written a book called Financial Analysis. In this book, the financial situation and its analysis play an important role not only in an enterprise or small business, but also on a large scale, in a particular region or territorial system.³

V. Neudachin, a CIS scholar, has written a book, Financial Analysis and Modeling, in which he describes the methodology of strategic planning and the integration of financial investment and planning. The synthesis of these approaches allows the company to work effectively and implement a strategy to maximize its market value.⁴

Uzbek scientists T. Malikov, O. Olimjanov examined the merits of our ancestors in the formation and development of financial and tax science in researches.⁵

N. Sharafiddinov and others have conducted research on financial analysis and considered forecasting and strategic planning in this area.⁶

3. Research Methodology:

In this scientific research, we studied the textile industry, the importance of marketing in it and the place of world countries in the textile industry. Having analyzed the share of Uzbekistan in the textile industry, its condition and future prospects, we have given our recommendations for the development and improvement of this direction.

In this process, we used econometric model, economic and statistical analysis. At the same time, we used inductive and deductive methods.

4. Analysis and results.

We propose to consider the possibilities of marketing analysis using the example of developing a marketing strategy. This is the most global task that requires the results of a marketing analysis, since it includes the formation of a marketing plan, an assessment by the manager of the current state of affairs, and decision making regarding goods, prices, customers, etc. One should start by defining the goals of the entire enterprise and development of a company-wide development strategy. This requires an analysis tool such as SWOT analysis. It belongs to both marketing and management tools. Of particular importance is the formalization of the goals of business owners. If this step is omitted, any local strategy is in danger of a 180-degree change just because the owner suddenly wants to "put into production a dozen more assortment items that the buyer is sure to like." Increasing profitability up to 20% is quite a feasible goal if the current profitability is 15%. The same goal becomes practically unattainable if the current profitability is 3%.

The marketing department receives guidance to develop a marketing strategy. Let's use an example: if the goal is to increase profitability up to 20%, the marketer will set tasks for departments, based on the fact that one product can be priced higher (demand is growing), another product needs to be brought to the regional market (the local market is already

¹ Baran, D., Pastýr, A., & Baranová, D. (2016). Financial analysis of a selected company. *Vedecké Práce Materiálovotechnologickej Fakulty Slovenskej Technickej Univerzity v Bratislave so Sídrom v Trnave*, 24(37), 73.

² Friedlob, G. T., & Schleifer, L. L. (2003). *Essentials of financial analysis* (Vol. 23). John Wiley & Sons.

³ Fabozzi, F. J., & Peterson, P. P. (2003). *Financial management and analysis* (Vol. 132). John Wiley & Sons.

⁴ Neudachin, V. V. (2016). Implementation of the company's strategy. Financial analysis and modeling/VV neudachin. *Moscow: Mashinostroenie*, 690.

⁵ Malikov, T. S., & Olimjonov, O. O. (2021). The merits of the ancestors in the formation and development of financial and tax science. *Экономика: анализы и прогнозы*, (3), 134-140.

⁶ Sharafiddinov, N. (2021). MILLIY STATISTIKA QO'MITASI. *Мир исследований*, 3(3).

saturated), the third the product should be improved, as buyers make claims about its quality, etc. The marketing strategy has two main guidelines - the market and the product. The implementation of the strategy is manifested through operational actions and strategic behaviour of the enterprise. The enterprise is connected in two ways with the external environment.

The development of a program that best takes into account the specifics of the market conditions, capabilities and resources of the company will allow the company to determine the goals to which it needs to strive, through which to develop, immediately respond to increasing competition. Many well-known firms have a well-defined and transparent strategy, constantly sticking to an established path of development, which ultimately led them to success, but even after that, in order to continue to prosper, the company must resort to strategic planning.

The development of a marketing program is not a one-time process, but the continuous work of top managers. At the present stage of the world economy, in the era of advanced communication technologies and means of transportation, 11 distances between geographic regions lose their significance, and a single global market is being formed.

The formation and implementation of a marketing program for entering a foreign market will provide the company with long-term competitive advantages in the global economy. The basis for the construction of marketing programs is research, the budgets of which, according to Western researchers, increase annually.

The objectives of marketing research determine:

- who buys;
- where to buy a particular product;
- Why is he buying.

Textiles are products made from flexible, soft fibres and threads (fabrics, wadding, nets, etc.), usually made from yarn on a loom. Textiles also include matter that is not a fabric: knitwear, felt, modern non-woven materials, etc.

According to the classifier of types of economic activity, textile production belongs to the following major subsections:

- "Spinning textile fibers"
- "Weaving production"
- "Finishing of fabrics and textile products"
- "Manufacture of finished textile products, except clothing"
- "Manufacture of other textile products"
- "Production of knitted fabric"
- "Production of knitwear"

According to the draft Strategy for the Development of Light Industry in Uzbekistan for the period up to 2030, Uzbekistan plans to increase the investment attractiveness of the Uzbek light industry and create a sustainable industry with effective participation in the international division of labor. To achieve these goals and create domestic demand for the products of the light industry segments, the following development tasks will be achieved:

- ✓ production of finished products, including large contract manufacturing, and the development of national brands in the field of clothing and footwear;
- ✓ an integrated production chain of synthetic materials.

In connection with the expansion of the boundaries of the use of textiles in modern industry, the development of this industry becomes strategically important, and its state and development prospects determine the competitiveness of the country's economy as a whole.

According to the data prepared and published by the World Trade Organization (WTO) World Trade Statistical Review 2021, in 2020 the total global textile exports (excluding clothing) amounted to 291 billion US dollars. Compared to the previous year, the indicator under consideration decreased by 7.2% due to the pandemic. This happened for the first time since 2009, when cumulative world exports also showed a negative result. The main exporters

are China, the European Union and India. To date, their share in world textile exports is 66.4%. The United States is also among the leaders. According to WTO data, at the end of the year, each of the TOP-10 world textile exporters reduced their volumes. The largest decline in 2020 was shown by the European Union (-14%) and Turkey (-13%), China had the smallest losses in the top ten (-2%) - all to the level of 2019.

Table 1.

**Export of textiles (excluding clothing) by country,
billion US dollars⁷**

Exporters	Export volume	Share of world export/import		Change over the years, %	
		2010	2021	2020	2021
	2021	2010	2021	2020	2021
China	115	15,9	37,4	-7	10
European Union	69	30,4	21,2	-13	4
India	22	3,8	6,8	-5	7
USA	20	7,3	6,1	-10	3
Turkey	14	2,6	4,3	-3	5
South Korea	14	8,3	4,3	-9	3

An important factor noted by experts and forming the current picture of the global textile market is the trend of continuing growth in China's share in world exports. At the same time, even despite the currently observed increase in production costs and the coronavirus in this country, the trend towards an increase in the share of China has held.

If we talk about Uzbekistan, then at present the country's share in both world exports and imports remains low: less than 1% of the total volume. Consequently, the current influence of Uzbekistan on the state of the world market for the products in question is minimal.

The situation in the global textile market can currently be characterized as stagnation. There is a significant decrease in the volume of world trade at the end of 2019. In part, this could be facilitated by the pandemic slowdown in the economy in advanced development countries. However, the production of the same yarn has practically remained at the level of a year ago. Thus, it can be assumed that the role of domestic sales has increased. From the point of view of the qualitative changes taking place in the industry, one can see an increase in the importance of synthetic fabrics, the preservation of which is predicted in the future. This trend is closely related to the innovative process actively going on in the industry. Its main aspect is the creation of "smart fabrics", which expands the scope of textiles and can significantly reformat the current market configuration.

5. Conclusions and suggestions

The textile industry is directly dependent on the level of purchasing power of the population. And in this sense, the crisis in the international economy had a significant negative impact on the domestic market, which has been demonstrating a decline for several years in a row. As in the case of a number of other industries, starting from 2019, the state is increasing its support for light industry. At the same time, the number of areas in which assistance is provided is constantly expanding. The main support measure remains subsidizing the costs that industry enterprises incur by taking loans for their operations. To date, not only the financial participation of the state in the development of the industry has significantly increased, but also its direct management of the market configuration.

Thus, the state clearly focuses the industry on synthetic products, providing priority subsidies to manufacturers in this particular segment, and shows demand for synthetic

⁷ <https://www.textileinfomedia.com/global-textile-listing>

textiles, acting as a consumer (orders from the Ministry of Defence, state corporations). To a certain extent, the current state policy towards the industry is effective, which we see in the positive production dynamics shown by Uzbek textile enterprises in 2021. However, given the growing concentration of production in the market segment we are considering, the growing importance of state participation and regulation in the domestic market is a threat to the operation of competitive mechanisms, and hence the efficiency of the industry and the market as a whole.

References:

Baran, D., Pastýr, A., & Baranová, D. (2016). Financial analysis of a selected company. *Vedecké Práce Materiálovotechnologickej Fakulty Slovenskej Technickej Univerzity v Bratislave so Sídrom v Trnave*, 24(37), 73.

Friedlob, G. T., & Schleifer, L. L. (2003). *Essentials of financial analysis* (Vol. 23). John Wiley & Sons.

Fabozzi, F. J., & Peterson, P. P. (2003). *Financial management and analysis* (Vol. 132). John Wiley & Sons.

Neudachin, V. V. (2016). Implementation of the company's strategy. Financial analysis and modeling/VV neudachin. *Moscow: Mashinostroenie*, 690.

Malikov, T. S., & Olimjonov, O. O. (2021). The merits of the ancestors in the formation and development of financial and tax science. *Экономика: анализы и прогнозы*, (3), 134-140.

Sharafiddinov, N. (2021). MILLIY STATISTIKA QO'MITASI. *Мир исследований*, 3(3).
<https://www.textileinfomedia.com/global-textile-listing>



THE PLACE OF INFRASTRUCTURE IN THE SOCIO-ECONOMIC DEVELOPMENT OF THE REGION

Qayimova Zumrad Abdullayevna

Bukhara State University

Senior Lecturer at the Department of Economics

Annotation. The article presents an analysis of approaches to infrastructure as a factor in the development of the region, substantiates the impact not only on the economic sphere, but also on the social one. The article outlines the main features of the investment process in the infrastructure sphere, describes its conditions and problems.

The need for the participation of not only the state, but also the private sector in the implementation of such investment projects was noted.

Keywords: infrastructure, regional economy, regional development, infrastructure classification, infrastructure investments.

1. Introduction

In the process of development of the regional economic system, the entire infrastructure of the region is created. It forms the conditions of existence of economic details of individuals and firms, and creates industrial economic workplaces, contributes to the growth of regional products and the improvement of the quality of life of the population.

Understanding the influence of infrastructure is a long-standing, but not fully developed, concept in economic science. Even Adam Smith (Adam Smith) noted the role of the transport system in economic development, but the long-term object infrastructure was allocated to a separate category and included in the general concept of "capital".

2. Literature review

Given the example of Chinese scientists such as Wang Y, Xiuping S, Zhang Q among foreign scientists who conducted a scientific research on commercial banks, they carried out analyzes in their works on the fact that financial technologies serve to increase the efficiency of commercial banks.

Brauers W., R.Ginevicu¹s, A.And scientists like Podvieszko did scientific research on balance and profitability in commercial banks, giving their opinion reasoning in their works.²

The risks in the bank, reducing them and increasing the efficiency of commercial banks, are of importance in the economy of asdia A. Purmananandam³, C.Perignon, D.Scientists⁴ like Smith conducted research.

D.Polfreman, in his book the basics of banking, provided extensive information on banking, areas in the bank, its importance, the procedure for organizing work, profitability and risks.⁵

¹ Polfreman, D., & Ford, F. (2006). Basics of banking. *M.: INFRA-M.*

² Brauers, W. K. M., Ginevičius, R., & Podvieszko, A. (2014). Development of a methodology of evaluation of financial stability of commercial banks. *Panoeconomicus*, 61(3), 349-367.

³ Purnanandam, A. (2007). Interest rate derivatives at commercial banks: An empirical investigation. *Journal of Monetary Economics*, 54(6), 1769-1808.

⁴ Pérignon, C., & Smith, D. R. (2010). The level and quality of Value-at-Risk disclosure by commercial banks. *Journal of Banking & Finance*, 34(2), 362-377.