International

scientific and practical conference

DECEMBER 6
2024

2024



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The main directions of socio-economic development of New Uzbekistan: problems and solutions

MINISTRY OF HIGHER EDUCATION, SCIENCE AND INNOVATION OF THE REPUBLIC OF UZBEKISTAN

JIZZAKH BRANCH OF THE NATIONAL UNIVERSITY OF UZBEKISTAN NAMED AFTER MIRZO ULUGBEK

Scientific journal of Science technology & Digital finance

The main directions of socio-economic development of New Uzbekistan: problems and solutions collection of materials of the international scientific and practical conference on the topic

(December 6, 2024)

(Part 2)

Jizzakh-2024

Department of Economics and tourism of Jizzakh branch of the National University of Uzbekistan named after Mirzo Ulugbek
6.12.2024

The main directions of socio-economic development of New Uzbekistan: problems and solutions collection of materials of the international scientific and practical conference on the topic – Jizzahk: Department of economics and tourism of Jizzakh branch of the national university of Uzbekistan named after Mirzo Ulugbek, December 6, 2024, 450 pp.

Editors in charge: DSc.prof. Turakulov O.X., PhD. O'ralov A.I.

In the collection of materials of the conference, the role and role of Science, Education and production in the era of globalization, the pressing problems of the issues of interaction of these processes, feedback on their solutions were presented by mature specialists of the field.

In addition, research on the scientific and practical topic, carried out in the economics, Exact Sciences, Natural Sciences and socio-humanities during the globalization period, information is presented in the scientific and practical fields, which includes the latest innovative technologies in the fields of production.

It can be argued that this collection is one of the specific intersections of current thoughts and innovative ideas of the world of science. This scientific and practical conference was actively attended by professors and scientific researchers engaged in scientific research in Uzbekistan and foreign countries. In increasing the position of the scientific and practical conference, the professors and teachers of domestic and foreign higher educational institutions made a significant contribution.

Professors and teachers of foreign higher educational institutions who actively participated in the work of the conference made a worthy contribution to the high level of interaction with scientists of our country. The processes of international cooperation with foreign countries and exchange with them in the field of Science in the era of globalization have a positive effect on the development of Higher Education, the fields of Science and production. The materials of this conference are special in that they include a wide range of research, from theoretical developments to practical solutions, demonstrating the diversity of approaches and directions in this area.

In conclusion, it should be noted that this scientific and practical conference will be a very useful collection for everyone who is interested in modern research in the fields of further development of Higher Education, Science, Education and production in the era of globalization. The authors are responsible for the content and quality of the articles and abstracts included in the collection.

KICHIK BIZNES VAKILLARI TOMONIDAN AMALGA OSHIRILAYOTGAN TASHQI IQTISODIY FAOLIYAT KONTEKSTIDA RAQOBATBARDOSHLIK OMILLARINI TAHLIL QILISH



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Annotatsiya: Ushbu maqolada biz jahon bozorida firmalar o‘rtasidagi raqobat, birinchi navbatda, mahsulotlarning o‘zida raqobat shaklida namoyon bo‘lganligi sababli, birinchi navbatda, mahsulot raqobatbardoshligi fenomenini ko‘rib chiqishni maqsadga muvofiq deb bildik.

Kalit so‘zlar: mahsulot, raqobatbardosh, marketing, bozor segmenti, bozor, import, tashkilot, mijoz, korxona, xalqaro marketing.

Jahon iqtisodiyotining globallashuvi mamlakat bozorlarida raqobat sharoitlarining nisbiy tenglashishi oqibatlaridan biridir. Bunday sharoitda raqobatbardoshlik ochiq iqtisodiyot tomonidan milliy va xorijiy har qanday xo‘jalik yurituvchi subyektga qo‘yiladigan umuminsoniy talabga aylanadi.

Mikro darajada, biz mahsulotlarning raqobatbardoshligi va kompaniyaning (kamroq, sanoat) raqobatbardoshligi haqida gapiramiz. So‘nggi yillarda milliy iqtisodiyotlarning raqobatbardoshligini ko‘pincha taqqoslash amalga oshirilmoqda, ammo bu masala strategik marketing bilan bevosita bog‘liq emas va bu ishda ko‘rib chiqilmagan. Shuni ta’kidlash kerakki, ishlab chiqaruvchi, sanoat yoki mamlakatning raqobatbardoshligi ko‘p jihatdan mahsulotning raqobatbardoshligidan kelib chiqadigan va ko‘p jihatdan u bilan belgilanadigan xususiyatlardir.

Umumiy ma’noda, raqobatbardoshlik - bu o‘z afzalliklaringizdan foydalangan holda boshqalardan oldinda bo‘lish qobiliyatidir. Raqobatbardoshlik muammolarining mashhur tadqiqotchisi M.Porter raqobatdosh ustunliklarni ta’minlovchi innovatsiyalarning eng tipik sabablarini bir necha turlarga ajratadi:

- yangi texnologiyalar;
- yangi o‘zgaruvchan mijozlar so‘rovlari;
- qoida tariqasida, yangi mahsulotlarni o‘zlashtirish hisobiga yangi sanoat segmentining paydo bo‘lishi;
- ishlab chiqarish tarkibiy qismlarining tannarxi yoki mavjudligining o‘zgarishi: mehnat, xom ashyo, energiya, transport, aloqa, asbob-uskunalar va boshqalar;
- standartlar, atrof-muhitni muhofaza qilish, bojxona va soliq siyosati, savdo cheklovlari va boshqalar kabi sohalarda hukumat qoidalariga o‘zgartirishlar. J.J.Lambin raqobatbardosh ustunliklar konsepsiyasining quyidagi talqinini taklif

qiladi - bu mahsulot yoki brendning xarakteristikalari, atributlari bo‘lib, kompaniya uchun to‘g‘ridan-to‘g‘ri raqobatchilardan ma’lum bir ustunlikni yaratadi. Ushbu xususiyatlar mahsulotning o‘ziga ham, qo‘shimcha xizmatlarga ham, kompaniya yoki mahsulotga xos bo‘lgan ishlab chiqarish, marketing yoki sotishni tashkil etish xususiyatlariga tegishli bo‘lishi mumkin. Bu ustunlik nisbiydir;

- mahsulot bozorida yoki bozor segmentida eng yaxshi pozitsiyani egallagan ustuvor raqobatchi bilan taqqoslash natijasida aniqlanadi.

Afzallik raqobatbardosh sifatida tavsiflanishi uchun uning parametrlari quyidagi talablarga javob berishi kerak:

- korxonani uzoq muddatda uni raqobatchilardan ijobiy ajratib turadigan bozor mavqei bilan ta’minlash imkoniyati;
- mijozning aniq ehtiyojlarini yo‘naltirish, iste’molchilarning maqsadli guruhiga tegishli foyda keltirish imkonini beradi;
- raqobatchilar tomonidan taqlid qilish qiyin yoki imkonsiz bo‘lgan korxona resurslari va qobiliyatlariga tayanish

Shunday qilib, raqobatdosh ustunlik omillari raqobatdosh kompaniyalardan ustun bo‘lgan korxonaning tashqi yoki ichki muhitining o‘ziga xos tarkibiy qismlaridir. Kompaniyaning raqobatdosh ustunligining strategik omilini amalga oshirish muddati kamida bir yildan ikki yilgacha. Bu davr, masalan, kompaniya maqsadlari ierarxiyasidagi omilning o‘rni yoki boshqaruv obyektining murakkabligi bilan belgilanadi. Aytaylik, qandaydir tashqi muhit omili bo‘yicha raqobatdosh ustunlikka erishish uchun ketadigan vaqt ichki muhit omiliga qaraganda uzoqroq bo‘ladi; og‘ir mashinasozlikda - elektronika sanoati, maishiy xizmatlar va boshqalarga qaraganda ko‘proq.

Raqobat ustunliklarini aniqlash muammosini ishlab chiqaruvchi (“ichki” raqobatdosh ustunlik) va mahsulot iste’molchisi (“tashqi” raqobatdosh ustunlik) nuqtai nazaridan ko‘rib chiqish mumkin. Ichki raqobatdosh ustunlik firmaning resurslardan foydalanish, shuningdek, boshqaruvdagi ustunligiga asoslanadi. Bunday raqobat ustunligi tovarlarni ishlab chiqarish va sotishda eng yuqori rentabellikka erishish imkonini beruvchi “ishlab chiqaruvchi uchun qiymat” yaratadi. Tashqi raqobatdosh ustunlik mahsulotning o‘ziga xos xususiyatlariga asoslanadi. U pastroq narx (chuqurroq yondashuvda, iste’mol narxi) yoki yuqori sifat tufayli “iste’molchi uchun qiymat” yaratadi.

Jahon bozorida firmalar o‘rtasidagi raqobat, birinchi navbatda, mahsulotlarning o‘zida raqobat shaklida namoyon bo‘lganligi sababli, birinchi navbatda, mahsulot raqobatbardoshligi fenomenini ko‘rib chiqish maqsadga muvofiqdir.

Marketingda mahsulot uch jihatda ko‘rib chiqiladi: texnologik, iqtisodiy va psixologik; bu uch jihat pirovard natijada uning tashqi bozorlardagi raqobatbardoshligini belgilaydi. Mahsulotning raqobatbardoshligi deganda, odatda, xaridorning o‘ziga xos ehtiyojlarini qondirishni ta’minlaydigan mahsulotning sifat va narx xususiyatlari (ya’ni raqobatdosh ustunlikning tashqi omillari) to‘plami tushuniladi. Mahsulotning raqobatbardoshligi uning raqobatdosh mahsulotdan

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farqini ushbu ehtiyojlarga muvofiqlik darajasi bilan tavsiflaydi. Mahsulotning tannarx parametrlari raqobatbardoshlikning narx omillariga, sifat ko‘rsatkichlari esa “narxsiz” deb ataladigan narsaga mos keladi.

Mahsulotning tashqi bozordagi raqobatbardoshligining narxdan tashqari asosiy omillari uning sifat ko‘rsatkichlari, ya’ni mahsulotdan foydalanishning foydali ta’siri hisoblanadi. Xalqaro standartlashtirish tashkiloti (ISO) ma’lumotlariga ko‘ra, sifat - mahsulotning belgilangan yoki kutilayotgan ehtiyojlarni qondirish qobiliyatini beradigan xususiyatlari va xususiyatlarining yig‘indisi. Raqobatbardoshlikning narx bo‘lmagan omillari orasida tashkiliy mezonlar qo‘shimcha ravishda ajralib turadi: tovarlarni jahon bozorida sotishda xizmat ko‘rsatishga qo‘yiladigan talablar (darajasi jahon amaliyotida mavjud bo‘lganiga mos kelishi kerak), kafolatlar va shartlar, sotib olishni moliyalashtirish. E’tibor beradigan bo‘lsak, tashkiliy parametrlar mahsulotning raqobatbardoshligini ham, ushbu mahsulotni ishlab chiqaruvchi kompaniyani ham tavsiflaydi.

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