

ASSESS THE COMPETITION RELATIVE APPROACHES

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Abstract

The presence of competition in the domestic market of any country is the main indicator of the successful operation of a market economy, in many countries of the world, including countries with transition economies, the adoption of competition laws and the establishment of national organizations dealing with these issues confirms this situation. In particular, the State Committee for Eliminating Monopolies and Development of Competition (Anti-Monopoly Committee) was established in Uzbekistan, and its activities include creating a competitive environment in the economy of the republic, enterprises and firms of various forms of ownership, including enterprises and firms of various forms of ownership. aimed at establishing equal competitive opportunities for economic activity.

Competitiveness of the national economy ¹ is a comparative description that includes a gross assessment of the state of important indicators of the economy in relation to external parameters, therefore, the competitiveness of the national economy is manifested in international competition.

The competitiveness of the economy has many levels of manifestation:

- ✓ product competitiveness;
- ✓ competitiveness of the employee ;
- ✓ competitiveness of the product manufacturer;
- ✓ network competitiveness;
- ✓ competitiveness of the country (or competitiveness of the national economy).

and external interrelationship between all levels of competitiveness . The competitiveness of a country and an industry ultimately depends on the ability of a producer of a particular commodity to produce a competitive commodity. We will consider the most important factor of formation of competitive advantage of the national economy defined as "Sustainable strategy, structure and competitiveness". Therefore, the presence of certain conditions in the country that affect the trends of organization and management of the company also determines the nature of internal competition.

It should be noted that personal interest in work and improvement of professional skills of employees also plays an important role in order to form competitive advantages. The economic practice of the last decades proves that people with great talents and abilities are the greatest and most important resource for a nation, because the success of a country depends largely on the level of education that these people of talent choose and, indeed, where they prefer to work. depending on their age, performance and

¹ Kholikulov A., Yuldasheva N. Conceptual directions of improving the quality of service in hotels and the scientific-theoretical and stylistic issues of its implementation // Society and innovations. - 2021. - T. 2. – no. 2. – S. 76-86.

behavior. Therefore, countries strive to make economic activities that are prestigious from the point of view of people, or from which national heroes grow, competitive.

Evaluation of product competitiveness mainly consists of three stages. these include:

The first step is to analyze the market and select the most competitive product for comparison . Sample selection is one of the most important tasks of competitive analysis. Making mistakes at this stage can destroy the overall results of the work. The sample should be from the group of goods to which the analyzed product belongs, specific to this market, and should have won the respect of buyers in a wide range.

The second step is to define a set of comparable aspects in both goods. It should be noted that if the parameters of the goods that are planned to be launched (projected) and those on the market are simply compared, the question of how competitive goods can satisfy the needs of buyers and how well they can meet the future requirements of buyers is ignored. is left out. Therefore, any project should begin with a clear expression of the needs of consumers in the most perfect sense.

of delivery, completeness of delivery, warranty periods, conditions, etc.

Determining the set of consumption parameters of a product is the most important task in the analysis of its competitiveness. After that, a hierarchy of these parameters is determined, in which the most important aspects for the consumer are prioritized.

The modern model based on the concept of M. Porter consists of 4 features that form the competitive environment in which the country has a common feature and in which producers compete. This environment can either help or hinder the formation of competitive advantages.

Determinants of competitive advantages of the country

Determinant "conditions for factors".

According to the theory of factors of production, the flow of goods circulation determines the factors of production, such as labor , land, natural resources, investment, infrastructure . The presence of production factors in the country does not play a decisive role for the development of the national economy. The speed and efficiency of the formation and renewal of production factors and their use in certain sectors of the economy are important. It consists of a system of personal and technical-materialized elements that make connections between people and nature in the process of social production.

In general, the role of the territorial factor is not only important, but also universal. In this regard, the point of view of M. Porter is extremely important, according to his strict assertion, the geographical position of the region is fundamental for competitiveness. becomes important, "...sustainable competitive advantages in a global economy are more often and more localized, with highly specialized professional skills and knowledge, institutions, competitors, interconnected types of economic activity, as well as the gathering of experienced and experienced consumers in a particular country or region. Geographical, cultural, and organizational proximity provides special access to information, special relationships, complete access to information, powerful incentives, and other manufacturing advantages that are difficult to obtain at a distance. gives.... Geographical situation, although in a different sense than in previous decades, retains its importance even at the border of the 21st century.

In this case, the most important aspect of competitiveness is the synthetic concept called "quality of life", which is clearly "linked" to a specific area, and this concept includes various phenomena at different scales: the scale and nature of employment and working conditions. , level of education and literacy, availability of housing and its comfort, social security system, ecological living conditions, etc.

All of these are regionally local (stagnant) market potential, innovative and investment climate, stable economic reproduction at one's discretion, consumer standards, technologies, goods, services and capital to "advance" to other regions. "determines the possibilities of peer and support networks is represented by the following indicators:

1. Stability of the country's political and legal system;
2. Large investments in human development (education, health care, social needs);
3. Longevity of population;
4. Competitiveness of workforce resources ;
5. High level of education of the country's population.

The fact that the mesoeconomy is "tied" to a specific area preserves the interrelationships between its leading (dominant) functions both on the scale of countries and on the geo-economic scale.

The functional orientation of the region, on the one hand, determines the general socio-economic potential, and on the other hand, creates conditions for the realization of competitive advantages within this or that function. In the classic model of functional typology (as in any more simplified theoretical model), one or another region belongs to different types, for example, agrarian, agro-industrial, industrial, recreational , etc. Such a simplified classification makes it possible to distinguish some leading functions of the regional economy. The basis of this classification can be primarily a functional-regional approach, in which not only the dominant directions of economic activity, but also the directions specialized for the region (determining its specialization) will be the basis of the classification of the region.

As the regions develop not separately from each other, but in a mutual relationship, in a single economic space, their classification (especially in the sense of parameterizing competitiveness) in the studies of some Western scientists (A. Fishera, D. Bella, etc.) It can be said that the direction aimed at dividing the developing economy into a number of sectors is gaining special importance. These are: primary sector (agriculture, mining, fishing), secondary sector (manufacturing industry), tertiary sector (transportation, utilities), quaternary sector (trade, financial services, insurance, "real estate operations"), the fifth sector (health, education, scientific research, public administration, leisure and entertainment industry).

In this case, the competitiveness of the territory (region, city , etc.) is the sum of regional conditions and social production factors (including the territorial-localization factor, i.e. the place occupied by the region in the global economy), compared with other micro-economies, of which appears as a synthetic phenomenon that includes effective use. In this case, the use of these factors is intended not only for private and corporate purposes, but also taking into account the interests of the entire territorial generalization.

In connection with this, it is necessary to work with a whole set of relevant indicators (indicators) in the study of the competitiveness of the regional economy. Focusing on this aspect of the competitiveness problem, one cannot fail to emphasize that a rather diversified approach has emerged in the modern economy in its assessment.

M. Porter, in evaluating the competitiveness of the region (this issue is a specific projection of the concept of the country's competitiveness) generally comes from a similar approach. According to this author, regional competitiveness is the productivity (productivity) of using regional resources, primarily labor and capital, compared to other regions. Productivity is determined by the amount of gross regional product (GDP) per capita, as well as its dynamics.

The development of competitiveness is carried out in the following four stages:

- ✓ competition based on production factors;
- ✓ competition based on investments ;
- ✓ know-how- based competition and;
- ✓ wealth- based competition.

The first three stages provide economic growth, while the last one creates stagnation and crisis.