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Articles In This Issue

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Relevances Of Promotion In Marketing Strategy

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ABSTRACT

The study specifically is aimed at determining the relevance of promotion in marketing: an investigation on why companies promote their products.

The study involves the relevance of promotion in marketing and impact of all promotional tools to every marketing activity. Promotion as one of the marketing mix element is important in understanding today's success to marketing through endeavors on how to carefully implement it.

It is very important to note that promotion is in existence for a very long period of time thoughout the world. The work carryout on relevance of promotion in marketing

KEYWORDS

Advertising, marketers, Coupons, management.

INTRODUCTION

Promotion as one of the marketing mix element has assumed many meanings over the years. It refers to communication undertaken to persuade others to accepts ideas, concepts or things, promotion then is the communication functions of marketing.

Although all the elements of marketing mix are essential, one has to give careful regard to promotion, because it is the source of link between the product offered and the customer. No matter how good and effective the product, the distribution and price, if some

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degree of communication does not take place the customer will not have idea of the satisfaction the product will give. Promotion comprised of many elements that can persuade the buyer to change heart which the other elements o the marketing mix lack. A good product with good price can be rejected by customers, but a free sample of the product or favourable description of the product by salesman can make the customer to buy.

MEANING OF PROMOTION

According to Umar Moh'd Ali "Promotion in the marketing perspective is simply referred to as communication embarked upon to persuade others to accept ideas, concepts or things" or is a channel of communication to our prospective customers in order to persuading your customers to accept what you offered to them. Through use of promotional tools.

PROMOTIONAL TOOLS

The focus of this study comprised of the promotional mixes like advertising, personal selling, sales promotion and publicity. In other words, various communication methods are treated as variable for use alone or in combination to communicate the want satisfying attributes of products or services. The achievement of a better understanding of the promotional strategy to be used by companies depends on many things like resources at hand, best possible way the message will reach the intended group or individuals. It will be unwise for example for a marketer having Borno State as target.

Market to advertise through the National Network News.

Instead NTA Maiduguri, BRTV, Borno Community Concord, Read Newspaper e.t.c will be more economical.

According to Umar Mohammed Ali, "The basic objectives of promotion are to inform, persuade, or remind target customers about the company's marketing mix and the company itself. Agreeing on this, defining promotion objectives is critical if the firm's promotion is to be effective because the right blend depends on what is to be accomplished.

OBJECTIVES OF ADVERTISING

Advertising certainly has some objectives taking into consideration the high expenditure incurred in it. Advertising makes people aware of the existence and advantages of goods and services. It is a form of personal salesmanship (though advertising differs from personal selling). It is designed to make familiar brand, consumers would have form a number of different impressions, probably both favourable and unfavourable based on previous usage, recollection of past advertising attitude to packaging and price opinions of friends and so on. Advertising is unlikely to succeed selling an inferior product more than once.

PERSONAL SELLING

Personal selling is a special form of interpersonal communication, unlike advertising, sales promotion and publicity, which are mass communication forms. Personal selling is carried out by salesman to the prospect inform of face to face basis. Personal selling allows for bargaining to take place because effective communication takes place quickly since the marketer comes to face to face with the customers. However, as far as communication is concerned it is the most

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effective form of communication because it enables response and feedback to take place, unlike the mass media where immediate response or feedback will not be determined immediately by the marketers.

SALES PROMOTION

Sales promotion comprised a wide variety of tactical promotion tool of a short term incentive nature designed to stimulate earlier and/or stronger target market response popular form of sales promotion include coupons, premium give aways; exhibitions, free sample, after sales service, reseller support, trade promotion, point of purchase displays, trading stamps, business conventions, contest games, sweepstakes, demonstrations, trade show, dealer incentive, trade allowances, customer education, bonus packs, brand and package e.t.c.

The basic contribution of sales promotion include communication that is gain attention and provide information. Then they serve as incentive, concession or inducement designated to represent value to the receiver invitation also engage in the transaction.

For better understanding of sales promotion tools, each of them will be touch briefly.

a) Samples

These are free offers of units of a product or trial of a product to customers' samples can be attached to other products, distributed door-to-door, mailed to customers, or featured in advertising offer. This method is expensive but undoubtedly by the best way to introduce a product to potential new users.

b) Coupons

One of the oldest form of promotion and highly effective in the right situation. This method is really successful where the product or service is obtain sufficiently, frequently for the coupons to build up reasonably quickly.

It refers to certificates that entitled the bearer to a stated saving on the purchase of a specific product. Coupons can be mailed, enclosed in other products, they are very good way to stimulate sales of a mature brand as well as induce early trial of a new brand.

c) Price Packs

They are also called money-off packs or deals. This are offers to customers of a certain amount of money off the regular price of a product, flagged in the label or package.

d) Premiums

Are items of merchandise that are offered at a relatively low cost or free as an incentive or bonus to purchasers of a particular product. Inside (in pack) or outside (on pack) the package. The package itself, if a reasonable container, may serve as a premium.

e) Trading Stamps

They are special type of premium in which consumers receive stamps from retailers in making purchases and can redeem them for merchandise through premium catalogs or stamp redemption centers. These stamps are used by grocery stores, gasoline stations, department stores etc.

f) Point of Purchasing displays and demonstrations, called POP, this sales promotion technique cover displays and demonstrations that take place at the point of purchase or sale i.e next to the merchandise. We often see posters or pictures of materials located near to the stores entrance is an example.

g) **Trade promotion** – it takes the form of a buying allowance offer by manufacturers to wholesalers and retailers, which is a short term offer of money off on each case purchased during a stated period of time. The purpose is to encourage dealers to buy an item or quantity that they might not buy otherwise. It is often used to introduce a new product and compensate buyers for the trouble of adding it to their stock.

h) **Business convention and trade shows** – industry trade association organize annual or more frequent conventions for their members and typically sponsor a trade show at the same time. Those who sell to this particular industry are limited to participate in the trade show to display and demonstrate their products to association members.

i) Contest, sweepstakes and games. These devices present to consumers, dealers and sales forces an opportunity to win something such as cash prizes. Trips, or goods- as a result of extra soft. In the customers area, a contest calls for consumers to submit an entry a single estimate, suggestion to be examined by a panel of judges who will select the best entries. A sweepstake calls for consumers to merely submit their names to be included in a drawing of prizes winners. A game calls for consumers to receive something every time they make a purchase such as 'bingo' numbers, missing letters – which may or may not help them win a prize. On the other hand, sales contest describe contests aimed at dealers or the sales force that take the form of a competition to induce them to redouble their sales efforts over a stated period, with prizes going to the top performers.

PUBLICITY:- Is another major marketing communication tool is a publicity. According to Umar Mohammed Ali the different between publicity and publicity in advertising you will advertise the good side of your products while in publicity you will advertise the good and the bad side of your products.

PUBLICITY THEY ARE MADE TO ACHIEVE FOUR (4) MAJOR OBJECTIVES

These are;

1. Newsworthiness: Products that can support interesting stories that news editors will accept are the best candidates for publicity.
2. Stimulus for sales force and dealers:- Publicity can be useful in boosting the enthusiasm of the sales force and dealers when it might be lacking. For example, news stories, appearing about new product before it is launched will keep the sales force gain a hearing from retailers.
3. Need for credibility:- Publicity introduces an element of creadibility by virtue of communicating the message in an editional context. Credibility is needed by new products as well as mature products that the market has questioned.
4. Small budget:- Publicity, while it is not without cost, tends to be low in cost for producing exposures in comparison with direct-mail and media advertising . the smaller the company's marketing communications budget, as stranger

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the case for using imaginative publicity to neutralize the advantage of a competitor who has more

CONCLUSION

The research work is on relevance of promotion in marketing strategy in any organization/company the management need put in to consideration that promotional tools are very important in communicating to the prospective customers, such promotional tools are advertising, publicity, sale promotion and personal selling. Promotion is one of the channel easily pass massages to the target area and it also play a vital role in the business development.

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The Economic Environmental Systems And Their Effective Management

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ABSTRACT

This article identifies the economic and ecological systems of the regions and the factors affecting their sustainability. The article also analyzes the indicators of economic and environmental sustainability of the Fergana region and develops proposals for the sustainable development of economic and environmental systems. This allows for the effective management of economic and environmental systems.

KEYWORDS

Economy, ecology, economic-ecological system, economic-ecological system stability, management, environment, ecological control, ecological safety.

INTRODUCTION

Sustainable development of regions around the world is seen in the mutually beneficial harmony of their economic and ecological systems. In particular, the development of countries depends directly on the stability of the regions, and the positive aspects of this issue include the rational and efficient use of resources based on the expansion of the innovative economy. In particular, the proper organization of production activities in the economy, ensuring the continuity and growth of the industry depends on the availability of resources.

This is due to the effective implementation of management decisions aimed at ensuring the compatibility of economic and environmental systems in ensuring the sustainability of regions. The impact of the economic, social and ecological environment on the economic-ecological system and its interdependence encourages the study of the issue of integrated regulation and management.

LITERATURE REVIVE

Different approaches to the management of economic and ecological systems have been developed by scientists. According to the Russian scientist A.A. Malyshev and others, the management of the economic-ecological system is a process of targeted influence in this area, a process capable of supporting and developing activities aimed at maintaining the structural structure [1].

In his description, the author approaches from the point of view of environmental protection, that is, from an ecological point of view. According to OP Siromyatnikova, "Management of the economic and ecological system - the activities of government agencies aimed at increasing the responsibility of economic entities in accordance with the law through the system of rational use of natural resources and environmental protection" [2].

This definition implies that the management process is carried out on the basis of administrative methods. Other studies focus on increasing human capital in the management process that ensures the sustainable development of the region, noting that the balanced development of economic and ecological systems is based on the human factor [3]. The work of R. Kaplan [4], H.R. Fridag and V. Schmidt [5] also focuses on management issues in ensuring the sustainable development of regions. That is, these studies address research issues related to ensuring sustainable and balanced development of regions, prevention and management of their crisis situation. D.Medouz's research also focuses on macroeconomic and regional policies aimed at increasing the quantity and quality of factors of production for sustainable development [6].

However, in the research of researchers such as J.Put [7], R.Harris [8], R.Capello and U.Fretesi [9], the economic development of regions was assessed on the basis of economic-mathematical methods.

It emphasizes the importance of economic policy in the sustainable and long-term development of the regions, the management of the effective use of factors of production, that is, the joint coverage of economic and environmental issues.

MATERIALS AND METHODS

Particular attention in the study of the management of the economic and ecological system is in its geographical scope. This is not always in line with the administrative-territorial nature. However, the method of managing economic-ecological systems consists of administrative, financial-economic and market mechanisms.

In practice, the management of economic and ecological systems is carried out based on administrative-territorial units. There are several methods in the regulation of economic-ecological systems, which can be divided into economic, legal and administrative types (Figure 1).

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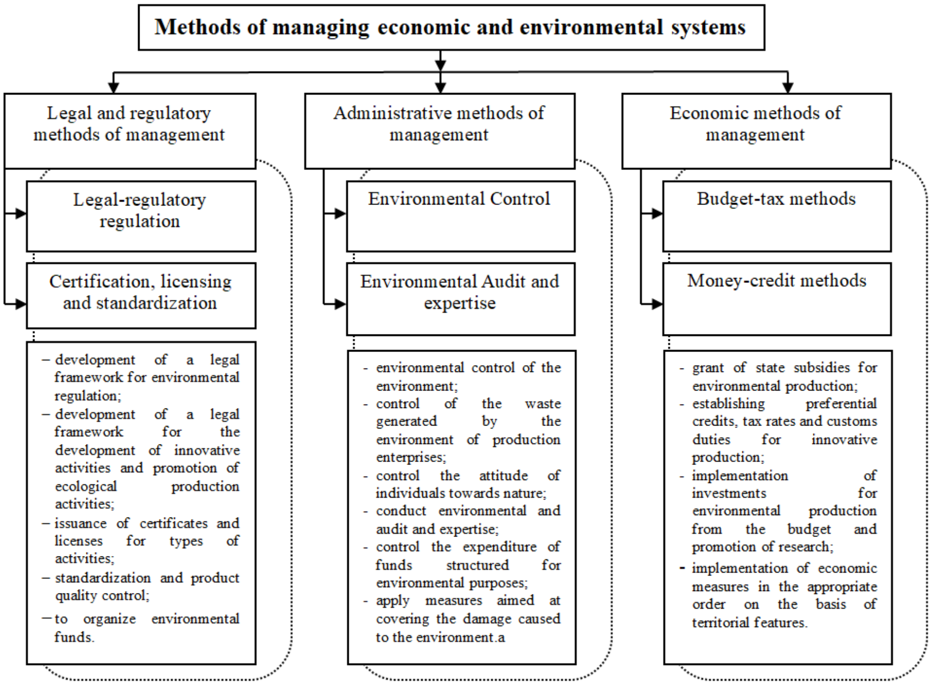

Figure 1. Methods of management of economic and ecological systems

Methods of managing economic and ecological systems allow for the rational and efficient use of natural resources, ensuring environmental protection and implementing economic reforms. At the same time, it is necessary to intensify innovation and investment activities at the regional level, to direct the economic system in accordance with environmental standards. While ensuring sustainable economic growth has always been a priority in the management of economic and ecological systems, the issue of environmental protection needs to be taken into account. That is, the effective management of this system requires the organization of optimal and efficient ways of meeting the needs of striving for infinity, taking into account the limited resources. In general, the management of economic and ecological systems, ensuring their balance, regulating the location of productive forces in the regions leads to the sustainable development of the regional economy, maintaining environmental cleanliness and improving the welfare of the population.

RESULTS AND DISCUSSION

During our research, the factors affecting the economic and ecological systems of the Fergana region were analyzed. Among the economic indicators in the region, such as mining and open-pit mining, as well as transportation, have a special impact on both economic and environmental impact. It can be seen that the average growth of mining volume in the open round has developed in recent years (Table 1).

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Table 1. The state of development of the open-pit mining industry and the volume of freight traffic in the Fergana region

№	Years	Mining industry and performance of open fields (billion. sum)	Change rate (in%)	Freight and freight turnover by modes of transport (mln. T/km)	Change request (in%)
1	2010	0,7	100,0	492,1	100,0
2	2011	1,3	185,7	496,4	100,9
3	2012	2,5	192,3	539,0	108,6
4	2013	6,8	272,0	572,8	106,3
5	2014	16,3	239,7	610,6	106,6
6	2015	12,2	74,8	658,7	107,9
7	2016	21,3	174,6	800,5	121,5
8	2017	31,6	148,4	705,2	88,1
9	2018	49,2	155,7	715,4	101,4
10	2019	116,5	236,8	785,5	109,8
11	2020	127,8	109,7	845,2	107,6

An analysis of the interval of periods revealed that in 2020 it increased by 109.7% compared to 2019, and in 2019 by 2.4 times compared to 2018. We can observe the same situation in the transportation of goods. The average growth of freight turnover in the period between periods is 7-8%. If we look at the years, in 2018 it increased by 101.4% compared to 2017, in 2019 by 109.8% compared to the previous period, and in 2020 by 107.6% compared to the period under review. An increase in the volume of open-pit mining is economically desirable, but from an environmental point of view, an increase in the concentration of various dusts and other rock bodies in the air and their spread to different areas by winds is detrimental to environmental cleanliness. Indicators of the stability of the economic and ecological systems of the region, such as labour resources, economically active population, employment growth rates and unemployment rates, which allow assessing the social situation, were studied. The change in the average values of these indicators reflected the decline in the second period compared to the first period (Table 2). There is an increase in the unemployment rate, which means that the change is negative.

Table 2. Analysis of indicators for assessing the social status of Fergana region (in per cent)

Name of indicators	Employment growth rate		Unemployment rate		The growth rate of labour resources		The growth rate of the economically active population	
Name of regions	Average for 2010-2014	Average for 2015-2019	Average for 2010-2014	Average for 2015-2019	Average for 2010-2014	Average for 2015-2019	Average for 2010-2014	Average for 2015-2019
By region	102,2	101,6	5,13	6,7	103,0	100,9	102,1	101,6

Margilan	102,3	102,0	4,72	6,2	102,9	100,9	101,9	101,7
Fergana city	102,8	100,9	3,84	5,8	103,0	101,0	102,0	101,9
Quvasoy	102,6	101,9	5,41	5,8	102,8	100,8	102,2	101,7
Kokand	102,8	100,9	4,55	6,4	103,0	101,0	102,1	101,8
Baghdad	102,1	101,7	4,96	6,6	103,0	101,5	101,9	101,5
Beshariq	102,1	101,9	4,74	6,2	103,0	100,9	101,7	101,6
Buvayda	102,3	101,9	5,18	6,8	103,0	101,0	102,3	101,6
Dangara	102,1	101,8	5,98	7,3	102,9	101,0	101,5	101,5
Yozyovon	101,1	101,4	7,09	8,1	102,9	100,8	100,7	101,4
Altiariq	102,0	101,8	5,55	7,0	102,9	101,6	101,8	101,4
Rishton	102,1	101,7	5,33	6,7	102,9	101,0	102,1	101,6
Sox	102,0	102,7	7,46	8,4	103,1	100,9	101,3	101,7
Stone	102,1	101,8	5,35	6,9	102,9	100,8	101,9	101,6
Uchkuprik	102,0	101,9	5,81	7,4	103,0	101,0	101,9	101,6
Fergana district	102,1	102,1	5	6,8	103,0	101,1	102,2	101,7
Furqat	102,3	101,3	5,62	6,6	102,9	101,2	101,6	101,4
Uzbekistan	102,3	101,7	5,29	7,4	102,9	101,0	102,2	101,7
Quva	102,0	101,8	4,13	6,1	102,9	101,0	102,5	101,7
Qoshtepa	102,0	101,8	5,62	7,1	103,0	101,0	101,6	101,5
High value	*102,8*	*102,7*	*7,5*	*8,4*	*103,1*	*101,6*	*102,5*	*101,9*
Lower value	*101,1*	*100,9*	*3,8*	*5,8*	*102,8*	*100,8*	*100,7*	*101,4*

The growth rate of employment and the unemployment rate is the result of the measures taken. These figures reflect the negative change in the second period of 2015-2019 compared to the first period of 2010-2014. In particular, the average value of the growth rate of employment in the first period decreased by 102.8%, in the second period by 102.7% to 0.1 per thousand. A similar situation was observed in the smallest averages, with 101.1 per cent in the first period and 100.9 per cent in the second period. While the highest value of the unemployment rate in the first period was 7.5 per cent and the lowest value was 3.8 per cent, a negative change was observed in the second period, reflecting 8.4 and 5.8 per cent for the corresponding periods. Environmental indicators play an important role in the system of indicators representing the sustainable development of regions. The number of pollutants and harmful gases emitted into the atmosphere is important in the composition of these indicators. When these indicators were analyzed, it was found that the number of toxic gases released into the atmosphere increased (Table 3). In particular, the amount of hydrogen fluoride in toxic gases containing carbon dioxide increased by an average of 0.4-0.5 per thousand per year, nitrous oxide by 0.2 per thousand and methane by 1.1 percent.

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Table 3. Analysis of air pollutants in Fergana region

№	Years	Pollutants released into the atmosphere, thousand of tons	Change status (in%)	Greenhouse gas emissions (total value of emissions (in CO_2 equivalent))			
				Excluding carbon dioxide (CO_2) YFYFO'OX (million tons. CO_2 - eq. / Year)	Nitric oxide (CO_2), excluding YFYFO'OX (mln. T. CO_2-eq. / Year)	Methane (CH_4), excluding YFYFO'OX (million tons. CO_2 - eq. / Year)	Hydrofluorocarbons (GFU) (million tons of CO_2- eq. / Year)
1	2008	38,56	100,0	12,541	0,824	8,124	0,051
2	2009	40,46	104,9	11,921	0,859	6,990	0,034
3	2010	43,0	106,3	11,278	0,902	6,749	0,034
4	2011	42,8	99,5	11,644	0,954	6,827	0,119
5	2012	73,5	171,7	11,699	0,971	6,866	0,160
6	2013	40,2	54,7	11,712	0,984	6,898	0,187
7	2014	38,4	95,5	11,741	0,995	6,932	0,238
8	2015	38,9	101,3	11,748	1,008	6,982	0,255
9	2016	103,2	265,3	11,760	1,029	7,000	0,306
10	2017	60,1	58,2	11,778	1,043	7,013	0,340
11	2018	53,2	88,5	11,805	1,056	7,142	0,357
12	2019	49,6	93,2	11,825	1,068	7,184	0,372
13	2020	50,9	102,6	11,664	1,036	7,145	0,357

Emissions of harmful gases in to the atmosphere are affected by the negative consequences associated with the activities of the population and industrial enterprises living in the region. The constant increase in the concentration of toxic gases on the environment complicates the ecological situation in the region.

All countries differ from each other on the basis of factors such as the level of development, the level of population growth. This situation also exists among the regions of the country. This has a negative impact on the sustainable and balanced development of the country. There are a number of problems related to the economic and ecological system of the region.

1. Uneven distribution of resources. In the Fergana region, the factors of production are unevenly distributed, which has a negative impact on the formation of the economic and ecological system.
2. There are mainly traditional industries and sectors in the region. Insufficient development of industries related to the development of the value chain, the creation of capital goods.
3. Spiritual obsolescence of existing fixed

assets. Most of the existing industrial enterprises in the region (except for joint ventures) have obsolete machinery and equipment, both spiritually and physically.

4. Lack of development of networks and intersectoral links. Mutual economic relations (exchange of goods and services) are not sufficiently developed in the existing industries and sectors in the region.

In solving these problems, first of all, it is necessary to move from the development of today's traditional industries to a non-traditional, modern management system, that is, to the knowledge economy, to innovative development. At the same time, special attention should be paid to the development of human capital in the management of regional sustainability. This process is directly related to management activities. In particular, as a result of the management and development of human resources, the productive forces are properly organized, social and environmental stability is ensured [10].

Thus, we have developed the following proposals to ensure effective management and sustainable development of the economic and ecological system of the Fergana region: establishment of logistics centres aimed at developing infrastructure and expanding trade relations in it; organization of clusters by industries and sectors with advanced production.

CONCLUSION

In this case, the organization of clusters, taking into account the specialization of the regions;

It is necessary to organize the specialization of the border districts of the region, taking into account the networks of neighbouring regions. In general, it is advisable to take into account the strong influence factors obtained on the basis of the conducted research in the management strategy.

As a result, the sustainability of economic and ecological systems is ensured, and their efficiency is increased and balanced development is achieved. This, in general, will ensure the balance of industries and sectors in the region, as well as economic, social and environmental stability in all systems.

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Socio-Economic Changes In The City Of Kokand (Late 19th Century And Early 20th Century)

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ABSTRACT

The article attempts to reveal the socio-economic changes that took place in Kokand in the late 19th – early 20th centuries, based on archival data and historical sources written before the revolution and during the Soviet era.

KEYWORDS

Kokand, Fergana Valley, Great Silk Road, Kokand Khanate, Kashgar, urban planning, handicrafts, silk, silkworm breeding, trade, market, ethnic composition of the population.

INTRODUCTION

Kokand is an ancient and beautiful city that sometimes gets lost against the backdrop of Bukhara or Samarkand. Kokand is located in the east of Uzbekistan, in the southwestern part of the Fergana Valley. It is located within 228 km southeast of the capital of Uzbekistan - Tashkent, 115 km west of Andijan and 88 km west of Fergana. During the times of the khanate of the same name, the city of Kokand flourished, and this can still be seen from its luxurious architectural heritage of those times - tiled mosques, tombs, madrasahs.

The first written mentions of Kokand date back to the 2nd century BC. However, he gained fame only in the 10th century: then the settlement turned out to be on the Great Silk Road from China to India and from Persia, which made it a rather significant trade center. In the 13th century, the city was destroyed by the Mongol tribes and lost its significance for a long time. In the 18th century, the city was revived and became the capital of the Kokand Khanate, and this was the period of real prosperity of Kokand.

The Russian traveler, ethnographer G.N. Potanin, who personally visited the XIX century himself, writes: "... the city suffered great damage over time, this can be seen from the preserved, but destroyed ancient monuments" [32: p.282].

In addition, a lot of information about the city is given by Nalivkin, an expert on the history of the Turkestan cities [8:]. (Although his book is not devoid of some inaccuracies - author's note).

However one of the authors of many books on the history of Kokand, Doctor of History, prof. Kh. Bobobekov also writes that in the 10th century Arab authors were familiar with this city [1: p.7].

Currently there are a lot of books and other information from different authors about the history of this city, both in Russian-language literature and in the works of local authors of the Kokand historical school of the 18th-19th centuries, whose works are written in the Old Uzbek script.

Naturally, in the archival funds of the National Archives of Uzbekistan, a number of funds also store valuable information and materials both on the history of Kokand and on the history of the Kokand Khanate. Here two important roads leading to the Fergana Valley from Tashkent and Khujand merged.

The famous orientalist V.V. Velyaminov-Zernov, turning his attention to the development of trade relations, noted that the Kokand Khanate has trade communications through Kokand-Kashgar [2: p.130].

Until 1876, the cit y of Kokand was the capital and large city of the Kokand Khanate. After the abolition of the khanate, the city entered as one of the cities in the Fergana region of the Turkestan governor-general.

Since that time, the city of Kokand, lost its significance as the administrative center of the former khanate, very soon the city became one of the most developed cities in the region in terms of financial and economic issues, such as Tashkent, Andijan, Namangan, Osh, Margilan, etc.

Due to the convenient location at the crossroads of trade routes and the incredible work of both city residents (primarily merchants and artisans, whose products have always been in demand in other cities of the region) and adjacent territories (cities and villages, from other places by merchants-Kokands of goods of a daily and seasonal nature) the city becomes such, i.e. retained its socio-economic status. Even at this time, Kokand was not only a large city in the Fergana region, but also became one of the largest cities in Turkestan.

The city, surrounded by large adobe walls, is located in a very convenient and beautiful area, in the 90s of the XIX century more than 80 thousand people lived in the city [9:]. Even the guests of the city who came here in the late 19th – early 20th centuries spoke about the convenient location and the beauty of the city's nature [7: p.51]. There were many large and small gardens and reservoirs around the city and on its territory. Especially famous for this was the large garden that belonged to the khans, which contained almonds, vineyards, peach, apricot and other trees.

The city of Kokand differed from some other cities in the valley in that there was a small Russian-speaking population, so the district administration did not pay attention to the construction and improvement of the city. But, despite this, from the end of the 19th century, the city was embellished with buildings for a European maneuver, these were bank buildings, shopping arcades and houses of large entrepreneurs, as well as public buildings, but the city remained faithful to the traditions of Central Asian urban planning for a long time.

Since ancient times, the inhabitants of the city had historical experience in the field of melon growing, horticulture, silkworm breeding, pottery production, embroidery of skullcaps, production of copper products, possessed skills and other crafts, and also engaged in trade.

Among the markets in the Fergana Valley, the Kokand market was in the first place and was distinguished by its retail price and variety of products. Even people living outside the city came to this particular market after walking several kilometers.

In the city of Kokand, market relations with Kashgar (Koshigar), Bukhara, Khiva and Russian cities have retained a significant role. The goods brought from Kashgar were sent to the Fergana Valley, to the cities of Kokand and Margilan, and it was from here that they were distributed throughout Turkestan [5: p.45-48].

Thus, it can be argued that in the field of market relations, Kokand ranked first in comparison with other cities not only in the Fergana Valley, but in the entire Turkestank region as a whole. The traditional crafts of the city of Kokand were sericulture, jewelry, blacksmithing and pottery, the production of weapons and paper, weaving, embroidery and skullcaps, the construction of bridges, etc.

Besides, the leading role in trade relations between Kashgar and Fergana (Kokand) was occupied by trade in silk fabrics. In 1914 alone, goods worth 3,410,000 rubles were imported from Kashgar to Fergana, such as silk and other types of fabrics, felt, leather items, carpets, black tea and other products. From Fergana to Kashgar in 1914, goods worth 3,624,000 rubles were sent, consisting of such items as: cotton and silk fabrics, objects made of iron and steel, various types of glass products, matches, tobacco products, sewing machines, velvet and silk fabrics [16: p.103].

Naturally, trade routes to Kashgar could pass through many cities in the valley. V.V. Velyaminov-Zernov wrote that "every year they bring from Kashgar to Kokand: 30,000 horses for tea, green, brick and akkuyruk (low grade phymal), 200 horses for white felt, 200 horses for alum, 50 horses for Chinese cups and 50 horses for groceries" [3: p. 130].

According to M.Venyukov: "Various paper fabrics, dressing gowns, coarse calico, garbage, dried berries, etc. are delivered from Kashgar, especially coarse calico and paper Armenian clothes of yellow, black and brown colors. All these goods with great profit for merchants are exchanged for rams, 15 yards in order to be exchanged for a ram, and a canvas of paper Armenian for 4-5 rams, depending on kindness "[4: p. 111].

The road from Kashgar to Kokand took 23 days. As a rule, caravans departed at the beginning of June and consisted of 1,000–1,500 horses loaded with goods; camels were used only to transport tents, clothing, and travel supplies and supplies. There were Kabul, Persian, Bukhara, Kokand and Tashkent merchants in the caravans [17: p.348].

Studying trade relations among the Kyrgyz people, A.P. Khoroshkhin wrote: "Many tens of thousands of sheep come to Kokand through Aulie-Ata from the Kyrgyz steppes, and from Tashkent come Russian fabrics of manufactured goods, sugar, iron, etc." [35: p.177].

Published: September 30, 2021 | Pages: 14-20
Doi: https://doi.org/10.37547/tajmei/Volume03Issue09-03

Naturally, in this process, an important role belongs to the city of Kokand.Sericulture continues to be engaged at the present time. To develop the quality of sericulture, not only scientific means, but also traditional experience were widely used. In terms of silk quality, Kokand ranked second after Margilan among the cities of the Fergana Valley. Silk fabrics were taken from Kokand and Margilan to Marseille (France), Constantinople and to the European part of Russia [6: p.190-191]. Also, silk fabrics were in demand in countries such as India and Iran. Silk especially played an important role in market relations with Russia. The demand for silk grew year after year. For example, only in the Kokand district in 1906, 28,962 poods of raw cocoons were produced, which is equal to 376,506 rubles of the empire of that time [21: p.31]. Or, in the same year, cocoons worth 24,866 rubles were sold both to the domestic and foreign markets [22: Ibid.], Silkworm breeding in the amount of 1,400 rubles, then in 1885 this amount was already 228,000 rubles. [15: p.115-146, 188-190] while almost all silkworms were handicraft, and in Kokand, taking into account the villages included in the county, there were 70 silkworms, the annual productivity of which was equal to 32245 rubles [23: p.32].

They were exported to Russia and abroad, it should be taken into account that which part was purchased from the city's artisans employed in this area. In addition, various fabrics, leather and fur, skullcaps were exported from Kokand to Russia, and iron, paints, sugar, and industrial products were supplied to Kokand from Russia. Kokand, like other cities of Turkestan, was the main food source of the metropolis.

Sericulture brought income not only to Russian entrepreneurs, but also to the government. In the late XIX - early XX centuries. in the city there were 20 silk-winding factories, engaged exclusively in silk weaving, which mainly belonged to the local population and about 140 weaving and dyeing workshops [10: p.315]. In addition, the manufacture of adras, muslin and other types of fabrics was widely developed in the city.

Only 4 small cotton ginning workshops, silk spinning workshops and a branch of the Russian-Chinese Bank operated in the city. The main owners of commercial and industrial enterprises in the cities of the Fergana Valley, such as Andijan, Namangan, Osh, Margilan, were representatives of indigenous nationalities, representatives of Russian and foreign companies. In Kokand, the bulk of the commercial and industrialists were also representatives of the local population, and especially Jews [20: p.67].

By January 1, 1906, the following data are provided on the movement of city public funds: at the beginning of the year, the city budget had an amount equal to 136,431 rubles, during the year 113,080 rubles were received, 126,023 rubles were spent, and by January 1 of the following year there were 121,461 rubles [26: p. 75]. In general, the annual trade turnover of Kokand was at all times positive in favor of export (i.e. - export - author's note).

If at the end of the XIX century this amount was expressed in the amount of 4-5 million Russian rubles [11: p.420], then there is no doubt that by the beginning of the XX century this amount increased many times. This indicates a positive balance of revenues and expenditures of the city budget and clearly shows the economic state of the city.

Thus, the county administration spent very little on urban needs, in particular on education, police and sanitary conditions of the city. All schools have been renovated with the

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help of local entrepreneurs, with wakuf property and with the help of the students' parents. The city administration did not pay attention not only to education, but also to the construction and improvement of the city. The generosity of local, authoritative owners or beys played a significant role in situations such as solving socio-economic problems.

One of the widespread industries was the manufacture of oils, as a result of which in the Kokand district at the beginning of the 20th century the number of oil mills doubled. Compared to oils made at the oil factories of Russian and local entrepreneurs, the needs of the population were satisfied by the oils and oil products of local factories. In general, in comparison with other cities of the valley, there were few industrial facilities in Kokand. In the 80s of the XIX century. in the city and in its environs there were about 15 cotton ginning enterprises [12: p. 315-320].

However, all the active economic changes that took place on the territory of the Fergana Valley seriously affected the life of the city, such industries as winemaking, cotton growing, and silkworm growing began to develop extensively. Along with them, viticulture began to develop widely, since at this time, the development of winemaking proceeded at a rapid pace, and the need for grapes grew. As a result, the number of vineyards in the city increased. So, the territory of the Kokand district in 1906, 3,318 acres of area were allotted for gardening, viticulture, melon growing and horticulture [28: p.23]. This one was slightly smaller than the Andijan area, but almost equal to the Margelan and Namangan areas taken together. It can be safely asserted that although the harvest from these lands was low due to poor care or a low variety of local fruits, it fully satisfied the internal need of the population for these products.

In general, it should be borne in mind that from the last quarter of the 19th century until the First World War, the amount of product obtained from grapes and other fruits increased. So, for example, if in 1880 the number of grapes grown was 93,000 poods [18: P.10], then by 1897 this figure reached 352,000 poods [19: P.5], and in subsequent years it increased even more. If earlier on the territory of Kokand grapes were consumed in dried form, then later they began to make wine.

The population of the city grew year after year. So if in 1882-1883. the population of the city was about 55 thousand people [13: p. 421], then in 1910, a couple of decades later, the population of the city almost doubled and amounted to 115 600 people (of which 64222 men and 51,378 women) [27: p.2]. Nationally, apart from Uzbeks and Sarts, they were Russians (228 people), Germans (5 people), Poles (3 people), Jews (320 people), Gypsies (400 people), Afghans (15 people).), Dungans (60 people), Indians (22 people), Sarts (we think the same about themselves as Uzbeks - the author) (50600 people), Kyrgyz (400 people), Tajiks (2500 people) [28: Ibid]. If we take into account that in general in the Kokand district in these years about more than 140 thousand people of the population lived, it turns out that about 20-30% of the population lived in the city of Kokand. For the period from 1897 to 1907, from all the cities of the Fergana Valley in the cities of Andijan and Kokand, there is an increase in the urban population, which is explained by socio-social and economic statuses, including possible changes in the infrastructure of these cities, then in some others - in Skobelev , Namangan, Osh this indicator has a decrease, and in other cities - in

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Margilan and Chust it remained unchanged [29: P.15].

As mentioned above, according to official data, in 1897 there were about 86,000 people in the city, and by 1910, the population had reached more than 90,000 people [25: P.170]. However, the funds allocated for the social life of the city were not enough.

Although rural medicine was introduced throughout the Fergana region in 1906, there was a shortage of medical personnel in the cities. Thus, there were 2 doctors working in the city: a man and a woman, 3 male paramedics and, respectively, 2 women, 1 dentist and 6 pharmacists [31: p.93], which was not enough for the growing population of the city.

In this indicator, the city of Kokand also had positive shifts. That is, a year later, 5 doctors already worked in the city: men (4) and women (1), 2 male paramedics and 3 women, respectively, 1 dentist and 7 pharmacists [33: C.101] In Kokand at the beginning of XX there were very few hospitals in the century. For example, in 1906 in the city there was a city hospital with 20 beds and a women's hospital with 10 beds [34: Ibid., P. 95]. Despite the small number of medical services, the city's climate was clean and fresh, which contributed to the low incidence of diseases. People came from neighboring towns and villages to Kokand to be treated.

In conclusion, we can say that in the late XIX - early XX centuries in the city of Kokand there were significant changes in comparison with other cities of the Fergana Valley.

This was facilitated by the emergence of the Russian-speaking population in the city, the opening of many institutions by the commercial and industrial community, for example, banks built on the European maneuver, the opening of firms, the construction of shops and shops along the city streets, some of them have survived to this day and still serve the townspeople. As a result of the accelerated development of the production of food products and their processing, bringing them to the markets of the empire, this did not prevent the continuation of the centuries-old traditions of local handicrafts, especially sericulture and some other types, but, on the contrary, contributed to their optimization.

The city independently supported its economic, social and cultural life with the help of local entrepreneurs and noble people, which, of course, was also facilitated by the work and centuries-old experience of the people. Thanks to this, the local population has preserved national and historical traditions.

Thus, the socio-economic and political changes that took place in the colonial and Soviet period manifested themselves in the life of the city of Kokand and, naturally, in other cities of the Fergana Valley. In 1917-1924, there were noticeable changes in the trade industry of the cities of the Fergana Valley.

Despite the conditions of economic dependence and political lawlessness, the impossibility of fully manifesting its potential by the population of the cities of the Fergana Valley, it was able to show the features of hard work and love of freedom and preserve the existing national culture and values and pass it on to future generations.

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Factors Influencing The Formation Of International Budget Accounting Systems

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ABSTRACT

This article discusses the budget system, the areas it covers, the national accounting systems of countries in international practice and their specific features. Also discussed are the Continental European model (development of the accounting system through legislative initiative), the British model (development of accounting through the initiative of consultant accountants) and the United States model (development of accounting through the influence of general accountants and engineers).

KEYWORDS

Budget, budget system, state budget, public policy, national accounting, accounting model, regional model, Anglo-Saxon model, international model, macro model, influencing factors, political factors, religious factors, economic factors.

INTRODUCTION

According to the research of Christopher and Robert Parker (1995), countries are divided into economic categories based on accounting models. According to the results of this analysis, the international models of accounting were in the following order: - British Commonwealth Model (Australia, Bahamas, Ireland, Fiji Islands, India, Jamaica, Kenya, Malaysia, Netherlands, New Zealand, Pakistan, Papua New Guinea, Zimbabwe, Singapore, South Africa, Sri Lanka, Trinidad & Tobago, United Kingdom); - Model of the United States (Canada, Indonesia, Japan, Marshall Islands, Mexico, Panama, Philippines, United States); - Model of the Soviet Union (Azerbaijan, People's Republic of China, Mongolia, Russia, Uzbekistan); - Continental European model (Belgium, Cambodia, France, Germany, Italy, Spain, Sweden, Switzerland, Viet Nam, Venezuela); - Latin American model ("Castilian model") (Argentina, Bolivia, Chile, Colombia, Ethiopia, Paraguay, Peru, Uruguay).

Gureva (2009) favoured the use of classical models (continental and Anglo-American models) in the organization of accounting, and the researcher cited the order of transactions between the state and business entities based on the chart of accounts. International standards of financial accounting, on the other hand, suggest that this is the result of a combination of classical models.

MATERIALS AND METHODS

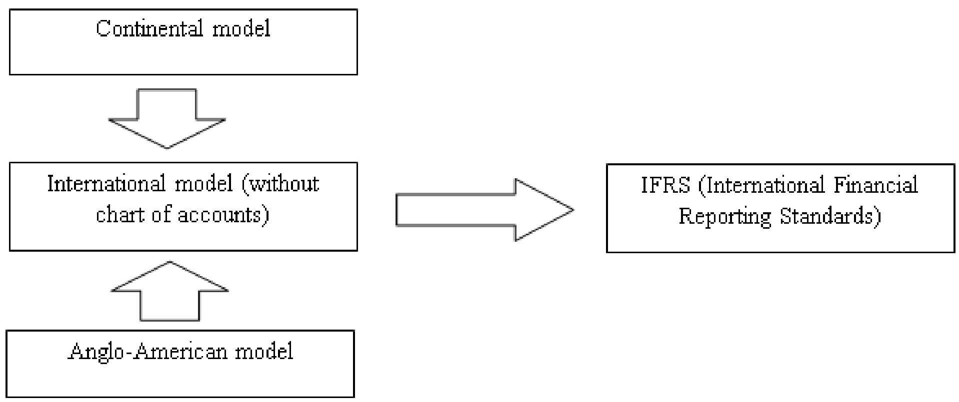

Figure 1 Basic classical models of accounting (Gureva, 2009)

According to Shigun (2011), countries are divided into the following groups according to their geographical location and methodological approach to accounting regulation:

- British-American model (Anglo-American, Anglo-American-Dutch);
- Continental model (European);
- South American model (Latin American);
- The model according to international financial accounting standards (international model);
- The model of the former socialist countries and the CIS countries;
- Transition system model (reforming the country's accounting system by bringing it closer to one of the Anglo-American or continental models or by bringing the financial accounting closer to international standards).

In the scientific revision of the classification of accounting into types, macro models are evaluated as follows:

Published: September 30, 2021 | Pages: 21-30
Doi: https://doi.org/10.37547/tajmei/Volume03Issue09-04

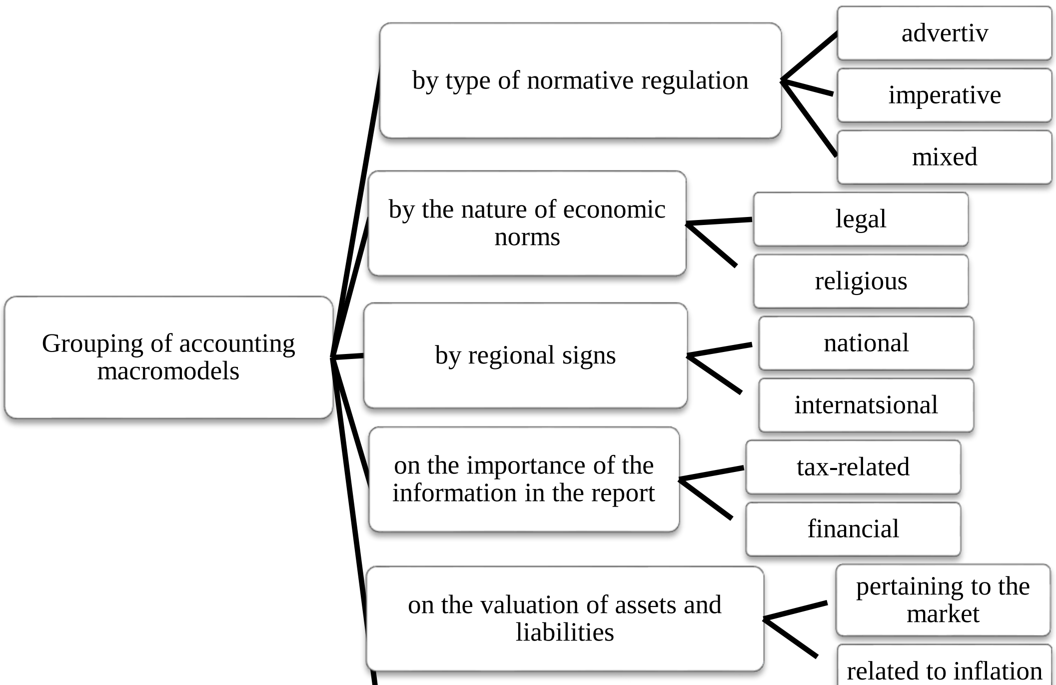

Figure 2. Grouping of accounting macro models. (Shigun, 2011)

As for the grouping mentioned above (Figure 2), the adversative model is derived from the Latin word adverto, which means to direct, to strive for.

This model is of a professional nature of accounting regulation in the country and requires the use of accounting standards developed by a professional accounting organization. Such a model is available in countries such as the United States, Great Britain, Canada, Australia, Israel, India, New Zealand, and the Philippines. In this case, the accounting standards developed by the organization of professional accountants are used as a rule in agreement with the state legislature. The imperative model is derived from the Latin word imperativus, which means to pass judgment. Accounting is a regulation through legislation, in which case these laws regulate the accounting of all organizations in the country. Countries such as Germany, Austria, France, Switzerland, Italy, Belgium use this model. Ukraine also uses a system of state regulation of accounting. Mixed model - the principles of preparation and submission of the report, the organization and maintenance of accounting are developed and implemented jointly with the participation of the state and the organization of professional accountants.

The legal model provides for the use of rules developed based on international and national legal systems in the process of regulating accounting standards. Such legal norms have historically been based on the rules of business relations and are used in many countries around the world. Religious model - in which economic norms are formed based on religious principles and divine ideas. Such a model is prevalent mainly in Islamic countries and countries on the African continent. The national model is formed in each country of the world based on its internal characteristics.
International model - this model is formed mainly in the process of solving global

economic problems and is based on international standards of financial accounting. Tax model - the importance of the information provided is mainly the openness, transparency in the calculation and payment of taxes. Currently, this model is used in France, Italy, Spain, Belgium, Latin America and Ukraine.
Financial model - the importance of financial accounting and reporting in the face of tax data.

Inflation model - this model is mainly used in economically underdeveloped countries with high inflation rates, which requires constant adjustment of accounting data to price level changes. The inflation model is maintained in Brazil, Argentina, Bolivia, Paraguay, Peru and other South American countries.

Market model - this model is mainly used in countries with developed market economies, countries with stable political systems, almost stable price levels and stable national currencies, and no adjustment of reporting data to the inflation rate. This model is used in countries of the European continent, the United States and the United Kingdom, and elsewhere. Naturally, changes in the existing political, economic and legal conditions in the countries will lead to changes in the principles of accounting. As a result of the influence of these enumerated conditions, the accounting rules of the states are also formed differently. As an example, Lymar (2017) argues that the following internal and external factors influenced the formation of the Chinese accounting and reporting system (Fig.3).

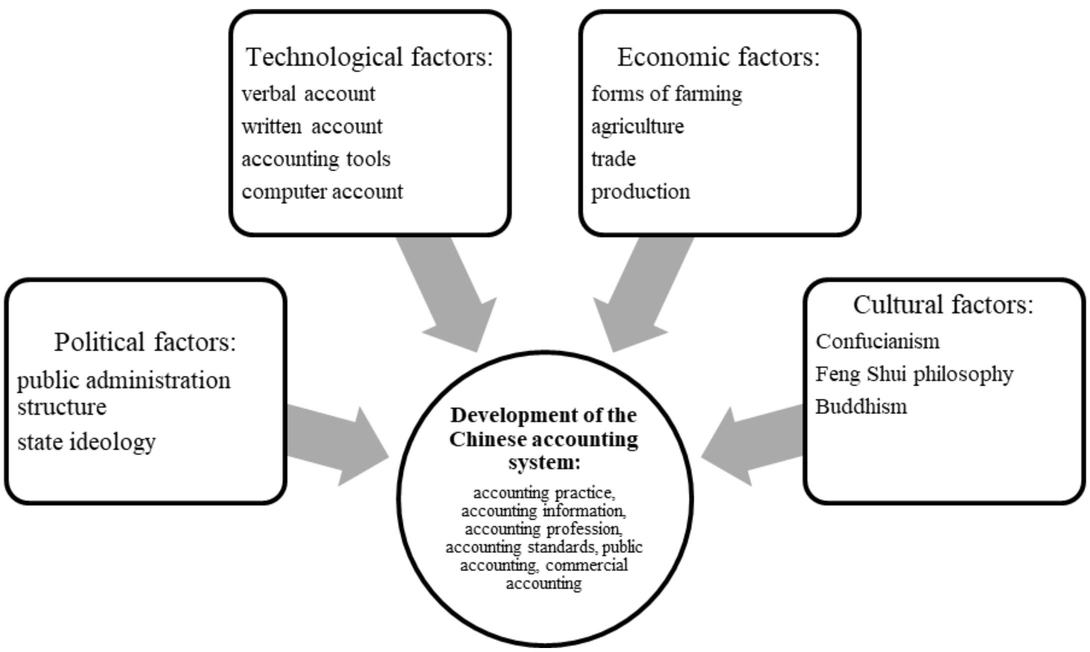

Figure 3 Factors Affecting the Chinese System (Lymar, 2017)

Looking at foreign experience, Kucherov and Shibilova (2012) say that budget accounting plays a key role in the formation and distribution of budgetary financial resources at different levels. Given the history of U.S. budget accounting standards, the American accounting system has several development trends in a market economy. The main feature is that accounting standards are developed by non-governmental organizations. Chan (1996), a scholar who has researched the classification of Chinese accounting, explains his views as follows. China's accounting system has undergone a series of reforms in recent years, and as a result, the economic system has been transformed from the current centralized planned economy to a socialist market economy. This picture shows the organizations and functions of the Chinese government. General Law According to the Constitution, the Chinese state has property and management functions. The Chinese state also owns its own national resources and commercial and industrial enterprises (which are partially or wholly state-owned). The Chinese state is responsible for governing society and the economy. The second function is to implement public policy through public administration (state-owned) enterprises and public service institutions and public administration agencies.

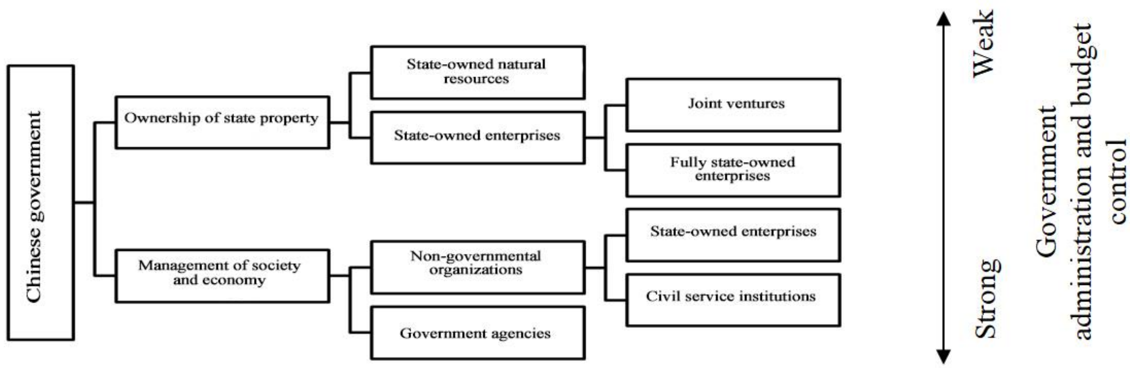

Figure 4. Government and Budget Control in China (Chan, 1996)

The indicators on the right side of the picture show that the state-controlled budget control for organizations producing goods and services in the public sector is too strong, while in state-owned enterprises we see weak (minimized) budget control. In China, public sector organizations are called "units". This means that, regardless of the size of the organization, it is a large body - a component (unit) of the state. The state of China is governed by the State Council, which is overseen by the National People's Congress. In the Chinese public sector, units fall into three main categories: administrative units, institutions, and enterprises. Administrative units (Jingdezhen danwei) formulate and implement public policy. These units are governed by management and supervisors, offices. Nonprofits, on the other hand, are generally referred to as service-oriented institutional units, or institutions (Shia) for short. These units include state-owned educational institutions, health care organizations, and social service agencies. Several large state-owned or state-owned commercial and industrial enterprises, or in short, enterprises, can be called enterprises, which include manufacturing concerns, trading companies, and financial institutions.

In China, the concept of "budget accounting" includes the terms "government accounting" and "nonprofit accounting" in the United States. In China, the public sector is divided into decentralized groups through the following 3 types of responsibility centres: cost centres, breakeven centres, and profit centres. These centres are directly related to administrative units, institutional units, and state-owned enterprises that are public sector organizations in China. In general, the budget account is a tool for monitoring and managing budget execution.

Published: September 30, 2021 | Pages: 21-30
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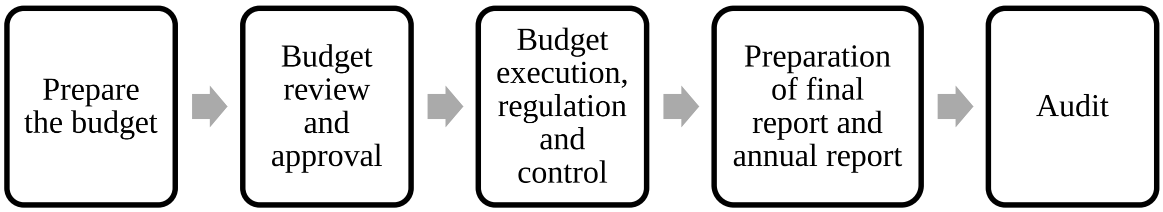

Figure 5. Budget Process in China

The picture above shows the stages of Public Finance Management in China.

The initial stage is the preparation of the budget, and the next is the stage of consideration and approval. The budget execution process is followed by the recording of financial transactions and transactions. And at the end of the financial year, books are closed, annual reports are prepared and audited (checked).

The Chinese state budget consists of a combination of the central government budget and the provincial budget (local government budgets). These budgets are called" general budgets "(John yushuan) and differ from" holistic(unit) budgets " (danwei yushuan). When viewed logically, the concept of a budget accounting system is drawn up from the concepts of" General Budget Accounting "and" units budget accounting". The budget system in China consists of five different tier budgets, corresponding to five different levels of governorship. These are divided into Central, Provincial, urban/district, suburban and rural (settlement). When drawing up the state budget, the lower general rural budget→ general municipal budget → general provincial budget and these totals constitute the general budget of the local government. The budget of the local government and the general budget of the central government are summarized and form the state budget. Organizations that depend entirely on the provision of a high level of government budget are referred to as "full budget management units". There are some organizations (hospitals and educational institutions) that are allowed to receive payment (fare) for their services, which themselves cover some of their expenses.

Such organizations are called "differential budget management units". Vanihoyat said that there are still organizations that cover all their expenses through their own deductible income, which are considered independent, economic organizations in the account and call them "budget management units that cover their own payment".

Established budget laws in China have been meticulously developed by the Ministry of Finance through regulatory rules. The main task of the Budget Management Board in the Ministry of Finance is to develop rules that are subordinate to the accounting rules and procedures of accounting. The advantage of this system is that it ensures the interoperability between budgeting and accounting as well as enables the implementation of the control function of the state. At each level, there are accounting departments in administrative units and institutions. The Chinese budget account is characterized by its reliability in the current national policy. China's budget account itself

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reflects the political ideal of public policy concerns. The budget of the government is an integral part of the economic development plan aimed at achieving national goals, whose specific directions are set by the Communist Party of China. The budget is the law adopted by the people's National Congress. Budget accounting performs the function of the control function of the budget through the transfer (directing) of budgetary resources. In China, the Audit Department is part of the State Council, and its chief (Auditor-General) will report to the General Assembly. The Chinese state has developed a plan of Accountancy and this plan of Accountancy is equally valid for the management units and institutions of the governorship at each level. Accounting procedures and forms of reports are also defined. In 1990, under the Ministry of Finance (Ministry of finance), the Chinese budget accounting society was established, which greatly helps the society and its local departments in the execution and observance of the adopted uniform accounting policies and procedures. Every month on the part of the society, a magazine called "Budget Accounting" is published, bringing to the public the siyy decisions (announcements, news). Since 1992, the national system of accounts, which checks the level of professional knowledge, has also established requirements for budgetary accounting. History's budget accounting also covers the accounts of governorship management agencies, the accounts of state institutions and the accounts of state enterprises. As a result of economic reforms, the accounts of state enterprises were allocated from the budget account, and its standards are also being developed by the Ministry of Finance.

The Budget Law of the people's Republic of China was issued in 1994 year and entered into force from the 1995 Year 1 January. This law describes in detail all the processes of the management of Chinese public finances. The law consists of 10 Chapter 79 articles, which include: the jurisdiction of budgetary control, budget revenue and expenditure, preparation of budget, review and approval of the budget, execution of the budget, regulation of budget, final reports, Control and legal responsibility. Revenues from the budgets of Central and local governorates are allocated. According to the law, the budget is presented to the people's Congress. Under the law, the people's Congress reviews and approves the budget draft, submitted by the management departments. Review and approval, in turn, requires the regulation of the budget., two times a year receive reports on budget execution, review and approves the draft final reports.

RESULTS AND DISCUSSION

According to the law, the source of central government revenue is formed mainly from consumption tax revenues and is financed for national security and foreign policy; for administrative expenses of the central government; to implement large-scale projects and to develop infrastructure; for scientific and technical projects of national character; for higher education institutions. The source of local government revenue is mainly formed from business activity taxes, real estate taxes, personal income tax, which is used to finance the following expenses; for social security programs; for cultural, educational, health and sports expenses; for local government management costs.

In addition, corporate income tax, natural resource tax and value-added tax are distributed equally between the central and local governments. China's fiscal policy is set out in this law as follows: first, local governments are not allowed to issue bonds and work with deficits. Central governments are also not allowed to work with deficits.

However, they can borrow for capital investment programs. Second, budget decisions should be guided by economic principles. In order to achieve general well-being, it is necessary to develop regions with low economic potential. Third, the projected income should be directly related to the growth rate of the Gross National Product.

Fourth, the budget for a particular year should be based on the results of last year's and current projects, with a budget reserve of 1-3 per cent for emergencies.

In China, since 1949, the budget has been a "single budget system", according to which there is no difference between operating costs and capital expenditures. Since 1992, the Chinese government has divided budget system expenditures into recurring operating expenditures and expenditures to achieve economic development. He called the system a "dual budget system". That is, from this combination, it can be seen that the government has divided recurring budgets and capital budgets into separate types. Later, this combination was transformed into a multi-faceted budget. The figure below shows the process of transition from a unilateral budget to a multilateral budget.

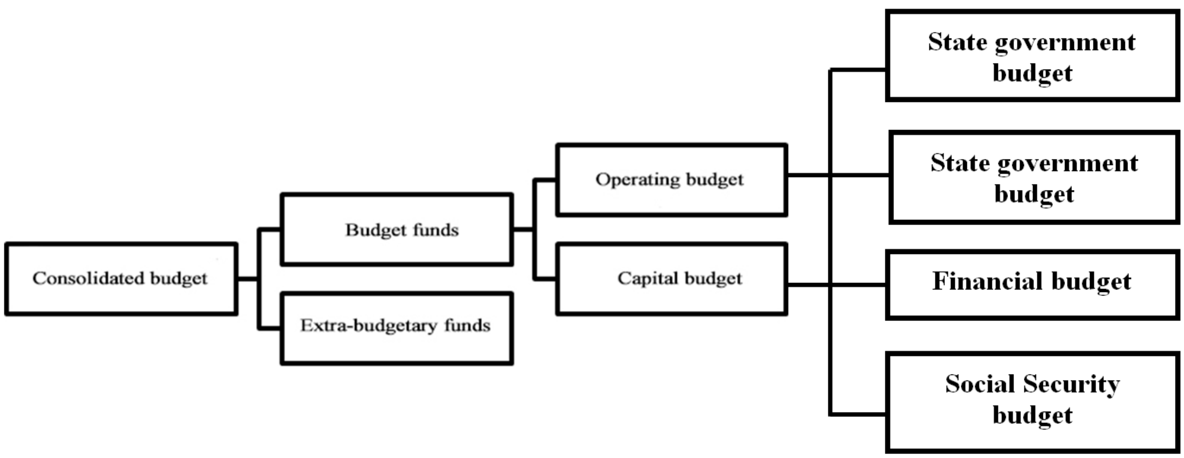

Figure 7. The transition from a unilateral budget to a multilateral budget (Chan, 1996)

According to the picture above, the state government budget is an operational, recurring budget that is funded by tax revenues. The state property management budget is financed from the funds received from the use of state property. The financial budget is understood mainly as the expenses incurred on the issuance of securities, debt service and credit activities, which reflect the debt obligation. The social security budget is formed from the contributions of the pension fund and the unemployment benefit (insurance) fund and is financed through administrative units. Here we can see the following as the specific advantages of a multilateral budget: it reveals the functional classification of the budget, ensures budget transparency, increases the efficiency of the use of budget funds. Following the drafting of the Budget Law, in September 1994, the Bureau of Budget Management of the Ministry of Finance held an international symposium on “Public Accounting and Treasury Management”, according to which the standards of public accounting and budget accounting were discussed.

Budget accounting is a phrase that corresponds to the definition of accounting of government agencies and government agencies.

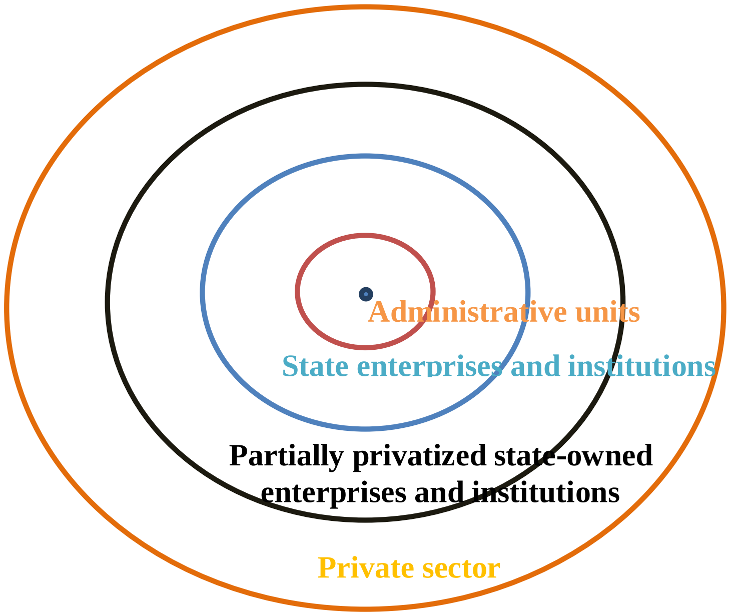

Figure 8. Centralized Circles (Chan, 1996)

In the picture above, we can see the existing macroeconomic and social order in China through "concentric circles". At the heart of Chinese governance are administrative units, which are the apparatus that develops and executes political documents, and which includes various organizations. As each circle moves away from the centre, direct state control decreases and the last Private Sector organizations are controlled only by by-laws issued by the state. From these "centralized circles," we can see that the state budget is not only centralized funds but also manages and controls every economic activity in China. The closer you get to the centre, the more budget control you get.

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Educational Significance And Methodology Of Literary Science High School Graduates

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ABSTRACT

The functions of literature are diverse. However, the main task of strong interaction is educational, aesthetic and enlightenment. The educational function of fiction refers to the influence of moral and related qualities on the formation of the spiritual world of the reader, which will find its direct or indirect expression in each work. However, the role of morality in the literature should not be understood as merely a matter of advice. In this regard, it also includes the education of the reader in the spirit of humanity, patriotism, nationalism, justice. The following article looks into the educational role literature.

KEYWORDS

Literature, Enlightenment, Morality, Spiritual Growth.

INTRODUCTION

Literature is important to deepen the knowledge of aspirations and to awaken new conscious research. The enlightenment function of fiction is manifested in the realization of these in an integral whole. The main task of literature is to instill in the human heart a love of goodness and a hatred of evil.

The writer's weapon is the word, which he skillfully uses to draw scenes in such a way that it is as if the students are participating in the same events, seeing them with their own eyes, with the heroes. Rejoice together and despair together.

This enlightenment function of fiction is the main criterion when working on the analysis of a work of art in literature classes. Students analyze the events of the work, the character of the characters, to identify some of the

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shortcomings, problems, flaws in life and to look for ways to solve them. This case was developed to build the skills and competencies mentioned above. In the case of finding a solution to a case, the student is required to read the work of art, react to the events of the work, describe the characters and analyze the factors that caused the problem, find a solution and justify their opinion.

Goals and objectives of teaching literature and the main purpose of teaching literature in secondary schools:

formation of students' spiritual and moral world, literary and aesthetic taste through the teaching of rare examples of national and world literature, as well as the formation and development of knowledge, skills and abilities in independent thinking, figurative thinking;

to engage students in fiction, to expand and strengthen students' spirituality and worldview through the formation of a world and human nature, national and universal values, as well as a culture of reading in the process of teaching works.

The main task of teaching literature in secondary schools:

To ensure the formation and development of students' oral speech on the basis of the norms of literary language, to increase their speech competence;

High literacy in written speech, adherence to the norms of literary language, the development of skills and abilities to use methodological diversity, and the formation of basic competencies in students based on the content of literary science.

MATERIALS AND METHODS

Literature is an education tool. It is true that literature does not deal with direct education like a teacher or a parent, but it does cultivate the feeling, the taste, the boundary of imagination between good and evil, the heart and the soul. It is therefore a means of education. Many of today's human tragedies have been and are being studied by scholars around the world, in part because they have moved away from literature or because they have failed to educate their hearts. A heart that has not been nurtured by art, including literature, is prone to savagery, evil, and humiliation. Because it is difficult for evil to enter a heart full of literature, it has to destroy the forts and fortresses that literature has built there before it can turn to evil. The heart, the mind, saturated with literature, is like a solid building. It can withstand many earthquakes. A heart that has not been nurtured by literature and art will not be able to withstand the "lowest tremors." This is a fact that has been proven over the centuries. He knows the role of literature in the development of the human mind, in the spiritual world, in the development of culture, and it may seem superfluous to say this to those who know why the art of the word came into being and what its main function is. But the concern was not in vain, it seems. In the 21st century, one can say "Yes!" It does not seem to be enough. No matter how hard and sad it may be to admit, it is true that literature today is giving up its place fifty years ago on the taste of the masses - on the elements of popular culture mentioned in Hermann Hesse's 1943 novel The Game of Beads. (The main event in the novel takes place in 2200. The historian of the distant future, from his time, from the point of view of the protagonist next, analyzes the cultural life and society of the past - the twentieth century. Scientific, philosophical and psychological analysis of the

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twentieth century. In other words, it was a time when popular culture was flourishing. During this period, people were overwhelmed by the mood of the crowd. The narrator of this work calls this mood "culture of Feltonism". They have lofty goals and spend their lives in fun and entertainment.

Newspapers, mass media, books, works of art are created for this purpose. Scholars of this period did not deal with real science, but with research such as "Friedrich Nietzsche's attitude to women", "Rossini's favorite food", "The peculiarities of being single", or rather, evasion. The public is obsessed with every day and fun culture. Society, on the other hand, manipulates them with the most unnecessary information, which contradicts life and beauty, the essence and mission of man. People of this period read or run until they are free, or watch various shows, pranks, various crossword puzzles, scan words, and other amusement games. Means of subsistence. In these games, there is nothing that enriches a person spiritually, purifies him, and motivates him to the harmony of the world, the unity of mind and body - unity. People engage in such activities in order to distract themselves from economic and political crises, to hide their worries and fears about the future, and to deceive themselves. Hesse concludes from the narrator's language that such a culture and society is doomed to decline.) Therefore, this concern and question did not arise spontaneously. Twenty years ago, Shukur Kholmirzaev also wrote "Will literature die ?!" came up with the question. Although at that time our esteemed writer and those who took part in this debate said, "Literature does not die!" Despite its high-spirited rhetoric, literature has lost even more of its sphere of influence and scope around the world over the past two decades. We see that true works of art, true literature, are the work, the worries, and the sorrows of a narrow circle of people. In today's age of globalization and globalization, literature is no longer seen as an "educational tool." Because today the crowd has found its entertainment and needs in other ways - today it is preoccupied with serials, kidnappings, shows, entertainers and clowns. There is no need for real literature. His taste, level, spirit, imagination, show business, shows, sensations and serials "adorn" and adapt to him. Hesse's prophecies are being confirmed in the 21st century.

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An Economic System And Its Elements

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ABSTRACT

An economic system is a set of interrelated elements that make up a common economic structure. It is common to distinguish 4 types of economic structures: traditional economy, command economy, market economy and mixed economy. The following article discusses all the four types of an economic system.

KEYWORDS

Traditional Economy, Command Economy, Market, Production.

INTRODUCTION

Traditional economy is based on natural production. There is usually a strong agricultural bias. The traditional economy is characterized by clan, legalized property, caste division, and separation from the outside world. In a traditional economy, customs and unspoken laws are strong. Personal development is very limited in a traditional economy and it is almost impossible to move from one social group to another that is high in the social pyramid. Traditional economies often use exchange instead of money.

In such a society, the development of technology is very slow. Now there are almost no countries with traditional economies. Although in some countries it is possible to distinguish isolated communities that lead a traditional lifestyle, such as tribes in Africa, they lead a lifestyle that is not much different from their distant ancestors. Nevertheless, in any modern society, the remnants of ancestral traditions are still preserved. For example, it could be about celebrating religious holidays like Christmas. In addition, the division of professions into male and female still exists. All these traditions are reflected in the economy in one way or another.

Command economy Command or planned economy is characterized by the centralized decision of what, how, for whom and when production. Demand for goods and services is determined on the basis of statistics and plans of the country's leadership. The administrative economy is characterized by high production and concentration of monopolies. Factors of production are almost excluded from private ownership or there are major barriers to the development of private business. In a planned economy, a crisis of overproduction is unlikely. There is a high probability of a shortage of quality goods and services. Indeed, why build two shops next to you or why you need to develop advanced equipment in the production of poor quality equipment - there is still no alternative. Of the positive aspects of the planned economy, it is necessary to emphasize the saving of resources, especially human resources. In addition, the planned economy is characterized by a rapid response to unexpected threats - both economic and military (remember how quickly the Soviet Union managed to evacuate its factories to the east of the country, which cannot be repeated in a market economy).

MATERIALS AND METHODS

MARKET ECONOMY

Market economy ... The market economic system, unlike command, is based on the predominance of private property and free pricing based on supply and demand. The state does not play an important role in the economy, its role is limited to regulating the situation in the economy by law. The state only ensures that these laws are observed, and any disturbances in the economy are quickly rectified by the "invisible hand of the market".

For a long time, economists considered government intervention in the economy to be harmful and argued that the market could self-regulate without external intervention. however, the Great Depression denied this claim. The point is that the crisis could be overcome only if there was a demand for goods and services. And since no group of economic entities could form this demand, demand could only arise by the state. That is why, in times of crisis, states begin to re-equip their armies - thereby creating a basic demand that will revitalize the entire economy and allow it to get out of the vicious circle. Mixed economy ... There are almost no countries with only market or command or traditional economy. Every modern economy has elements of both a market and a planned economy, and of course there are remnants of a traditional economy in every country. The consumer sector is almost entirely owned by private companies because they can better identify the demand for their products, as well as see new trends in a timely manner. But some goods can only be produced in a traditional economy - folk costumes, some food products, etc., so elements of the traditional economy are preserved.

The concept of the economic system of society, its structure

The Greek word system means a whole made up of parts. The economic system was first considered by Adam Smith in 1776. There are different approaches to defining an economic system, e.g:

The economic system is this method of production, ie. the unity of the productive forces and the corresponding production relations (this is the Marxist approach); or this community of people (society) united by common economic interests; or this is the unity of human and social production, and so on.

Economic system is a set of principles, rules and legally established norms that determine the form and content of economic relations in the production, distribution, exchange and consumption of economic goods in the country.

The economic system of a society consists of interdependent and interacting elements. These elements form the structure of the economic system.

The structure of the economic system:

- Productive forces;
- Production relations;
- Management system.

Consider the structural elements of an economic system.Productive forces are a set of material and personal factors of production and certain forms that ensure the interaction and efficiency of their use.

Elements of productive forces:

means of production, ie. means of labor (what the activity is done with) and objects of labor (what the activity is focused on).

Structure of productive forces:

Material - a set of personal and material factors of production. The means of production are put into production by people, so the main productive force is people with experience and skill.Types of production relations:

between countries (international production relations);

The subjects of industrial relations are labor communities, individuals, social groups, society.

Types of production relations:

- Between countries (international production relations);
- Between the state and firms (enterprises);
- Between enterprises;
- Between the state and households;
- Within the enterprise;
- Between businesses and households.

DISCUSSIONS AND RESULTS

Any economic system has a national mechanism of its activity. What is a system of governance - a set of governing bodies and regulating the economy of a particular country, group of countries? It includes property relations, coordination mechanism and level of regulation by the state.

Types of economic systems

Different methods and approaches to the classification of economic systems are known in the history of economics. According to Karl Marx, economic systems are divided according to socio-economic formations: primitive, slave, feudal, capitalist and communist. This is related to the level of development of the productive forces that preceded the development of production relations. Conflicts between productive forces and production relations can lead to conflicts, resulting in a change in formation.

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Directions Of Using Foreign Experience In The Provision Of Ecological Tourism Services In The Economy

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ABSTRACT

In the development of ecotourism in our country, the use of international environmental models requires, first of all, knowledge of the objects of use, compiling a list and a thorough study of the possibilities of use. Therefore, the features, models, development factors and the socio-economic essence of ecotourism have been investigated. The state of tourism development, potential and level, as well as organizational and economic mechanisms for the development of ecotourism in foreign countries have been analyzed.

KEYWORDS

Ecotourism, models, national parks, foreign experience, provision of ecological tourism.

INTRODUCTION

There are no unique models or methods of ecotourism development in the world that are directly compatible with the natural conditions of each country and the use of tourist resources in them. However, the use of national parks and state reserves in the development of ecotourism is well studied. From this point of view, it is necessary to focus on the concept, content and essence of national parks. This is because national parks play a standard role in the development of ecotourism. National parks are natural complexes that comprehensively protect the natural landscape and its biodiversity, one or several ecosystems, create opportunities for recreation, create and support each other in ecotourism in many countries of the world.

MATERIAL AND METHODS

There are currently 3,400 national parks in the world. There are many methods, techniques and models for the use of national parks in the world. Such models are still being invented. In many cases, the use of national parks in ecotourism around the world is preceded by private funding. In some cases, the idea is growing that the use of national parks in ecotourism should be based solely on private property. It should be recognized that the use of national parks in ecotourism in the world is carried out in three different ways:

1. National parks are state property.
2. National parks are public and private property.
3. National parks are in mixed ownership (state, private, state).

It should be noted that the main goal of ecotourism is to spend money on outdoor recreation, and the local budget - on nature conservation, that is, to pay the entrance tax for outdoor recreation. National parks, developing on the basis of national sources of funding, live mainly from state sponsors (industrial enterprises, firms, concerns and individuals, the city, the state budget and the budget ...). Today the number of such countries in the world has exceeded 30. Their annual income is $ 1 billion. dollars. National parks, which come from local sources, are funded mainly by the benefits of ecotourism. The use of national parks in ecotourism brings Canada $ 250 million per year and the US $ 870 million per year.

Likewise, Japan's national parks are visited by 316 million ecotourists every year. Of these, 252.8 million UAH. Japanese - 6.2 million foreign ecotourists. At the moment there are 4 models of national parks. The division of these models into separate models is based on their own characteristics:

1. American model.

2. European model.

3. Model of the park.

4. Asian model

RESULTS

We must use these models in the development of ecological tourism in our country.

1. The model of American national parks is characterized by a very large unique nature of protected areas. For example, Greenland National Park - 70 million. Kalahari Central Park in Africa - 5.2 million, Alaska National Park in the US - 7.3 million, Bad Buffalo in Canada - 4.4 million, Gobi National Park in Mongolia - 5 million, Colima National Park in Russia - 3 million hectares ...

According to this model, the United States was the first to establish a national park. In 1872, the US government established what is now the world famous Yellowstone National Park. The United States and Canada have used this model to expand the size of national parks within their borders, despite increasing human activity. To date, the state of Canada has expanded its national parks by 12%. These national parks are state owned and in some cases leased to large corporations, but the state retains the right to oversee the conservation of the national park. Funding for national parks in this model is very large. Both the state and the federal states contribute to the conservation of the national parks. In addition, private owners contribute (half of the recreational services in national parks are in the private sector). Thus, the typical national parks of North America are the richest national parks in the world.

2. European model. The first European national park was founded in 1909 in Sweden. The unique advantages of this model were developed in the UK. The work on this model has been established and is being developed in Western Europe and Japan. The main features of this model are the small size of national parks and a high level of ecological knowledge and culture of the population. Funding for this model is provided by the state. Therefore, the infrastructure of transport, road communications and ecotourism is organized at a very high level.

Another feature of national parks in the European model is that nearly 50% of national parks are in the private sector. The biggest motto of the national parks is to restore the health of the population and create conditions for recreation, so the influx of domestic ecotourists is very large, but the influx of external ecotourism is also great.

Considering the environment and conditions for the formation of national parks in European countries, we must first of all pay attention to the fact that Europeans are far ahead of the rest of the world in socio-economic development. They received the awareness that their population lives on the most densely populated continent, thanks to scientific and technological progress, and secondly, the high level of socio-political consciousness and culture of people living in this country, their commitment to nature conservation and their growing global environmental problems.

3. The concept of the development of the reserve-park model is completely different - financing of national parks is carried out not at the expense of the state, but for the support of the state. The main principle of these national parks is self-confidence, the idea is self-sufficiency. This model was formed in the middle of the twentieth century and is now widespread in developing countries. Entrance fees to the national park are very low, which is why local and foreign tourists visit it often.

The most important factor in the reserve park model is determined by the fact that Europeans have a very high level of ecological awareness and ecological culture. This is essential for the operation of the national park system. That is, decades have passed since the Europeans adopted the slogan "Keep your home clean."

4. The Asian model is currently in the process of being formed. The management of national parks in this model is mainly state-owned. Asian countries are serious about creating or exploring the use of national parks and protected areas in the development of ecological tourism, which is developing internationally in their domestic tourism, providing important prospects for the protection of the environment and the socio-economic life of the local population. As noted above, the Asian model of ecotourism development is just beginning to develop. Among Asian countries, India, Thailand, South Korea and Japan are among the countries that have been developing ecological tourism for many years.
5. The Australian Model. An analysis of the scientific literature shows that Australia is the world's leading ecotourism-based country and the development of ecotourism in the world on the basis of scientific and practical principles. When the state organizes ecological tourism on the

territory of its state, it develops state programs for the socio-economic development of regions and studies the possibilities of developing ecotourism, taking into account the natural resources of the region.

DISCUSSION

Most importantly, the socio-economic interests of the local indigenous population are taken into account when organizing ecotourism, and the implementation of ecotourism services is fully entrusted to them. Secondly, the proposals and recommendations of the state administrations of the country have been fully taken into account. One of the most important factors in the success of the Australian model is that ecotourism services organized in all regions are provided only by the local population of the region. This work solves the problem of employment of the local population and helps to timely solve the socio-economic problems of local villages.

Many scientists often refer to the Galapagos Islands as the birthplace of ecotourism: Europeans first visited these islands 150 years ago. This archipelago is one of the most unusual and unique ecosystems on Earth.3 50% of birds, 50% of insects, a third of plants and almost all reptiles that live in this area belong only to the Galapagos Islands and do not belong to them. found in other regions.

Since the 1960s, scientific research has led to the development of effective conservation methods for the Galapagos Islands. But since the late 1980s, the Galapagos Islands have had to face many difficult challenges following the ecotourism boom - migrants, new species, industrial upheavals, unemployment and development interests, and garden management. Despite the passage of a special law for the Galapagos Islands in 1998, environmental legislation has been a subject of controversy for many years: the number of Galapagos residents and the number of tourists visiting the Galapagos has doubled over the past decade.

Ecotourism, in turn, has resulted in a complex set of interactions. Ecotourism revenues can help conserve, research, and manage parks. Ecotourism provides tourists with useful information about the importance of the archipelago. Ecotourism revenues are used to develop the Galapagos economy and preserve the environment5. However, as a result of ecotourism, the influx of immigrants to these islands has also increased and threatened the environment.

Today, the Galapagos Islands are losing their reputation as the world's oldest ecotourism destination. In 1859, Darwin formulated his theory of the evolution of natural selection - based on observations made in the Galapagos Islands, it was concluded that all living things adapt and evolve to the environment. Darwin's research led to the mapping of the Galapagos Islands. According to Kurt Vonnegut, "Darwin did not change the Galapagos Islands, but changed the way people think about the island."

Even before Darwin's arrival, the damage to nature caused by human activities on the island intensified. For example, many species of flora and fauna have become endangered due to overfishing by humans and destruction of plants by molars of livestock. The island especially attracted people as a hunting area for giant turtles. Because of this, by the beginning of the 20th century, a species of turtles called Floreana disappeared.

Costa Rica is another ecotourism center. Since the mid-1980s, this small Central American country has evolved from a secret US war

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against Nicaragua and a testing ground for USAID's free trade and privatization policies to a green tourism laboratory. In particular, the 1987 Nobel Peace Prize awarded by President Oscar Arias Sánchez propelled Costa Rica onto the world stage, cementing its reputation as a peaceful country and pioneering the development of ecotourism.

In the 1990s, Costa Rica ranked first in ecotourism, ahead of older tourist destinations such as the Galapagos Islands, Kenya and Nepal. In 1992, the US Adventure Travel Association named Costa Rica "the number one ecotourism destination in the world." A survey by the Government of Costa Rica found that the majority of tourists came to Costa Rica for reasons related to ecotourism.

According to statistics, Costa Rica's natural wonders cover 5 percent of the world's biodiversity on just 0.035 percent of the world's surface.

Costa Rica has a higher standard of living and literacy than other countries in Latin America. Well-known scientists and environmental organizations work in the country, more than a hundred local and international environmental NGOs have branches.

Costa Rica is a very compact country with a well-developed infrastructure. Well-managed ecotourism that attracts people to Costa Rica a. In 2005, 61 percent of visitors visited national parks, 66 percent watched nature and wildlife, and over 77 percent went to the beach. Other activities include: visiting volcanoes (50 percent), canopy (41 percent), diving (23 percent), rafting (9 percent), and swimming (18 percent).

In the 1960s and 1970s, Costa Rican entrepreneurs began building hotels and recreational areas for the middle and upper classes. Since 1980, special attention has been paid to the development of ecotourism infrastructure. During this period, the number of tourists from North America and Europe increased. domestic tourism and the proportion of visitors from other Central American countries declined.

In 1984, the Costa Rican government passed legislation encouraging investment in hotels, air and sea transport companies, car rental agencies and travel agencies. Since the mid-1940s, most of the shares of LACSA, the national airline of Costa Rica, have been gradually sold to investors in Japan and El Salvador, and the state's share has dropped to 3 percent. Following the enactment of the Tourism Promotion Act in 1985, tourism projects were eligible for concessions and tax breaks.

President Jose Maria Figueres (1994-1998) has declared ecotourism to be one of the best business opportunities in Costa Rica. It offered various perks to tourism investors, and the US and Canada launched a $ 15 million advertising campaign to attract ecotourists. But despite a lofty environmental plan, Figueres decided in mid-1995 to give Papagayo the green light, a $ 3 billion mega-project - the largest project in Central America - the antithesis of green development. Papagayo is called the Cancun of Costa Rica: a huge traditional resort complex with luxury hotels, holiday homes, shopping centers, restaurants, golf courses is built here.

Tanzania is one of the poorest countries in the world. We can say that this country is the richest in wildlife, elephants, lions, zebras, antelopes and many other large mammals are more common than in other African countries. About 3 million animals live in 14 national parks. The 14,763 square kilometer Serengeti Nature Reserve is home to the world's largest concentration of wildlife. Outside the

Serengeti, there is a famous archaeological site known as the Olduvai Gorge. Other world famous parks include the snow-capped Kilimanjaro National Park, Mount Kilimanjaro at 5,895 meters (19,341 ft), the highest peak in Africa, and Lake Manyara National Park, famous for its flamingos and lions. There are also about twenty-five reserves for which tourists are licensed to hunt. These include the Selous Game Reserve, the largest wildlife area in Africa and the largest herd of elephants on the continent.

Overall, the government estimates that over 25 percent of Tanzania is protected. 5 Four reserves - Serengeti, Ngorongoro Crater, Mount Kilimanjaro and Selous - have been designated by the United Nations as a World Heritage Site of Outstanding Universal Value.

Tourism currently accounts for about 15 percent of Tanzania's entire economy, second only to agriculture. Tanzanian National Parks are marketed as outdoor and adventure destinations. The history of Tanzania's national parks and reserves has always been closely associated with tourism. Initially, tourism was about hunting. Today it is recognized as the most developed ecotourism destination in the world.

Zanzibar is one of the most developed ecotourism countries in the world. In 2000, the Stone Town of Zanzibar was inscribed on the UNESCO World Heritage List, and its remarkable cultural heritage was recognized as one of the most important shopping centers on the Swahili coast in the 19th century. The charm of a rock town, the island's pristine beaches, magnificent cliffs, new marine conservation projects and high-level international festivals are important in attracting the attention of the world community and increasing the number of tourists. In 2004, Zanzibar was voted Best Island Destination.

Despite periodic political violence in Zanzibar and the island's periodic threat from Islamic terrorists, the number of foreign tourists has increased fivefold over the past two decades. Tourists from Italy, Great Britain, other countries of Europe and America make up 65 percent of the total number of tourists.

CONCLUSION

The positive impact of ecotourism on the state economy is reflected in the comprehensive development of ecotourism in the country, the creation of new jobs, creating additional income in nature conservation. In other words, the economic efficiency of ecotourism reflects the need to develop in parallel with other sectors of the national economic complex in the country and its economic potential.

Tourism is directly involved in the creation of national income of the country. The share of tourism in national income: 4.6% in Germany, 10% in Switzerland. The contribution of tourism to the country's economy includes direct and indirect contributions. The direct impact of tourism on the economy of the country (region) is the result of the cost of tourism services and goods. The money spent by tourists in the accommodation brings income, which leads to a chain reaction: expenses - income - expenses - income and so on.

This process means the indirect impact of tourism on the economy of the country (region). Tourism creates a secondary demand for goods and services. The indirect contribution of tourism to the country's economy is reflected in the repetitive effects of the purchase of services and goods by tourists at a given time and place. This effect is called the “multiplier effect” or “multiplier” .The multiplier is the deviation from the equilibrium of net national product (excluding deductions for capital consumption of gross national product) and the initial change in investment costs, which is the ratio of net net national product to change.

Exports of tourism services mean active tourism for the country's economy, while imports mean passive tourism. The relationship between the cost of a tourist product sold to foreign tourists in the host country and the cost of a tourist product sold abroad by citizens of a particular country is the tourist balance of a particular country.

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The Job Of Shopper Brand Encounters And Relationship In Adding To Brand Value For Administrations

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ABSTRACT

Shopper brand relationship has been proposed as an illustration to associate relationship showcasing exercises and brand value. Nonetheless, little examination has been led to analyze what encounters with a brand mean for brand value through the buyer brand relationship, particularly in an assistance setting. This examination targets fostering a theoretical model to portray the primary connections among brand encounters, customer brand relationship and brand value. The model was tried against an understudy test and got sensible help. The utilitarian brand connections, as not the same as various past investigations, offer more to mark value than full of feeling brand connections. Promoting suggestions, research limits and future examination headings are talked about toward the finish of the paper.

KEYWORDS

Brand Value, Brand Encounters, Buyer Brand Relationship, Administrations Marking.

INTRODUCTION

he goal of the current examination is to explore what brand encounters mean for brand value for administrations through the interceding job of shopper brand relationship. The buyer brand relationship is imagined as a subsequent request build including emotional relationship and utilitarian relationship and theorized as an interceding variable that associates the marking endeavors (estimated by brand encounters) and the marking results (estimated by brand value). A reasonable model is created to portray the connections among brand encounters, brand relationship and brand value. It is trusted that the current examination could add bits of knowledge to advertisers and scholastics in understanding the job of brand encounters and brand relationship in co-making brand value for administrations.

In a help setting, the brand value is come about because of client encounters during the assistance experiences. This brand correspondence measure includes single direction and two-way implies working at the corporate, showcasing and promoting correspondence levels. A buyer brand relationship is a develop that perceives the intelligence between a brand and its buyers. Representatives' practices, shopper cooperation and their connections in a help experience are significant components for purchaser fulfillment. The continuous associations among purchasers and their specialist co-ops make unmistakable brand encounters that separate from contending offers.

To analyze brand encounters in a help marking setting, Beauty directed experimental investigations and recognized three significant purchaser encounters in administrations marking: center assistance execution, servicescape and worker practices. Consequently, Ismail et al. (2019) presumed that brand experience is a multidimensional design involving a sensorial part, a passionate part, an intellectual part, a practical part, a way of life part and a social part.
Buyer Brand Relationship

It turns out to be progressively hard to separate a brand from contenders dependent on useful advantages, particularly in a help setting proposed that advertisers should put more accentuation to the theoretical parts of a brand like an individual, spot, thing or much different brands that are not straightforwardly identified with the real item itself recognized five elements of brand character, to be specific truthfulness, energy, capability, complexity and toughness, to direct how a brand may be embodied to coordinate with the human attributes of the objective purchasers so a brand could be made near buyers. McCracken called this representation marking approach as an anthropological point of view of marking and recommended that an embodied brand could be separated from contending offers because of the unmistakable social implications and the legends appended to the brand. To make a stride further, Fournier expanded the relational relationship representation into the marking road and proposed the idea of a buyer brand relationship to clarify how brand value may be made by this anthromorphization interaction. In her examination, Fournier regarded a brand as a relationship accomplice and recognized six relationship measurements to gauge the purchaser brand relationship strength: love/enthusiasm, association, selfconnection, responsibility, closeness and brand accomplice quality.

To oblige the past discoveries, this review analyzed two help classifications (inexpensive food versus banking administrations) that addressed distinctive relationship frames as clarified in the part on research strategy underneath. Following the concentrate this examination likewise considered buyer brand relationship as a subsequent request build comprising of a full of feeling measurement (estimated by adoration/enthusiasm, self-association and reliance) and a utilitarian measurement (estimated by responsibility, closeness and brand accomplice quality).

Reasonable Model and Speculations

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The writing audit recommends that the unmistakable brand encounters made to shoppers separate a brand from contending offers. Moreover, brand encounters advanced through an association interaction between the buyers and their contacts with the assistance work force and servicescape form into a purchaser brand relationship. The strength of the relationship framed decides the serious prevalence of the brand. They suggested that the connection between a customer and a help association is chosen by whether the assistance conveyance meets the brand guarantee in a reliably executed help experience that creates essential encounters.

Examination Strategy

The two help items picked were quick food sources which address normalized administrations, and banking administrations which address tweaked administrations. The two assistance items were likewise chosen to mirror the distinctive relationship types showed in the shopper brand relationship map created by Fournier. The relationship planning is characterized by relationship strength (from shallow/feeble to extraordinary/solid) and relationship rewards (from socio-full of feeling to utilitarian/useful prizes). Subsequently, the cheap food class ought to have more fragile associations with shoppers, yet higher full of feeling benefits apparent while the financial administrations should involve more grounded purchaser connections and higher utilitarian prizes.

A model examination test was performed to look at the proposed model (incomplete intervention) in this review and the contending model (full intercession). The consequences of the chi-square contrast test showed that the full intercession model was fundamentally unique in relation to the incomplete intervention model. The incomplete intervention model would be wise to logical force than the full intercession model while inspecting the model fit files and the way loadings, and thus the halfway intercession model was held in this review. In this way, the purchaser brand relationship to some extent intervenes the connection between brand encounters and brand value.

CONVERSATION

This review endeavored to analyze the impacts of brand encounters on brand value through buyer brand relationship and affirmed the critical intervening job of customer brand relationship in adding to mark value. The exploration results exhibited that help workers, among the different shopper encounters with an assistance, were the main factor that influenced brand value straightforwardly or in a roundabout way through purchaser brand relationship. This shows the co-innovative nature of brand encounters in improving brand value through the associations between the shoppers and the different touch focuses with a help association like workers and servicescapes during the assistance conveyance.

CONCLUSIONS

The current examination affirms that brand value is the consequence of a cocreation cycle between a help association and its buyers through fostering a purchaser brand relationship to interface brand encounters with brand value. Administration representatives, among different touch focuses with shoppers in an assistance interaction, are the significant determinant of client encounters. In spite of the past examinations that highlight the significance of creating emotional connections, building

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utilitarian buyer brand connections, as displayed in this review, is pretty much as significant as, if not a higher priority than, full of feeling brand connections to encourage brand value.

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Purchaser Provider Relationship: The Job Of Information Move In Upgrading Innovativeness And Advancement

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ABSTRACT

The advantages esteem is an upgrading innovativeness and advancement of piece of clothing business people in Bali through information move from unfamiliar article of clothing business people. This review utilized 5 sources of nearby article of clothing business visionaries in Bali by information examination methods utilizing Creswell four stages are: Discovering significant inquiries from the witnesses, forming significance of the significant inquiries, gathering into subject, and making total portrayal about the topic. The aftereffect of the review is about the collaboration interaction between the unfamiliar and nearby piece of clothing business visionaries in Bali distinguished casual, individual, conditional, and significant stretch when there is similarity dependent on the experience of the consequences of participation, there are 3 new collaboration credits found are: adaptability, time, and fairness. In view of the directed collaboration measure, can be masterminded a participation model Balbed which comprises of 5 phases (presentation, testing, requesting, creation, continuation). In addition, it is additionally delivered a model of information move Balbed meant to advance inventiveness and development of nearby business people in Bali, which comprises of four stages, to be specific: thought, data, information, innovativeness and development.

KEYWORDS

Purchaser Provider Relationship, Information Move, Innovativeness, And Development.

INTRODUCTION

The unfamiliar piece of clothing business people want to make Bali as a creation base is on the grounds that the wages applied are less expensive than the wages of their nations of origin, for this situation is Australia which is the biggest number of unfamiliar sightseers who come on the island. As per information acquired from the BPS Bali Area is realized that during the time, the unfamiliar vacationers from Australia finished off with a level of 27.90% of the all out number of other unfamiliar travelers who come to Bali. Alongside the modest wages in Bali, piece of clothing creation in Bali is generally more centered around little volume orders dependent available interest, in this manner drawing in the consideration of stores that offer to. This is rather than the booking made in China, which regardless of offering low wages yet the provided volume of orders must be huge. This makes it novel, since Bali has an appeal that is more than China, where the clients are not needed to convey enormous orders. One more proposed wonder is the quantity of unfamiliar travelers visiting Bali right now straightforwardly works on the nature of the consequences of the piece of clothing business. The advancement of piece of clothing business in Bali with the appearance of unfamiliar article of clothing business people have an effect additionally on changes in market direction, for example from large scale manufacturing to limited scope creation with better quality and more exorbitant costs, yet reasonable in the expected market portion. Noticing these conditions, then, at that point, there has been a course of collaboration between article of clothing business visionaries in Bali and the piece of clothing business visionaries from abroad, so sway in the information move and endeavors to the government assistance of local area in Bali overall. Concerning the conditions and wonders that happened during the time in Bali, then, at that point, it will be learned with regards to the course of purchaser provider connections in the information move exercises of the participation and endeavors to shape the best collaboration model to be applied in the territory of Bali, which can lead inspiration for the article of clothing business visionaries to be created and serious in the worldwide piece of clothing world

INFORMATION MOVE

Information move is characterized as the interaction which the information acquired from a circumstance can be applied to different circumstances. Information move is additionally one of the organizations influenced by the experience of other organization individuals by stressing on the singular's readiness to share information that they get or make with others in an association. The accomplishment of the information move measure relies upon the simplicity of correspondence and the closeness of the connection between the source and the collector unit. One of the parts of information move is the thoughts creation. The thoughts creation is a significant factor that will uphold the advancement of the inventiveness of the information beneficiary. The evaluation of the singular inventiveness level should be possible by surveying the variety level of information that can be moved by the person expressed that by the increment variety of data sources like data, aptitude, and perspectives will happen additionally increment one's imagination in making new items.

Inventiveness and Development

As indicated by Drevdahl Innovativeness is a capacity to deliver the structure and groundbreaking thoughts which can be inventive action including the development of new examples and blends of past encounters associated with the current circumstance. Inventiveness incorporates four kinds of measurements, known as the four P's methodology (the four P's of Imagination) to be specific: individual, cycle, press, and item. Individual spotlights on the individual or individual of an innovative person. Cycle is the innovativeness that spotlights on the reasoning and acting interaction that raises remarkable or imaginative thoughts. Press is the imagination that stresses on the press or push factors, either the self inner press as a craving and enthusiasm to make or involved themselves inventively, or the outer press from the social and mental climate. Furthermore, item endeavors to zero in on the item for sure is delivered by people both a novel, new thing and unique, and furthermore elaboration or consolidating imagination that spotlights on inventive items and accentuation on inventiveness.

Examination Strategies

This review is arranged by the phenomenological subjective strategies to comprehend the providers experience in the Bali who help out the unfamiliar article of clothing business people which plans to build the development of piece of clothing business visionaries in Bali through the information move acquired from the purchaser. Tests were taken deliberately (purposive inspecting) added up to 5 witnesses who have insight in working with the unfamiliar article of clothing business people, had over 5 years experience in participation and exchanges last time in a most extreme time of one year and can clarify thoroughly about their involvement with working with unfamiliar article of clothing business visionaries who come in Bali.

Investigation Results

The examination objective is to know exhaustively the course of purchasers and providers collaboration in the piece of clothing business in Bali, and the information move that happens in the participation in upgrading imagination and development of providers dependent on the insight and experience of the provider. This review doesn't mean to create speculation results past the experience of the examination sources taken. The outcomes present that the neighborhood piece of clothing business people in Bali in getting orders acquire significant experience from unfamiliar piece of clothing business people in Bali In the part of participation measure that started from the gathering of the sources and the purchasers either who came straightforwardly to their business place in Bali or who met at the apparel presentation abroad, in which the purchaser carried a few instances of plans reasonable with the market interest. The consequences of the gathering become an underlying advance of piece of clothing business visionaries in Bali to start to figure and work as per the current arrangements.

- Satisfaction topic is the fulfillment of the providers good to go from the purchaser. The fulfillment for this situation will have a critical impact in the drawn out connections among purchasers and providers. One of the execution is exemplified in the sense given by the purchaser in light of the fact that the provider fulfillment is essential for the coherence of request creation and participation.

- Flexibility acknowledged during the time spent participation is the disposition of providers in working the request pursues the direction and market given by the purchaser. This work is finished by keeping up with versatile conduct so ready to foster

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trust and reinforce the connection among purchasers and providers.

- Knowledge in the of information move between the purchaser and the provider is a development to the data as portrayals of apparel including models, examples, tones, and materials that have been supported by the purchaser. This is acknowledged by testing on the items dependent on the data (sketch picture) until the item test is supported by the purchaser then, at that point, would do creation. Chaffey and Wood uncovered that the information is a mix of information and data with extra abilities and experience.

- Ideas in the information move measure among purchaser and provider are the data about the models, themes, and shades of attire which was conveyed by the purchaser to the provider and performed at the early gathering. One model is the point at which the purchaser was going to the area of a nearby business visionary in Bali, with a couple of models, themes, and tones wanted. This is as per the assertion of Chaffey and Wood which shows that the thought is something that doesn't have a reasonable importance yet.

CONCLUSION

Participation model by the unfamiliar article of clothing business visionaries with the neighborhood business visionaries in Bali embraced from a model of collaboration done is the advancement of models of Portage with cash on the exchange of data from the purchasers to the provider about style, the adaptability possessed by the providers by leading test in the making instances of items as per the requests of these patterns, and practicality of the work orders given by the purchaser.

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The Existing Problems In Attracting Foreign Investment To The National Economy And Ways To Overcome Them

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ABSTRACT

The article analyses the importance of foreign investment and the existing problems in attracting them to the national economy and ways to overcome them based on statistics. The article also outlines the factors influencing the inflow of foreign investment and recommendations for their elimination.

KEYWORDS

Investment, Foreign Investment, Foreign Direct Investment, Reinvestment, Export, Innovation, Economic Growth.

INTRODUCTION

Trends in the world economy in modern conditions reflect weak investment activity, as well as imbalances in the distribution of international investment. In particular, "in 2018, the volume of global foreign direct investment decreased by 13% to $ 1.3 trillion in nominal terms. Investments in new projects have declined by 14% over the year as a factor in future growth. Since 2004, the inflow of foreign investment to developed countries has amounted to 27%. In terms of investment in developing countries, there has been no change, with an annual growth rate of 2% "[1].According to the United Nations (UNCTAD), "in 2019, the foreign direct investment will reach 1.54 trillion. The world economy has not seen a significant change since 2005. In 2020, foreign direct investment is projected to decline by 40% due to the global pandemic" [2].It is known that the competition between the countries of the world to attract foreign investment to the national economy is growing from year to year. Therefore, the more favourable the conditions for foreign

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investors, the higher the probability of making a profit, in other words, the greater the

This is a solution that conforms to the law of relative efficiency of a market economy, which means that where there is a relatively high chance of profit (profit), entrepreneurs tend to market more. In this regard, today Uzbekistan is one of the countries with the highest investment climate in the transition to a market economy. This environment will undoubtedly increase the inflow of foreign direct investment into our economy. As the economic policy of our country is aimed at attracting and encouraging more direct investment, the flow of various forms of investment is growing from year to year. This is because the reforms being carried out in our country take into account the direct participation of investors, and there are sufficient conditions for this.

In particular, the rich mineral resources of the country, a sufficient number of skilled workers, a healthy environment, political and socio-economic stability contribute to the further inflow of foreign investment and the development of enterprises operating in the regions of the country. This indicates the relevance of the topic.

LITERATURE REVIVE

Several economists have developed different definitions of the term "foreign investment". In general, there are some differences in the definition of "foreign investment" by Western economists and CIS economists. There are several reasons for this, one of which is that the term "foreign investment" appeared in the CIS countries in the context of the transition to a market economy after independence.

interest in investing in the economy of that country.

M. Sornaraja, a Western scholar, states: "Foreign investment is the transfer of tangible and intangible assets from one country to another for use to create tangible wealth under the full or partial control of the owner of the asset" [3].

J. M. Keynes describes the investment as "the current increase in the value of capital as a result of production activity in a given period, the part of income not used for consumption in a given period" [4].

It's more about saving than investing. Because part of the income that is not used for consumption is the fund, and the fund is not always an investment. To turn a fund into an investment, the money must be directed to business activity, and as a result, the money must bring income to its owner. Investment theory has gone through several stages in its historical development. According to V.V. Aladin, the first signs of investment can be seen in the scientific work of the Austrian School of Economics. The economic dictionary defines investment as the sum of expenditures of capital as long-term investments in industry, agriculture, transport and other sectors [5].

The general definition of foreign investment is given in the 2nd edition of F. Xenius's Dictionary of Foreign Trade, published in the United States in 1947: "Foreign investment is an investment made from the territory of one country to the territory of another, exported" [6].

Uzbek economists A.Vakhabov, N.Haydarov, Sh. Mustafakulov and D.Gozibekov have researched the characteristics of foreign investment and the forms of their attraction,

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their importance in ensuring economic development. In particular, in the dissertation of Professor N. Haydarov on investment, investment is an individual or legal entity operating based on entrepreneurship, regardless of the form of ownership, or any person whose wealth is within the law to obtain economic and social benefits of the state. what kind of business to spend on it "[7]. In his research, AA Isadjanov also made scientific proposals to ensure international economic integration and expand economic cooperation with countries around the world in the active attraction of foreign investment in our country [8].

The scientific works of A.Vakhabov, Sh. Khajibakiyev and N.Muminov [9] studied such issues as the content, types of foreign investments, forms of their attraction, their role in economic development, the international movement of foreign investments, the attraction of investments in free economic zones.

METHODOLOGY

Clarification of the concept of foreign investment in the coverage of this topic, analysis, data collection, generalization, grouping, comparison, the study of theoretical and practical and regulatory documents, the existing problems in attracting foreign investment and their elimination conclusions and recommendations for the study of their ways on the basis of international experience are formed.

RESULTS AND DISCUSSION

From the results of the analysis, we can see that there are obstacles and shortcomings in attracting foreign direct investment to the economy of our country. Examples of this are the underdeveloped infrastructure, the lack of advertising of Uzbekistan's investment attractiveness in the world media, the high differentiation of interregional distribution of investments, the incomplete exchange of currency, and so on. In this regard, targeted measures should be taken to intensify the activities of enterprises with foreign investment and increase the inflow of foreign direct investment. The results of the analysis presented in Table 1 show that in the structure of investments in fixed assets by regions by the end of 2020, the Republic of Karakalpakstan accounted for 69.9%, Kashkadarya region - 76.5%, Navoi region - 77.1%. Surkhandarya region remains one of the regions with the lowest share of investments in fixed assets and investment attractiveness, accounting for 77.4%.

Table 1. Structure of fixed capital investments by regions [10]

Regions	*(at current prices, billion soums)*			*(growth rate, in%)*		
	2010	2015	2020	2010	2015	2020
Republic of Uzbekistan	16463,7	44810,4	210195,1	104,2	109,4	95,6
The Republic of Karakalpakstan	496,4	6021,2	7089,8	63,9	133,5	69,9
Regions						
Andijon	726,2	1956,5	9622,6	94,6	105,1	110,6
Buxoro	2147,2	4075,9	12183,9	73,6	98,7	104,7
Jizzax	440,8	1304,9	12545,4	118,0	96,9	147,4

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Kashkadarya	1792,8	5894,7	20557,6	67,4	112,4	76,5
Navoi	1741,8	1809,1	15688,4	248,6	90,7	77,1
Namangan	660,6	2227,5	12007,2	90,3	108,5	88,0
Samarkand	1083,1	3237,2	14656,4	127,4	115,8	128,8
Surxondaryo	655,3	1843,6	10068,2	95,8	110,3	77,4
Sirdaryo	406,2	1083,3	7191,9	153,9	97,9	111,2
Tashkent	1606,1	4428,1	21148,6	104,0	99,3	92,2
Fergana	930,9	2542,3	11040,0	107,3	98,7	113,5
Khorezm	416,9	1531,5	5391,8	133,8	87,2	92,7
Tashkent city	3309,0	6854,6	50371,3	147,6	102,3	108,6

As can be seen in Table 2, foreign investment and loans in fixed assets in 2020 amounted to 86647.0 billion soums (8.6 billion US dollars in dollar equivalent) or 90.6% of foreign investment in fixed assets in 2019 and loans were disbursed. The share of foreign investment and loans in total fixed capital investments was 42.9%. In the structure of foreign investments and loans, foreign investments amounted to 32847.2 billion soums. soums and foreign loans amounted to 53799.8 billion soums, respectively. The total amount of disbursed foreign investments and loans amounted to 28740.5 billion soums of foreign direct investment. Foreign loans under the state guarantee of the Republic of Uzbekistan amounted to 22467.1 billion soums, other foreign investments and unsecured loans amounted to 35439.4 billion soums. The growth rate of foreign investment and loans compared to 2019 was 90.6%.

Table 2. Foreign investments and loans in fixed assets in 2020, billion soums [11]

№	Total	Including:		
		Foreign direct investment	Foreign loans guaranteed by the Republic of Uzbekistan	Other investment loans
O'zbekiston Respublikasi	86 647,0	28 740,5	22 467,1	35 439,4
The Republic of Karakalpakstan	3 759,9	203,5	2 544,0	1 012,4
		Regions		
Andijon	3 500,7	940,4	312,2	2 248,1
Buxoro	5 563,8	1 151,0	2 676,2	1 736,6
Jizzax	5 919,6	3 117,5	188,2	2 613,9
Kashkadarya	13 313,6	3 875,2	7 220,9	2 217,5
Navoi	11 359,7	639,4	2 998,7	7 721,6

Namangan	3 795,0	749,7	770,8	2 274,5
Samarkand	3 950,1	809,6	797,6	2 342,9
Surxondaryo	6 158,2	4 273,5	677,6	1 207,1
Sirdaryo	3 110,6	964,2	886,5	1 259,9
Tashkent	5 841,9	4 539,8	599,4	702,7
Fergana	4 479,5	2 172,0	574,9	1 732,6
Khorezm	1 801,4	316,2	323,5	1 161,7
Tashkent city	14093,0	4988,5	1896,6	7207,9

According to scientific research, there are several problems in attracting foreign investment to the regions of the country, which need to be addressed:

- Insufficient development of investment infrastructure to stimulate the activities of banks, investment funds and leasing companies and their effective participation in the implementation of investment projects;
- Insufficient business skills of entrepreneurs, including experience and legal knowledge of working with investment projects;
- Establishment and development of consulting, marketing and legal service centres in the regions;
- Non-compliance of investment proposals and feasibility studies of the project with the established requirements - organization and constant monitoring by local authorities of practical assistance to entrepreneurs in the development of investment projects by commercial banks, regional chambers of commerce and industry and other responsible agencies;
- Insolvency of the project initiators - we can see an in-depth analysis of the financial and economic situation of the initiators of the proposed projects to be included in investment programs and programs for socio-economic development of the regions by local governments and commercial banks.

There are also cases when foreign investors who want to operate in the country do not fulfil their obligations. Failure of foreign investors to fulfil their obligations, including failure to make timely contributions to the charter of the joint venture, failure to provide guarantees for the timely payment of fees and delivery of equipment, supply of equipment There are also cases of shortcomings and errors in the issuance and installation. The country's telecommunications and communications networks do not meet international standards, and there is a shortage of advertising and information resources, which also hinders the activities of foreign investors. In the transition to a market economy, the state should focus on the formation of certain systems, the creation of new regions and primary sources of production growth, or the support of production. In financing public investment, it is required to focus on sectors and research that are important for strategic development but may not be effective in the future. Around the world, public funds are spent on large-scale projects such as road construction, urban

development and the development of industrial infrastructure. In the context of the market mechanism of a market economy, the role of the state gradually narrows, leaving tasks at the state level. That is, funding for primary education in the social sphere, emergency medical care, public administration, etc. will remain in the budget. The experience of the Chinese state in attracting foreign investment and introducing various benefits and incentives to foreign investors is also important. The Chinese government has been successfully coordinating the flow of investment at the regional level, giving greater authority to local authorities. The central authorities will determine in which areas investments should be made as part of the overall investment policy. At the same time, local authorities are developing investment incentive programs. Various incentives have been developed to attract foreign investment, such as tax holidays and exemptions, and exemptions on import tariffs. This is especially true for companies established in free economic zones. Foreign experience shows that there are many conditions for investors. The Chinese government is creating conditions in the country's interior to attract more foreign investment, such as long-term tax exemptions and the unimpeded withdrawal of profits. Local authorities may implement programs to encourage the attraction of foreign capital to develop the local economy without the permission of the central authorities. In many countries of the world, the provision of financial and economic benefits and privileges in regional investment policy creates the basis for the economic development of the regions.
In our country, increasing the activity and independence of regions and districts in investment activities is an important criterion in attracting foreign investment to the regions.
In world practice, the following methods are used to protect and guarantee the interests of investors. In particular:

- Adoption of appropriate norms of national legislation for foreign investors;
- Harmonization of multilateral agreements;
- Coordination of bilateral agreements on mutual protection and encouragement of capital investments;
- Coordination of agreements with interstate and foreign investors on specific investment projects.

While all these methods are used in our country, these factors are not enough.

CONCLUSION

In conclusion, we can see that it is expedient to increase the independence and role of local authorities in the investment activities of the republic and to expand the development and implementation of local programs to encourage private investment. The issuance of municipal and corporate bonds as a source of investment in the regions and the establishment of incentives for income from them can also be a factor in increasing investment flows. The following issues need to be addressed to address the factors that negatively affect the country's investment attractiveness:

- Low level of infrastructure (audit, insurance, consulting, evaluation, legal aid, telecommunications, transport and hotel services);
- Underdevelopment of the stock market, imperfect deposit service, lack of market information, low liquidity of stock valuables;
- Lack of management in enterprises;
- Non-compliance with the agreements reached, the complexity of the practice of

negotiating investment projects, the inconsistency of the accounting system with the international system of accounting and financial accounting and reporting standards, etc.

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