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MANAGEMENT SYSTEM OF COMPETITIVENESS IN ENTREPRENEURIAL ENTITIES

B. Soatkulov

Senior Lecturer at Jizzakh Polytechnic Institute

D.Makhmudov

Student of Group 531-23, Jizzakh Polytechnic Institute

Abstract

This article examines the problems in managing the competitiveness of industrial product manufacturing enterprises and their economic solutions. It also provides a comprehensive analysis of the impact of integration, modernization, and innovation factors influencing competitiveness.

Keywords

Industrial products, industrial enterprises, competitiveness, integration.

Аннотация

В данной статье освещаются проблемы управления конкурентоспособностью предприятий-производителей промышленной продукции и их экономические решения. Также детально изучены сферы влияния факторов интеграции, модернизации и инноваций, влияющих на конкурентоспособность.

Ключевые слова

промышленная продукция, промышленные предприятия, конкуренция, интеграция.

In today's conditions, where non-price competition is intensifying, the problems in the system of managing the competitiveness of industrial product manufacturing enterprises are becoming increasingly relevant. This, in turn, makes the competitiveness of industrial enterprises a key driving factor. Therefore, it encourages industrial producers to improve product quality, optimize production costs, and increase labor productivity [1].

A number of domestic and foreign scholars have conducted research on ensuring the competitiveness of industrial enterprises and improving their management systems. The theoretical and methodological foundations of managing the competitiveness of industrial products have been studied in the works of A. Aronov, O. Vikhanskiy, O. Bogomolov, and R. Fatkhutdinov. In particular, Michael Porter wrote: "Two basic types of competitive advantage (differentiation and low cost), combined with the scope of activities a firm seeks to achieve, lead to three outcomes—general strategies for achieving above-average performance in an industry: cost leadership, differentiation, and focus. The focus strategy has two variants: cost focus and differentiation focus" [2].

In the Decree of the President of the Republic of Uzbekistan, Sh. Mirziyoyev, dated January 28, 2022, No. PF-60 "On the Development Strategy of New Uzbekistan for 2022–2026," one of the strategic directions identified is "accelerating the development of the national economy and ensuring high growth rates." Within the framework of its implementation, a number of tasks have been defined aimed at increasing the competitiveness of the national economy in the external market [3].

The current stage of development of industrial manufacturing enterprises highlights the importance of ensuring a high level of competitiveness at various levels of the global economic system through the formation of modern market relations. Modernization of the economy and its sectors, technological renewal, and diversification of production ultimately increase the competitiveness of industrial products in both domestic and foreign markets. As a result,

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employment levels rise, living standards improve, and sustainable economic growth is ensured [4].

To increase the level of supply in the market, it is necessary to improve production efficiency, attract domestic and foreign investments, deepen integration, and expand existing capacities by integrating industrial enterprises. To improve demand conditions, it is essential to ensure effective integration of national producers, brands, and designers with foreign partners, and to enter export markets, particularly the European Union, Belarus, the Middle East, and Canada. At the same time, local companies can focus on integration by attracting fabric suppliers from outside the country.

In our opinion, the implementation of integration in industry requires the development of a system of indicators that allow evaluating the efficiency of both individual participants and the entire complex. The activities of an integrated industrial complex include: increasing the share of science-intensive products; using new technologies in complex production processes; enhancing the level of modernization of production chains; ensuring coordination of production volumes at each stage of integrated production; improving competitiveness as a result of business strategies; and increasing the income of employees within the integrated system.

Improving the competitiveness of industrial enterprises under integration conditions involves three levels of objectives: First, internal integration within companies focused on their business processes, including integration with partners, suppliers, educational institutions, and consumers; Second, the formation of an integrated system at the state level that creates favorable conditions for local companies to enter international markets; Third, integration with foreign business partners to expand trade markets and strengthen competitive positions.

The complex tasks of integration, modernization, and innovation factors influencing the competitiveness of industrial products should serve the achievement of this goal. The competitiveness of enterprises within an integrated industrial complex is largely determined by the relationship between the goals set and the tasks performed.

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