

THE ROLE OF DIVERSIFICATION IN IMPROVING THE ECONOMIC EFFICIENCY OF ENTERPRISES

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Abstract. In this scientific article, the diversification strategy expresses the sum of management decisions made by industrial enterprises to develop directions aimed at improving the financial stability of the enterprise, creating new jobs and stabilizing the socio-economic situation in the regions, which will allow the complete mining of new, market needs. As a result of diversification, the essence of companies that produce various goods, are engaged in service and scientific research and development is widely highlighted.

Keywords: commodity, innovation, competitive, gross domestic product, export, integration, market, modernization, diversification, competition, resource, material, product, assortment, profitability, service, conglomerate diversification.

РОЛЬ ДИВЕРСИФИКАЦИИ В ПОВЫШЕНИИ ЭКОНОМИЧЕСКОЙ ЭФФЕКТИВНОСТИ ПРЕДПРИЯТИЙ

Аннотация. В данной научной статье стратегия диверсификации выражает сумму принимаемых промышленными предприятиями управленческих решений по развитию направлений, направленных на повышение финансовой устойчивости предприятия, создание новых рабочих мест и стабилизацию социально-экономической ситуации в регионах, что позволит полностью разработать новые, рыночные потребности. В результате диверсификации широко освещается сущность компаний, производящих различные товары, занимающихся услугами, а также научными исследованиями и разработками.

Ключевые слова: товар, инновация, конкурентоспособность, валовой внутренний продукт, экспорт, интеграция, рынок, модернизация, диверсификация, конкуренция, ресурс, материал, продукт, ассортимент, рентабельность, услуга, конгломератная диверсификация.

Diversification is derived from the Latin word "diversificatio" meaning "change, diversity". Due to the diversification of the economy, including industrial production, the areas of activity of industries and enterprises change, and the type of products to be prepared increases.

Previously, the penetration of fully specialized enterprises into other industries, services, represented an expansion of their field of activity. And as a result of diversification, companies, associations and societies that produce various goods, are busy with services and scientific research and development, but not always technologically connected broadband complexes arise.

The forms, size, and methods of implementing diversification peaked widely, especially in later years, and became a common, investiture concept of development.

The main directions for diversifying production, both in the near and far future, are as follows:

- * expansion of the areas of activity of enterprises and industries;
- * increase the range of products and services;
- * improving the quality of products and services;
- * expanding the product and services market.

Diversification of enterprises operating in the real sector of the economy will not only stimulate their opportunities for profit (income), but will also serve as an important factor in Uzbekistan's achievement of new heights in the world market.

An important change in the dynamics of the development of industry in the structure of the economy is the modernization of enterprises and production, the implementation of deep structural changes and diversification in industry on the basis of technical and technological renewal. In the strategy of action to solve the issue of increasing the competitiveness of the leading sectors of the national economy, it is planned to achieve an increase in the number of workers based on increasing the level of profitability of more than 4,400 enterprises in the base sectors of the economy and increasing the level of financial recovery and use of As a result of these measures, the level of profitability of enterprises increases, leads to an increase in the level of use of production capacities and an increase in the number of workers.

On the basis of the development and liberalization of the economy, there is definitely a question of deepening structural changes, increasing its competitiveness due to the modernization and diversification of the leading sectors of the national economy. To achieve the above high goals, the following areas are highlighted and specific solutions are outlined:

- increase the share of industry, service sector, small business and private entrepreneurship in the structure of the national economy;
- conduct an active investment policy aimed at modernizing production;
- further modernization and diversification of the industry by moving high-tech Processing Industries to a qualitatively new level;
- formation of an effective competitive environment for sectors of the economy and gradual reduction of monopoly in the market of products and services;
- mastering in principle new types of products and technology in order to ensure the competitiveness of national goods in domestic and foreign markets;
- localization of production, replacement of imports of consumer goods and components, expansion of inter-industry cooperation;
- wide introduction of energy-saving technologies into production, expansion of the use of renewable energy sources, increase labor productivity in the sectors of the economy;
- improving the efficiency of operating free economic zones, technoparks and small industrial zones, establishing new ones;
- rapid development of the service sector, increasing the role and share of services in the formation of gross domestic product, radically changing the composition of the services provided;
- liberalization and simplification of export activities, diversification of export composition and geography • expansion and mobilization of export potential of economy sectors and territories;
- further development of road transport infrastructure, introduction of information and communication technologies into the economy, social sphere, management system.

Modernization of the economy and its leading sectors leads to a diversification of production. Diversification is a multifaceted, complex and controversial process. The methods, mechanism, purpose and objectives of its implementation vary, making it difficult to give a single definition that fully expresses its economic content. Even so, the fundamental essence of all diversification processes is the same. The activities of industrial enterprises a sharp change in economic-social and scientific-technical conditions led to a change in the demand for management in order to adapt to the external environment, situation.

Diversification is -

1) type of commodity strategy, according to which the enterprise expands the number of products produced;

2) to simultaneously expand and develop two or more unrelated types of production, with the aim of taking over new markets and obtaining additional benefits.

A sharp struggle in the world markets with a decrease in the pace of economic growth and a decrease in technical progress requires the implementation of fundamental changes in production, since the acquisition of advanced technologies and technologies for production has become insufficient. It is with this that it is explained in many ways that diversification becomes one of the most common forms of capital accumulation.

Conglomerate diversification is the growth of new industries in the industrial sector due to changes in markets, technology and products.

Horizontal diversification-replenishing the assortment of the firm with products that are not related to the products currently being produced, but that can arouse the interest of customers.

Concentric (centralized) diversification - replenishing the assortment of the firm with products that are not technically and marketing similar to existing goods.

Thus, diversification is not a pre-set goal, but a mandatory measure that is carried out as a result of the emergence of an objective process. Summarizing the above definitions, we have defined the diversification of industrial production as follows: diversification of industrial production is a set of measures aimed at expanding the scale of industrial production in order to reduce dependence on the production of one product, ensure the rational placement of capital resources, create new jobs, occupy new markets and strengthen its position in traditional markets, and achieve a synergistic effect.

Thus, the diversification strategy expresses in itself the sum of management decisions made by industrial enterprises to develop directions that allow them to fully mine the new, market need and improve the financial stability of the enterprise, create new jobs and stabilize the socio-economic situation in the regions.

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