

INSTITUTIONAL FUNDAMENTALS OF ECONOMIC MANAGEMENT CLUSTER

Aynakulov Muhitdin Abdukhamidovich,

Candidate of Economic Sciences, Associate Professor, Jizakh Polytechnic Institute,

Associate Professor of Management

Phone number: (+998)97-521-56-51

E-mail: mr.elyorbekabdukhamidov@gmail.com

Kuvondikov Yakub Tursunboyevich,

Senior teacher, Department of "General Technical Sciences", Jizakh Polytechnic Institute

Phone number: (+998)93-305-06-80

E-mail:mr.elyorbekabdukhamidov@gmail.com

Annotation: The article describes the marketing information system of the economic cluster in the industrial, agro-industrial and construction sectors of the economy and its principal aspects as an institutional framework for the continuous operation of business entities.

Keywords: marketing, cooperation, interaction, innovation, market infrastructure, supply, and demand.

Introduction

Economic reforms in Uzbekistan since the early years of independence, the privatization of state property and the opening of a wide range of opportunities for private entrepreneurship have resulted in the formation and functioning of a diversified economy. It includes large enterprises in the form of joint-stock companies of various industries and sectors, as well as limited liability companies established by the initiative of the population, and small businesses in the category of private enterprises. Private enterprises are becoming the main source of income for families, as well as filling the consumer markets with goods and products, providing employment. At present, the President of the Republic of Uzbekistan Sh.M. As noted in Mirziyoyev's address to the Oliy Majlis, "In addition to supporting the farming movement in the agricultural sector, we will continue to work to establish clusters that meet today's demand in other sectors as well. It is necessary to take measures to sharply increase production to export \$ 2 billion worth of fruits and vegetables this year and 3-4 times more in the next 5-7 years. "If our parliament passed a new law on cooperation and clusters, which is the legal basis for these reforms, it would be in line with our plans and intentions." Today's task is to further expand the scope of management clusters, to find and implement ways and means that fully address their capabilities in order to solve such a responsible task in a timely and effective manner.

The experience of developed foreign countries shows that one of such ways is to organize and develop production cooperation within clusters. The study of the state of cooperation and production cooperation between different economic entities within the cluster is aimed at predicting the development trends of these processes in the sectors of the economy, in particular, the deepening of production cooperation in the performance of goods, works and services will be the basis for making management decisions. At the same time, the analysis of the search for unused resources in the development of production cooperation within the cluster allows to develop and implement a system of measures aimed at using these resources to increase production efficiency.

It is impossible to analyze the interaction of different economic entities within the cluster and to develop and implement a set of measures for its development and improvement of production cooperation without appropriate marketing information. In this regard, the establishment of a marketing information system is one of the important tasks in the organization of an effective system of production cooperation of business entities within a cluster specializing in various activities. [2]

Building a marketing information system requires a large amount of labor and material costs, as well as the involvement of qualified personnel. However, the creation of such a system will effectively affect the economic results of the activities of economic entities specializing in various activities. Figure 1 shows a schematic of the marketing information system for the production cooperation of different business entities within the cluster.

Marketing information system for production cooperation of business entities within the cluster

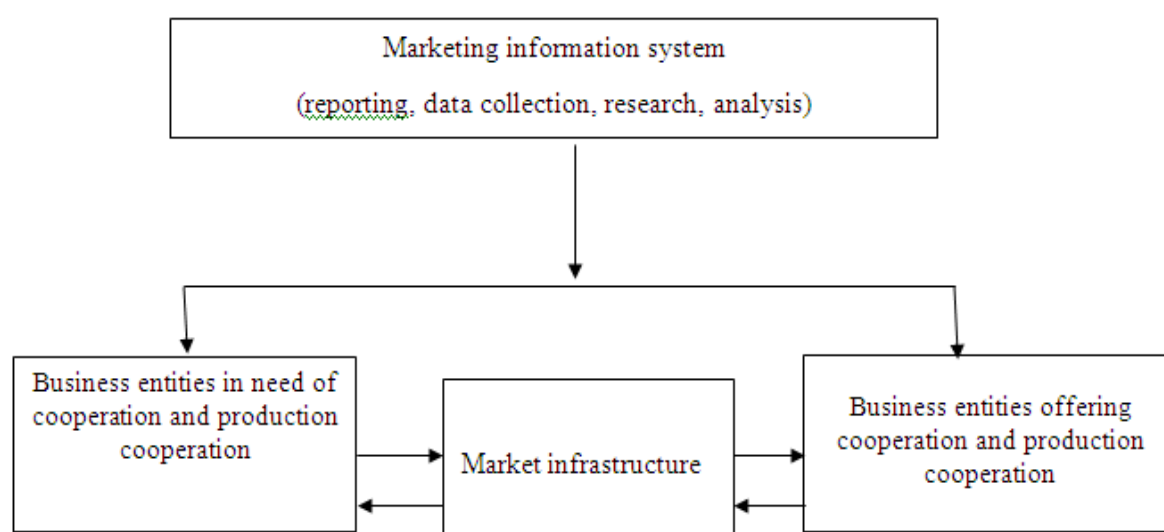


Figure 1

Marketing for the development of production cooperation of different economic entities within the cluster stems from the need to use conditions that facilitate the targeted transfer of goods (works, services) from seller to buyer. The main conditions for the development of production cooperation and cooperation within the cluster of economic entities specializing in various activities that help to address this are the organization of production and the improvement of state regulation of business entities defines the following directions:

- diversification of the production structure of economic entities within the cluster;
- Development of cooperation between business entities within the cluster;
- strengthening the role of the state in regulating the processes of production cooperation within the cluster. [3]

It is also necessary to improve the legal regulation of the conditions and forms of interaction of economic entities specializing in various activities within the economic cluster. It is known that the relations between business entities are regulated by the general norms of civil law. However, in foreign practice, subcontracting with the participation of small businesses is regulated by special legislation aimed at protecting the interests of small businesses. We consider the introduction of such a special legislation in our country, in particular, the Law of the Republic of Uzbekistan "On Cooperation and Clusters" and "Interaction in the production of goods, works and services within the economic cluster. The draft "Regulations on cooperation and production cooperation" should be developed and adopted.

List of used literature:

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