



Strategy And Prospects For Development Of The Automotive Industry Of Uzbekistan

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Journal Website:

<http://theamericanjournals.com/index.php/tajiir>

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ABSTRACT

The automotive industry is one of the most important sectors of the world economy, which also belongs to the most capital-intensive areas of the world economy. Globally, the production of automobiles and components employs about 9 million people, who assemble 67 million vehicles each year, contributing 15% of the world's GDP. In addition, everyone employed at the automobile plant provides jobs for 14 more people in related industries. The automotive industry uses more than 15% of the global production of steel and aluminum, more than 10% of the copper smelter in the world. The industry is also the leading consumer of lead, synthetic and natural rubber (50%, 35% and 75% of global production, respectively). In addition, cars in service use half of the world's oil. Consumers spend up to 15% of their budget on cars every year. At the same time, there is a tendency for most of these indicators to grow.

KEYWORDS

Automotive industry, economy, management, Uzbekistan, GM Chevrolet, innovation.

INTRODUCTION

1.1 THE ROLE OF AUTOMOTIVE INDUSTRY IN COUNTRY'S ECONOMY

The passenger car industry is global. The vast majority of its subjects are large TNCs that

own production facilities, research centers and distribution channels around the world. These companies also largely determine the global scientific and technological progress,

creating and introducing into everyday use a huge number of innovations.

The cars themselves have firmly entered our life, provided society with a high degree of mobility, have become synonymous with freedom of movement, are an indicator of the owner's social status, a reflection of his lifestyle and interests, value ideas.

The automotive industry belongs to the locomotive sectors of the economy. Indeed, many countries, including Japan, South Korea, Germany and the United States, would never have been able to achieve the current level of development if it were not for the systematic development of the auto industry, which in turn gave impetus to the development of all spheres of society - from the chemical industry and metallurgy to the system of higher education and banking institutions.

For the same reason, the national auto industry is considered a barometer of the country's economic conjuncture.

Despite the high capital intensity, the overall complexity of the industry, automobile concerns have optimized their activities to such an extent that they are able to create production extremely quickly in any part of the world, thereby, due to their locomotive nature, in a short time becoming a catalyst for high rates of economic development in recipient regions.

In this regard, it would not be an exaggeration to say that attracting investments from carmakers, as well as suppliers of components for the production of cars, is one of the best ways for states to stimulate overall economic growth.

Currently, the world passenger car industry is faced with serious problems. Traditionally, the most important sales markets: the USA, Western Europe, Japan, have reached a high level of saturation. In addition, there are a number of factors that have an external negative impact on the market in these regions: their transport infrastructure is operating at the limit of congestion, fuel prices and vehicle taxes are constantly growing. The stagnation of these markets is forcing automakers to significantly revise their costs. The main difficulty is the fact that these regions are not only the main sales markets, but also the main production sites, where all the research centers of the industry are concentrated. At the same time, they are rapidly losing their competitiveness, which is primarily associated with high personnel costs, the high role of trade unions and labor legislation that protects the interests of employees in every possible way.

All these problems are pushing automakers to actively search for countries and regions that could provide companies with cheap skilled labor and at the same time ensure a decent level of sales. This situation is extremely beneficial for countries that could become recipients of investments in their automobile production. Automotive TNCs will not only provide an inflow of capital into the economy, but will also transfer a significant amount of know-how in the field of technologies, production, logistics, sales processes; will contribute to the development of related sectors of the economy, significantly improve the quality of the car fleet of countries, due to their transnational character will ensure greater involvement of countries in international trade, etc. Today, there are

already several examples of the extremely positive influence of foreign car manufacturers on national economies: Brazil, India, China, Eastern Europe.

Uzbekistan is also quite attractive for automotive TNCs. The country has a capacious market with high potential for further development and extremely high growth dynamics. At the same time, personnel costs are quite low, and the labor resources themselves are highly qualified.

In addition, Uzbekistan has its own automotive industry, which is in dire need of investment and modern technology. In this regard, the activity of world car manufacturers in the search for new production sites and sales markets is extremely relevant for the country.

1.2 AUTOMOTIVE INDUSTRY OF THE REPUBLIC OF UZBEKISTAN

Taking into account the fact that the enterprises of the machine-building complex of the country were created at the beginning of the twentieth century and mainly specialized in the production of machinery and spare parts for agriculture, from this point of view, the industry was new for Uzbekistan.

By 1992, Uzbekistan was going through a difficult period in the economic sphere. It was during this period that the government of the republic began work to attract foreign capital and investment. By 1996, there was a significant growth in the machine-building sector with the attraction of foreign investment and capital. This growth period coincided with 1996, when the ratio was 11.2%. In the first years of independence, timely

measures to attract foreign investment in the machine-building industry made Uzbekistan one of the leading CIS countries in the field of machine-building.

Today, the automotive industry of the Republic of Uzbekistan is not only a dynamically developing industry, but astatically increases exports, attracts foreign investment and modernizes and radically technologically modernizes production processes. The automobile industry of Uzbekistan occupies one of the leading positions in the economy of the republic. Its position is JSC "Uzavtosanoat", which includes dozens of large and medium-sized enterprises, including companies with foreign participation in the automotive industry and manufacturers of consumer goods.

1.3 THE REVOLUTION IN THE DEVELOPMENT OF THE AUTO INDUSTRIAL COMPLEX OF UZBEKISTAN

The first stage (1991-1995) is characterized by measures to maintain the existing industrial potential, the extraction and primary processing of strategically important raw materials, the development of import-substituting specialized industries. This period saw the rapid development of key industries, the protection of the domestic market through protectionism, ensuring the profitability of large industrial enterprises by managing energy prices, and the privatization of small industrial enterprises.

The second stage (1995-2000) - the rapid development of industries that form the basis of economic independence, including the automotive industry, the large-scale

introduction of import-substituting production strategies, an increase in investment flows in manufacturing industries, especially in mechanical engineering, light industry, chemical industry and is characterized by an increase in capital inflow in the food industry. sector. Budgetary funds served as an important factor in the development of industrial production during this period.

The third stage (2000-2017) is focused on the creation and development of export-oriented industries based on the development of import-substituting industries. This stage is characterized by the privatization of large industrial enterprises, limiting the monopoly position of state-owned enterprises, increasing the role of the private sector in industry, accelerating the process of liquidating inefficient industrial enterprises, reforming the organizational structure of enterprises, and accelerating localization.

At the fourth stage (from 2017) to increase the production of competitive automotive products in the foreign and domestic markets through the implementation of investment projects aimed at the development of new modern types and brands of products, further diversification of foreign markets and export products, reducing the share of imports and reducing the cost of products due to strengthening the role and position, deepening the localization of the production of units and assemblies, expanding inter-industry cooperation for the development and increase in the production of basic raw materials and materials necessary for the development of the automotive industry; Ensuring sustainable development of the

industry in the context of liberalization of foreign exchange policy, increasing the profitability of Uzavtosanoat JSC organizations and their financial support - Improving the corporate governance of Uzavtosanoat JSC by introducing modern international standards, strengthening the personnel potential of the industry, strengthening cooperation between Uzavtosanoat JSC and industrial organizations of higher and secondary specialized, professional and scientific institutions, Attracting young and talented professionals, radically improving the system of retail sale of domestic cars and services to the population, increasing the transparency and efficiency of trade of JSC "Uzavtosanoat" in accordance with modern requirements, the development of scientific research and innovation and modernization production, technical and production facilities. Implementation of plans such as the introduction of technological renewal processes that provide a stronger link between science and industry.

Assessment of the current state of the strategy of the automotive industry and the production of components, focus on global trends in the global automotive industry, the creation of an innovative transport infrastructure, the introduction of new mechanisms for the production of components in the automotive industry, the introduction of strategic goals and regulation, such as strengthening the legal framework.

The government's strategy for the development of the automotive industry in Uzbekistan is aimed at "Development of the automotive industry and increasing its competitiveness."

The industry development strategy provides for the efficient use of state budget funds, off-budget funds and foreign investments. The exact amount and sources of financing The strategy for the development of the country's automotive industry will be implemented through projects provided for by the State Program of the Republic of Uzbekistan.

The automotive industry occupies one of the leading places in the economy of Uzbekistan. This industry employs a significant number of the country's population. Up to 250 thousand cars are produced annually, although in recent years production has plummeted.

The automotive industry of Uzbekistan is ranked 28th - 37th among the countries producing motor vehicles and for this indicator is in second place after the Russian auto industry in the post-Soviet space and in first place among the countries of Central Asia. Uzbekistan since 1998 is a member of the International Organization of Manufacturers of Vehicles (OICA). Improving governance in the implementation of innovations in the market of Uzbekistan automobile concern.

According to published data from "Uzavtosanoat", the automotive industry in Uzbekistan today is dozens of modern enterprises equipped with unique equipment that allows them to manufacture products to the highest international standards, as well as flexibly and quickly retrofit production to new types. Automobiles of domestic production drive on the roads of many countries of the world, demonstrating the power, quality and reliability of Uzbek cars.

1.4 PRODUCTION CAPACITY OF GM UZBEKISTAN

According to OICA, as of the beginning of 2014, there are passenger car production in 44 countries around the world. Uzbekistan in terms of production of passenger cars takes 28 places in the world among 44 countries. In the world volume of production, its share is 0.4%, by the ratio of Europe it has a share of 1.42%, and in Asia it is 0.7%. In 2014, enterprises of the industry produced marketable products in the amount of 8.9 trillion sums. Thus, the growth rate compared to 2013 amounted to 111.1%. Including the production of passenger cars amounted to 245.7 thousand units and more than 55 thousand passenger cars were shipped for export.

At present, the lack of own funds in financing innovations, the capital-intensive nature of most of the high technologies required for industrial modernization with insufficient capacity for accumulating private capital, an underdeveloped capital market, the passivity of the private sector in terms of financing innovations, and the requirements of technological competitiveness of production from international markets dictate the need financial support for innovation in enterprises, especially in mechanical engineering.

Without sufficient financial support for innovation in conditions of heightened international competition, it is possible to lose the scientific, technical, technological, economic and political component of the overall national security and independence of our country. Therefore, in these conditions, when the market and the accumulation of private capital are underdeveloped, financial

support for innovation activities and, above all, the state comes to the fore. All of the above circumstances have led to an increase in the relevance of the research on the process of introducing innovations in engineering enterprises. In a market economy, the innovation policy of enterprises is the decisive tool in the competition, providing the conditions for the realization of consumer needs. Innovations are the most important factor in the stable functioning of business, financial, credit, any other structures that ensure their economic growth and competitiveness. Moreover, the greatest success is achieved by those enterprises whose innovative activity and the introduction of a new product represent a continuous process of managing innovative activity.

Due to the high demand on Chevrolet cars in Uzbekistan there can be seen big chaos that consumers still need to go to car dealers and register in order to buy a car and should wait long periods which can last from several weeks to a year to own automobile, it must be emphasized that the influence of innovation can really change the way of selling and buying local automobiles in Uzbekistan. Moreover, with the aid of information technology, Chevrolet Uzbekistan can create a new website that can be sold through internet and set a queue for clients. Furthermore, manufacturer may receive orders to different types of cars and preferences of consumers for design, interior and other staff. Against the background of consistently high demand for cars and the monopoly of GM Uzbekistan, a prepaid car purchase scheme is in effect in the country.

GM Uzbekistan JSC an enterprise for the production and sales network for cars and ultra-small minibuses of the Chevrolet brand in Uzbekistan, a joint venture of Uzavtosanoat Joint-Stock Company with General Motors. The company's production operates in the city of Asaka, Andijan region, in the city of Tashkent, in the city of Khorezm region, at the largest car-building plant in post-Soviet Central Asia with a design capacity of 250 thousand units per year. The enterprise was founded in 1993 and began production at the constructed automobile plant on July 19, 1996. The company's products fully satisfied the demand for cars of these classes in Uzbekistan and was widely distributed in export to the CIS countries, Georgia, Afghanistan and Pakistan Plant personnel regularly undergo full internship in their specialty at Daewoo, General Motors and other automotive companies in the world.

According to the project, the automobile plant was to reach its design capacity in 2002. However, to date, the project level of car production has not been reached. For example, in 2006 about 160 thousand units were produced, in 2011 - about 175 thousand. One of the many reasons was the bankruptcy of the South Korean partner. It also revealed significant economic failures in terms of sales volumes of the plant's products, which was a result of the low purchasing power of the population - the volumes of domestic demand in the country did not reach the planned level. In 2007, the Tashkent branch of GM Uzbekistan JSC was established at the production sites of the Tashkent Mechanical Plant.

1.5 LITERATURE REVIEW

For the sustainable development of the automotive industry, as well as for other sectors of the national economy, it is necessary to form a functional R&D strategy.

The Concept for the Development of the Automotive Industry should be the priority areas of scientific research for the medium term are: mastering and implementation of technologies that support automotive products during their full life cycle. The priority measures of state support for the development of the domestic automotive industry are: the development of regulations that determine the requirements for the out-of-service vehicles and regulating the organization of their recycling.

The concept for the development of the domestic automotive industry is an attempt by the state to solve the problem of providing the motor transport complex with modern automotive equipment, which will significantly affect the development of the economy as a whole, as well as affect the quality of life of the population. The automotive industry is resolutely aimed at updating the car park with domestically produced products, based on the effective use of the opportunities of the market economy, integration into the global automotive industry, state support and protection of Uzbek manufacturers and consumers of automotive equipment.

The development of the automotive industry is based on fundamental and applied research aimed at creating new types of automotive equipment, developing new technologies used in the manufacture of auto components that meet safety, environmental and reliability standards and requirements.

Solving the problem of the development of enterprises in the automotive industry, it is necessary to consider applied research and development, which are able to raise the technological level of the production process associated with the production of cars, which will make it possible to produce competitive products. The task of applied scientific research (R&D) is to create a new type of product, with new characteristics, in a word, innovation in the industry.

The main challenge in R&D management is the efficient allocation of resources. This problem is due to the following reasons:

1. The need to create a permanent fund of resources;
2. The need to determine the optimal boundaries for the investment of resources in equipment that has a fixed cost, regardless of whether it is used or not, as well as on the remuneration of personnel;
3. The limitation of this or that type of resource determines the possibility of carrying out research and development;
4. Each project requires a different combination of the above resources, and due to the uncertainty in the projects, accurate advance allocation of resources is impossible.

In the automotive industry, as in any other industry, it is necessary for production systems to work as clearly as possible, without any problems. Its common phenomenon and indisputable fact that GM Uzbekistan tries to manufacture today different types of

passenger cars with different classes. It is necessary to understand that cars should meet demands and wants of customers and therefore it should work properly during a long time.

Robotic systems are distinguished by high repeatability of operations performed by them and precision manufacturing of parts and assemblies, which, in fact, is required in the automotive industry. They do not get sick, do not get tired and are not susceptible to injury, and therefore are especially useful for use in such dangerous environments as painting and welding shops.

The robot arm can also lift and install heavy parts and assemblies on an automobile line, which helps to avoid injuries to the operators of such equipment, the likelihood of which in the automotive industry is quite high

The success of modern automobile production is unthinkable without the use of specialized, high-tech robotics. GM Chevrolet Uzbekistan, automobile production has been inextricably linked with the work of robots, the current models of which can effectively automate various production areas and make the car manufacturing process more flexible, productive and safer. It must be said that the robots and automobiles is very strong and is not limited to their participation in the production process. With the advent of each new robot model, profitability of GM Chevrolet increases step by step, and today the introduction of robot labor into the production process pays off much faster than ever. Robots will find a place absolutely anywhere in the production chain - from loading into the pressing machine to

varnishing and finishing assembly, so they are equally well used in welding and foundry shops, in palletizing and laser processing.

Thus, today, without the use robots, it is no longer possible to imagine virtually any of the sectors of the automotive industry. Undoubtedly, it must be emphasized that robots are costly investments in equipment, software, programming and integration into the technological process, but in the long run their participation in production can save both time and money, not to mention the fact that they will ensure the safety of workers in GM Uzbekistan.

Whole businesses are changing with and through digitalization, while vehicle drivers are requesting considerably more from their vehicles. Notwithstanding vehicle elements and utilization, the apparent knowledge, solace, and accommodation of the vehicle additionally assume a noteworthy job. Vehicles are notwithstanding getting to be sufficiently shrewd to comprehend what drivers need to do by following their eye developments. For more than 100 years, Continental has been helping vehicle producers around the globe make driving agreeable in premium and fair size vehicles as well as in little vehicle classes. Get some answers concerning Continental's advancements and arrangements that add to savvy solace and comfort frameworks in vehicles on account of digitalization.

Accidents ought to be a relic of days gone by. Given the consistently expanding volume of traffic, the issue of wellbeing in the car business is turning into a key test for society, industry, and lawmakers. Find how

Continental is expanding vehicle wellbeing with its items.

Most automakers continue to improve safety in cars. Chevrolet specialists are constantly working on upgrading security systems, creating cars from day one, in which innovative design is in harmony with a variety of innovative technologies. As a result of recent improvements in the equipment of modern Chevrolet cars, new safety systems have been introduced. For example, the collision avoidance function, due to which it became possible to avoid the danger of a collision with a vehicle moving side by side that had entered the "blind" zone for the driver. After all, it has already been proved that the cause for 90% of accidents is the human factor. Therefore, the presence of a control system of "blind" zones will significantly reduce accidents of a special display, the sound of a certain signal, and even the beginning of the seat vibrating. The only condition for the effectiveness of the system is that it must be constantly on.

It is necessary to distinguish between innovation and any minor modifications in products and technological processes. Of great importance is such a measure as the novelty of innovation. It is evaluated by technological parameters, as well as from market positions. With this in mind, a classification of innovations is built. Depending on technological parameters, innovations are divided into product and process ones

- Product innovations include the use of new materials, new semi-finished

products and components, obtaining fundamentally new products.

- Process innovations mean new methods of organizing production. Process innovations may be associated with the creation of new organizational structures within the enterprise.

The innovation process is inextricably linked with innovation. Innovation activity involves a whole range of scientific, technological, organizational, financial and commercial activities, and in their totality, they lead to innovation. At the stage of innovation, a direct transformation of ideas usually the results of research and development or other scientific and technical achievements into technologically new or improved products, services or processes is carried out. Research and development are not only a source of new ideas, but can be carried out at various stages of the innovation process, being a means of solving problems that can potentially arise at any stage. The main function of innovation is the function of change.

Now the company has undergone significant personnel changes, which in a certain way influenced its functioning, including in relation to innovations. Established a measure of the influence of these factors. When analyzing the data obtained, it was found that the assessment of factors in terms of their importance depends on the hierarchical level of managers and specialists, which is explained by their life and professional experience. In this aspect, we found a solution to this problem in determining the rank significance of factors within each hierarchical

control system, which was determined by the specific weight of each factor.

The information was provided by the enterprise research department. Imagine the structure of the innovative potential of GM Chevrolet Uzbekistan. The use of human resources involves costs: analysis and forecasting of consumer preferences of innovations, the selection of ideas, and research.

If we analyze the period 2005 - 2009, then there is a noticeable tendency to reduce or decrease the innovation reserve. This fact is partly due to the economic crisis in the country, which in turn leads to a decrease in innovation potential.

Chevrolet today is the leading international brand of General Motors, the main principles of which are innovation and progress. Today, Chevrolet offers its customers around the world a wide range of economical, safe and reliable cars, distinguished by their expressive design, excellent running characteristics and representing the best price-quality ratio.

1.6 OBJECTIVES

The most indispensable and outstanding facet which is ought to be inferred is that, due to the aid of innovation in the sector automobile industry of Uzbekistan company will get several benefits in further. It must be emphasized that company has already launched online selling without any queues it can economize the time of current and upcoming customers, it can bring huge benefit and emphasize the consumer rights. Moreover, dissertation will concentrate on performance of GM Chevrolet Uzbekistan

because the company may have the chance for further development of several projects as planned today. Company, will be able to pay attention on certain sectors of their automobiles, especially safety, new modern robots in order to achieve high performance and reduce huge expenses, affordable prices to future customers and periodically manufacture competitive cars into global market. De facto, without innovation company cannot compete in global market especially in Common Wealth Republics because of high competitiveness in automobile industry.

Currently company exports most of its cars to Russian Federation and after properly using of innovation in several sectors company will be able to open about more than 70 outlets in Russia and can strongly compete with other ones. The development of promising eastern regions of Russia and the center with a gradual movement to the south-west can be expected. Based on data from the Association of European Businesses (AEB), GM Chevrolet plans to bring sales to 50'000 units, and the company is going to offer new models to the market: a B-class crossover and a C-class sedan.

After getting long term operation company will offer customers loans of 10% per annum, a gift smartphone with the assistant app. The client receives a free technical assistance from the brand, which includes any repair and maintenance work, towing services, even the delivery of gasoline. One of the best sides of this action is competing in global market via managing innovation and getting the chance for long term operation in many countries.

1.7 METHODOLOGY

DESCRIPTIVE METHOD

A descriptive method is a type of scientific method, which is a system of procedures for collecting, primary analysis and presentation of data and their characteristics. The descriptive method has application in all disciplines of the social-humanitarian and natural-science cycles. Extremely widespread use of the descriptive method within the boundaries of scientific research is determined by the multi-stage methodology of modern scientific knowledge, in the hierarchy of which the descriptive method takes primary positions after observation.

A descriptive research method is a scientific method that includes observing and describing a participant's behavior without any influence on him. Some items cannot be observed in any other way. For example, a social case study of an individual subject is a descriptive method that allows one to observe without affecting normal behavior. This method is also useful where it is not possible to test and measure a large number of samples required for most quantitative experiments. Descriptive experiments are often used to observe natural behavior without the slightest influence. Also, the descriptive method is used by marketers to assess customer habits, or companies to evaluate staff morale. The results of the descriptive method cannot be used as a categorical confirmation or refutation of the hypothesis, however, if the limitations are clear, the descriptive method can be a useful tool in many areas of scientific research.

The subject is observed in a completely natural and unchanged environment. Descriptive research is often used as a precursor to a quantitative method, a general overview that gives some valuable markers as to what variables should be tested quantitatively. Quantitative experiments are often expensive and time-consuming, and therefore it is better to know for sure exactly which hypothesis to test.

1.8 INTERVIEW METHOD

With the help of interview method for the interviewer, it becomes possible to establish a more trusting relationship with your respondent, making it possible to obtain unique information, which is almost impossible to obtain with the help of other methods. In addition, interviews are always conducted one-on-one, which means that the opinions of other people on the opinion of a particular respondent can be excluded.

Using interviews, it is possible to determine the needs and motives that underlie the behavior of customers or seller, obtain information about consumer strategies and the principles on which their choice of goods and services is based, mechanisms that shape decision-making by officials, methods for overcoming all kinds of problems by employees of organizations, their expectations, values and so on.

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