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Light Industry Enterprises In Marketing Activities Experience Of Foreign Countries In The Use Of Cluster Theory

Sanoat Xomdamovna Zokirova

Lecturer Fergana State University, Republic Of Uzbekistan, Fergana

Dilfuza Ahmedova

Lecturer Fergana State University, Republic Of Uzbekistan, Fergana

Rakhmatillo Fayzullaevich Akbarov

Lecturer Fergana State University, Republic Of Uzbekistan, Fergana

Komila Ravshanovna Xonkeldiyeva

Lecturer Fergana State University, Republic Of Uzbekistan, Fergana

ABSTRACT

Light industry is an important sector of the economy in Uzbekistan, and its market has a unique marketing environment. There are about 10,000 large and small enterprises, as well as more than 400 joint ventures in the textile, spinning, sewing, knitting, footwear and silk industries. The network employs 150,000 people.

KEYWORDS

Industry, scientific, cluster, group, service, theory, creation, strategy.

INTRODUCTION

The small degree of integration that has taken place in the economies of developed countries since the late twentieth century is the formation of a new management system in the economies of countries, the creation of "clusters" of reciprocal producers, geographically close enterprises and organizations that serve them. The purpose of the clusters is to focus on the production of competitive goods through the organization of

innovative activities through the combination of educational, scientific, engineering, consulting, standardization, certification and other services with enterprises of the same industry in the city, district and region and in a single technological chain.

Cluster is a French term that means paw, head, link, group, gathering, stable in Uzbek. Cluster selection is also represented as a method of research.

The essence of the cluster is reflected in Alfred Marshall's theoretical views on the "integration of specialized industries in separate regions" in his book "Principles of Economics" (1890). Territorial harmonization of subjects operating on the basis of its scientific conclusions:

Availability of qualified labor resources;

Growth of supplier and ancillary industries;

Based on the fact that separate firms specialize in different links in the production process.

The study of cluster theory is growing rapidly in the world community, and its application in practice has become a key area of economic development of the region and industry, as well as the provision of competitive advantages based on interaction.

Studies show that cluster theory is multifaceted and this, in turn, has led to the formation of different methodological approaches to it.

THE MAIN FINDINGS AND RESULTS

Many important (American, British, Scandinavian, etc.) scientific school achievements can be traced in the development of cluster theory after the last years of the twentieth century.

In particular, American scientists M.Porter's "Theory of Competitiveness", M.Enright, S.Rezenfeld, P.Maskell and M.Lorentsen's "Concept of Regional Clusters", A.Marshall's "Theory of Industrial Zones", P.Bekatin's "Italian Industrial Districts" M.Storper's "ideal" regional cluster theories. Theories such as value added and "cluster chain compatibility" also fall into this group. In his theory, the cluster is a system that combines the activities of educational, scientific, technological, economic and other service entities in the region as a highly effective way to ensure a competitive advantage for producers.

British theorists (J.Dunning, K.Brimen, Schmidt, J.Humphrey) consider the "cluster" as a system of interacting institutions, an institutional system that determines the basis of the economy. Representatives approach the 'cluster' itself as a 'modern institution'. The system is based on the theory that the interaction of the participants is different, that is, both formal and informal, as well as the external scope of the clusters.

Scandinavian scientists (B.O.Lundval, B.Johnson, B.Asheim, A.Isaacson) - recognized that the evolutionary development of a cluster must go through a number of stages (from birth to the end), argued that the use of the possibility of evolutionary theory means cluster theory.

The fourth group of scientists considers modern paradigms of regional development based on the concepts of "region - corporate dominance", "region - market dominance", "region - state supremacy", "region - social sphere", which include the cluster. The main issue in the cited theories is that the formation of clusters is considered from a territorial point of view.

The theory of clusters has been studied by Russian scientists Yu.S.Artamonova, B.B.Khrustalyov and others, and projects have been developed for its implementation. The formation of these theories and their practical significance implies that enterprises achieve efficiency as an innovative strategy to increase the competitiveness of the country, industry and enterprises.

The gradual development of cluster theory makes it possible to distinguish two fundamental descriptions of it:

first, the activities of clustered enterprises and firms must be related to the market of certain types of goods: vertical (purchase and sales chain) and horizontal (additional departments and services, special expenditures, use of technology or institutions and other links);

the second is that clusters are a group of geographically close interconnected enterprises that focus on the development of competition as a result of the stabilization of socio-economic relations between them, creating more added value and opportunities for market advantage.

According to the practice of applying the cluster theory to increase the competitiveness of the region, industry and enterprise, the cluster is a geographically adjacent, interconnected enterprises (manufacturers, suppliers, etc.) and organizations operating in a particular field, providing related services (educational institutions, government agencies, infrastructure companies). Also, clusters are communities that form a single technological chain of closely interconnected industries, creating opportunities for increasing the competitiveness of manufacturing enterprises.

Cluster theory has entered the scientific process as a marketing strategy that ensures the competitive advantage of state, regional and network enterprises in the market.

CONCLUSION

The results of the study revealed the following common advantages in competition based on the practical application of the cluster strategy:

Opportunities will be created for enterprises to increase labor productivity and production efficiency due to their direct relationship to suppliers, qualified personnel, information, service and training centers. In clustered enterprises, labor productivity is up to 1.5 times higher and wages are up to 30 percent higher;

Conditions and opportunities for educational and research centers to create new scientific and methodological developments, their short-term testing and implementation in production will be high; is motivated to create innovative goods as the labor of employees and specialists in production and research is more stimulated.

In the process of saving the economy from crisis, especially at a time when traditional methods of economic development are not sufficiently profitable, it is important to put into practice the theory of "cluster" in the organization of business on the basis of innovative systems. The use of cluster strategy should be considered as a modern marketing strategy for enterprises to increase their competitiveness based on the acceleration of innovative activity and to resist the strong impact of global competition.

The role of the state in the formation of clusters plays an important role. Initially, the clusters were set up solely because of competition, primarily in the modernization of multinational companies, but in recent years the governments of many countries have been helping them with a significant impact on this process. The attractiveness of the cluster strategy requires both diversity of directions and the formation of innovative clusters by the state itself.

The country's economy relies on the strengths of clusters, without which even the most developed economies cannot achieve high levels of efficiency. The socio-economic efficiency of clusters, their participants are distributed by directions and reflected in the following:

New manufacturers from other industries will stimulate research and accelerate the development process by providing new strategies;

There will be a free exchange of information between the participating companies, news will spread quickly through the channels of consumers and suppliers;

Cluster interactions lead to new opportunities in competition;

New opportunities arise for the development and introduction of human capital, scientific ideas into production.

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