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As An Innovative Factor Of Trade Cluster Concept And Its Theoretical Issues

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ABSTRACT

The article discusses the concept of trade cluster as an innovation factor and its theoretical issues. The state of the concept of cluster studied by foreign and domestic scientists, as well as some ideas on its definition are given. Theoretical issues about the cluster have been explored, and the definition of a trade cluster has been developed for the first time and is theoretically based.

KEYWORDS

Trade, cluster, trade cluster, tangible wealth, commodity, intangible wealth, financial resource, cash, trading process, ownership rights.

INTRODUCTION

There is one truth in human history that if you don't have the strength to do something, you have to join forces. We can do a lot today, but we need to increase competitiveness by ensuring faster development than at present. Indeed, the COVID-19 pandemic, which began in the world in 2020, has had its negative impact on the economies of all countries. As a result of its impact, there is a significant decline in all sectors and industries of the economy. In particular, the trade sector is facing a number

of problems caused by the crisis. Now it's time to see a way out of this predicament. Many organizational and economic measures are being taken now. One of them is the need to use a cluster mechanism in the economy. In today's globalized environment, a pandemic has also swept the entire world. In this context, at the current stage of development of the national economy, the establishment of innovation-based clusters is of particular importance. In this regard, as noted by the

President, "If our Parliament ... adopts a new law" On Cooperation and Clusters "as soon as possible ..." Uzbekistan will create an important legal basis for future work in this area. Yes, in order to do something, it is necessary to establish a legal basis before it [1].

The degree to which the problem has been studied.

One of the peculiarities of the twenty-first century is characterized by the introduction of many methods and innovations into the science of economics. Theoretical and practical aspects of this issue are also being formed. One of them is the cluster method. There are some opinions on the application of this method in the economy. Before using this method, we found it expedient to disclose its content theoretically. This can be seen in the fact that recently a number of researchers working in our country are using the cluster method.

Thus, the use of cluster strategy and its capabilities is now one of the most pressing issues. In this regard, foreign scientists such as Alfred Marshall, M. Porter, M. Enright, S. Rezenfeld, J. Dunning, P. Muskell, M. Lorentsep, P. Beckett, M. Storper, K. Brimen, Yu.S. Artomanova, B. B.Khrustalev, B.Yonson, J.Humfrey are engaged. A number of scientists from our country are engaged in the theory and practice of clusters. These include MA Rakhmatov, B.Z.Zaripov, M.Q.Pardaev, Q.J.Mirzaev, O.M.Pardaev, D.H.Aslanova, M.T.Alimova, Z.I.Sattarova, Research and recommendations of B.Sh.Safarov, S.Mirzaev, D.M.Kurbanova, A.Q.Gapparov and B.R.Pardaev, B.Kh.Turaev, E.A.Kim can be included. In the works of these researchers, the objective necessity of the cluster in the

context of market relations and their practical application are considered. There are also noteworthy recommendations on the role and structure of the cluster in management. However, the content of the concept of cluster and issues related to its definition are not theoretically fully explained in these literatures. In view of this, we have come to the conclusion that the lexical content and definition of the concept of cluster should be considered theoretically.

ANALYSIS AND RESULTS

Although the word cluster and related concepts are now widely used in international practice and in a number of disciplines, including economics, the definition of the term remains largely unclear. In particular, the word is almost never used in Uzbek. In particular, the two-volume Russian-Uzbek Dictionary, published in 1983, did not comment on the word. The 5-volume "Explanatory Dictionary of the Uzbek language"[2], published in 2006, does not contain this word and its concepts [3].

A similar situation is observed in the literature published in Russian. In the 1999 Bolshoi ekonomicheskij slovar, published by the Institute of New Economics in Moscow, we could not find an explanation for the word cluster [4]. SI Ojegov's dictionary "Dictionary of the Russian language" does not explain this word [5]. We have seen that cluster analysis has generally been used in mathematics. However, we did not find an explanation for this word in the 1988 Mathematical Encyclopedic Dictionary [6]. It is also clear that the cluster method, which is one of the most advanced methods of economic growth, has not been widely used before and now in the economic literature of the CIS countries and in

dictionaries of different languages. "The Great Economic Encyclopedia ", published in Moscow in 2007, also does not comment on the word cluster [7].

However, the word cluster and related concepts are widely used in foreign literature and in economic sectors. Examples include the Forestry Cluster in Finland, the Marine Technology Cluster in Norway, the Biotechnology Cluster in the UK, the Footwear Cluster in Italy, and the Chemical Cluster in Germany and Belgium. Hence, the term has been used in international practice and in a number of disciplines, including economics.

Based on this, we note that the cluster method can be used in the economy of Uzbekistan. Because market relations have been formed in our country, and the priority of private property in the property system has been sufficiently ensured. This situation requires the use of innovative methods, especially the cluster method, to improve the socio-economic life of the country.

This can also be seen from the fact that a number of researchers have recently been engaged in the use of the cluster method. These include the recommendations of D.M.Kurbanova [8], O. M.Pardayev [9], M.T.Alimova [10].

The works of these researchers provide noteworthy recommendations on the objective necessity of the cluster in the context of market relations, its application in practice, its role in management, its structural structure. However, the content of the concept of cluster is not theoretically fully explained in these literatures. With this in mind, we begin with a theoretical analysis of the content of the

cluster concept.

Researcher MT Alimova notes that the word "cluster" is derived from English and means "grow together" [11]. In our view, the concept of 'growing up together' means 'working together' in solving a problem. So, if we use a cluster approach in solving a problem, we must talk about joining forces to increase the efficiency of this process or any activity. In addition, joint efforts for a common goal also increase the competitiveness of the process and the entity in which the process takes place. Given this situation, some researchers, including O.M Pardaev, have developed a cluster of storage and sales services in Samarkand region [12].

This cluster provides specific recommendations for joining forces to deliver the product "from the field to the table".

The cluster mechanism can be applied in all areas. In this article, we found it appropriate to dwell on the content of the trade cluster. In order to carry out the tasks related to the consolidation of forces in this area, we aim to use important innovative areas of development of trade enterprises and trade services provided in them in our country on a modern basis. One of them is the cluster method used in trade. It should be noted that in terms of trade management, we recommend calling it a cluster mechanism, a cluster mechanism in terms of the implementation of the economic process. Because if one is used in one place and the other in another, we have shown it separately to understand what purpose is intended.

Today, the traditional methods and factors of economic development are not sufficiently

effective in the process of rescuing the economy from various crises. The most sensible way to mitigate the negative effects of pandemic problems is to implement the "cluster" method on the basis of innovative factors, thereby uniting several forces in a single goal. The cluster approach is seen as a modern system that increases the competitiveness of enterprises based on the acceleration of innovative activity, fully meets the requirements of national and regional development.

According to A. Marshall, one of the representatives of the "cluster" theory, the idea of the harmonization of specialized networks and industries in separate regions is the basis for the unification of several forces. According to his scientific findings, the regional integration of specialized entities is based on the availability of skilled labor, the growth of suppliers and additional industries, and the specialization of different firms in different stages of the production process. M. Porter also said that the company's success depends on the development of relationships with partners and consumers noted that.

According to Michael Porter, the founder of the idea of applying the cluster theory to the development of competitiveness of countries and regions, "cluster" - a geographically adjacent, interconnected companies (manufacturers, suppliers, etc.) and related organizations. (educational institutions, government agencies, infrastructure companies). Or "cluster" - a community that creates a single technological chain of closely interconnected industries, creating opportunities for the growth of competitiveness of manufacturing enterprises [12].

On the basis of the tariff given to the concept of cluster - today it is confirmed that one of the modern and main directions of increasing the competitiveness of enterprises is the cluster.

From the evolution of the cluster theory, two fundamental descriptions can be distinguished.

The first is that the activities of enterprises and firms integrated into the cluster must be clearly related to the market for the same type of goods. It has to be that way. Such a connection can be vertical (chain of purchases and sales) and horizontal (additional departments and services, special expenditures, technology or the use of institutions and other links).

The second is that clusters are a group of interconnected enterprises located close to each other, the development of competitiveness as a result of the stabilization of economic and social relations between them, creating opportunities for more added value and marketability.

CONCLUSION

From the above considerations, it is clear that the "cluster theory" has entered the scientific process in the form of a marketing strategy, as a mechanism to ensure that enterprises of the state, regions and regions win in a competitive market environment. As a result, the study and application of cluster theory in the world today is growing rapidly. This is due to the fact that the implementation of the cluster is becoming one of the main directions of national economic and social development and increasing competitiveness based on interaction.

We now turn our attention to the development of a direct trade cluster definition. The trading process is also a multifaceted process, covering material, financial and intangible activities and industries. Materiality, goods and other tangible assets are sold directly in the field of trade. Its financial movement is manifested in the fact that in the process of buying and selling goods, money (financial resources) performs an equivalent function. Intangible benefits involved in the sales process can include the awakening of consumers' sense of the goods, the impact of advertising, and the intensity of the quality of the sales culture. All these processes should be reflected in the definition of a trade cluster. Based on these requirements, we can define a trade cluster as follows.

A trade cluster is a grouping of a number of interrelated individuals and business entities within a separate area in order to effectively implement the process of transfer of material, financial and intangible goods from one person to another as a whole.

The definition of a trade cluster can theoretically be explained below. The first is that this cluster reflects the sales process, which reflects the implementation of the trade. Because without a sales process, a change in ownership of material goods does not enter the realm of trade.

Second, the participation of material, financial and intangible benefits involved in the sales process is taken into account. At present, the object of trade is sold not only goods and other tangible assets, but also intangible assets. After all, intangible assets also have a market and value.

Third, in the course of trade, the ownership of the above-mentioned goods in the process of transfer from one person to another also changes. This is an important task of the trade sector and the services provided in it. Therefore, the presence of this condition in the definition of a trade cluster is an objective necessity.

Fourth, the combination of a number of interrelated individuals and business entities within a single industry to effectively implement the whole trading process is also reflected in the definition, which indicates its high efficiency. Because all the forces are combined to make a trade and a chain of actions is created to achieve a single goal. This is one of the important features of the cluster.

In summary, a trade cluster study has shown that the content of a trade cluster has not yet been fully disclosed. As a result, several conclusions have been drawn.

First, the concept of trade cluster as a modern innovation factor and scientifically based views on its theoretical issues are not enough research not only in our country, but also among scientists around the world.

Second, despite the fact that the term cluster is used in foreign countries, we have witnessed that it is not sufficiently used in dictionaries and scientific literature in the CIS countries and in our own country.

Third, theoretical issues related to the term cluster and its definition were studied, the definition of the term trade cluster was first developed, and this definition was theoretically substantiated.

In summary, the application of these scientific

recommendations to the theoretical part and practice of economics, while showing that the concept of cluster term can be applied in different industries, also leads to the improvement of their aspects related to the field of trade. Finally, it will serve to reflect in practice the priorities related to the use of cluster mechanisms in the economic policy of the country..

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