

RESEARCH ARTICLE

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FEATURES OF DEVELOPMENT OF YOUTH ENTREPRENEURSHIP IN THE SPHERE OF EDUCATION

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Abstract

The article defines the importance of youth entrepreneurship as the main factor in the socio-economic development of the country. The analysis of the prospects for the development of youth entrepreneurship is carried out. A strategy for diversification and improvement of the existing state policy to attract young people to entrepreneurial activity, as well as the legislative and legal framework for supporting and developing youth entrepreneurship in Uzbekistan is proposed.

Keywords Youth, potential, reforms, education, priority tasks, training centers, diversification, state support, youth entrepreneurship.

INTRODUCTION

Today, youth is the main factor and potential for the socio-economic development of the country, requiring the development of effective tools and measures to stimulate and activate them, directing their activities to priority areas of development. Therefore, the article pays special attention to the analysis of the ongoing step-by-step reforms aimed at the full and comprehensive development of youth, as well as their active involvement in entrepreneurial activity.

Youth entrepreneurship is one of the priority areas for the development of small and medium-sized businesses in Uzbekistan. According to the concept

of development until 2030, entrepreneurship for young people is the basis for the implementation of business activity, the basis for the formation and expansion of the middle class, the creation and development of a system of economic stability of the state. The creation of favorable conditions for the development of youth entrepreneurship and the realization of the entrepreneurial potential of young people will give a corresponding socio-economic effect.

Today, special attention is paid to the development of youth entrepreneurship, since young people under 30 make up 60% of the population of Uzbekistan and are the main labor force, therefore,

the main factor in the future socio-economic development of the country. Therefore, today effective tools are being created to attract young people to entrepreneurship, aimed at developing their potential, instilling in them modern specialties, skills, creating conditions and benefits, funds and platforms, ready-made business plans for creating their own business.

Today in the Republic of Uzbekistan, in order to increase employment, the standard of living of the population, the economic growth of the country, large-scale, effective reforms are being carried out aimed at actively attracting young people to entrepreneurial activity, creating new conditions and opportunities for running a competitive business. Young people are the most active part of society, which quickly reacts to any changes in life and effectively perceives their useful aspects, therefore, they have much greater potential and ability for entrepreneurial activity than other age groups.

Analysis of the activities of youth entrepreneurship shows their need and importance in the socio-economic development of the country. Thus, the development of youth entrepreneurship contributes to the achievement of such priority tasks established in the Development Strategy of Uzbekistan for 2026-2030 as:

- increasing the level of employment, through the creation of new jobs;
- reducing the level of unemployment and poverty, through employment in high-paying jobs;
- increasing the level of labor migration and expanding its geography;
- developing tourism in the country;
- introducing innovative technologies and producing competitive products;
- GDP growth, and so on.

This indicates the effectiveness of the reforms being carried out, as well as the need to further improve the mechanisms for attracting, training and stimulating youth entrepreneurship in the country.

Literature review on the topic

Entrepreneurial activity of young people and the issues of its regulation are of growing interest to the scientific community. The main issues of the research are the study of the following problems:

- entrepreneurs as a social phenomenon;
- youth entrepreneurship and its features;
- regional aspect of youth entrepreneurship;
- social and psychological aspect of youth entrepreneurship;
- legal means of protecting entrepreneurship.

The problems of youth and youth entrepreneurship are presented and discussed in numerous publications of various specialists. In particular, a number of general problems of youth sociology are considered in the works of Abdullaeva I.M., [1] Ilyinsky I.M. [2], Rupasov E.G., Ruchkin B.A. [3], Mosyakin I.A. [4], Rakovskaya O.A. [5], Lisovsky V.T. [6], Kukhtevich T.N. [7] and a number of others. Special works on the study of the importance of youth entrepreneurship development and the need for its regulation have appeared by the following authors: Ruchkina B.A., Saralieva Z.Kh. and Petrova T.E. [8], Golovacheva B.V. [9], Babaeva L.V. and Chirikova A.E. [10], Dryakhlova N.I. and Davydenko V.A., Perepelkina O.V. and others.

The economic aspects of youth entrepreneurship are reflected in the works of such authors as Gorfinkel V.Ya. and Shvandar V.A.3, Zlobin B.K., Kushlin V.I., Rumyantsev A.F.4, Kotler F. [11], Kotilko V. and Orlova D. [12], Savchenko V. [13], Garankina L.[14], Shulus A., Garadzha M., etc. Various aspects of social management and

regulation of youth entrepreneurship are covered in the works of N.S. Danakin, L.Ya. Dyatchenko, V.N. Ivanov, G.A. Kotelnikov, V.I. Patrushev.

There are also studies examining regional problems and aspects of youth entrepreneurship. Thus, the works of Belgorod scientists devoted to the problems of developing youth entrepreneurship and state youth policy in the field are of great importance for developing the topic of dissertation research: V.P. Babintsev [15], T.B. Berdnikova [16], V.M. Zakharov [17], Yu.V. Kovrizhnykh [18], V.V. Ovchinnikov [19].

Despite the numerous studies and publications on individual aspects of the development of youth entrepreneurship, they pay little attention to its social conditions and indicators, the regulation mechanism.

An assessment of the relevance of the topic and the degree of its study allows us to formulate the main problem of the study, the essence of which is the contradiction between the objective need for the development of youth entrepreneurship, as well as the needs and interests of individual groups of young people in the development of entrepreneurship, on the one hand, and the lack of an effective mechanism for regulating this activity, on the other hand.

METHODOLOGY

The study, based on an analysis of the growth in the number of young people and the need for youth entrepreneurship, provides information on the importance and prospects for its development.

RESULTS

Analysis of youth entrepreneurship activities shows that young people today choose such areas of activity as IT technologies, trade and education. Young people play an important role in the field of education, focusing on their own preferences. By creating private training centers, they have increased socio-economic development. From an

economic point of view, contributing to the creation of new jobs, reducing unemployment, increasing the interest of young people in career growth, generating additional revenues to the budget, providing quality services in the field of education, through the creation of competition and continuous improvement of the quality of teaching. In addition, the training center contributes to the professional sphere of existing enterprises, helping to improve the level of knowledge of a foreign language to a professional one, which helps to find investors, partners, expand sales markets, and so on.

In the social sphere, training centers contribute to raising the cultural and intellectual level of the population of the city of Namangan, increasing interest in obtaining a quality education and employment abroad, studying foreign culture and literature, and developing a healthy generation.

In Uzbekistan, young people are a huge potential influencing the socio-economic development of the country. A distinctive feature of youth entrepreneurship is its ability to create new development directions, implement innovations, and create new business models. Therefore, it is necessary to create an entrepreneurial environment, culture, and infrastructure aimed at step-by-step support for the development of youth entrepreneurship. Support should include not only training of future entrepreneurs and provision of preferential loans, but also an electronic instruction database. It should contain:

- legislative and legal basis for entrepreneurial activity;
- step-by-step instructions for any emerging business situations. For example, how to start an entrepreneurial activity, how to register, how to correctly fill out and submit an accounting report;
- ready-made business plans for entrepreneurship in any field;

The main purpose of the infrastructure and legislative and legal framework is to create favorable conditions for the development of youth entrepreneurship, revealing their creativity, skills, and needs.

Youth entrepreneurs try to stand out from their competitors with fresh, creative ideas. Therefore, they easily introduce innovations, underestimating the risks of innovative activities. Timely support for creativity and innovation among youth entrepreneurs is a separate issue that requires special attention. Teach young entrepreneurs to identify, assess and manage risk. The task is to prevent bankruptcy of a youth entrepreneur. Of course, the development of youth entrepreneurship leads to a reduction in unemployment, creating additional employment opportunities. Analysis of statistics on newly opened enterprises shows that young people prefer to start a business in the service sector. In order not to upset the balance, it is necessary to regulate and direct young entrepreneurs to strategically important areas and industries for the country. This process can be easily organized by creating special courses in the center to teach the

necessary skills and professions. The task is to solve social problems and stimulate positive changes. solve problems such as sustainable development, education, health care and the fight against poverty,

Youth entrepreneurship is a force to be reckoned with and effectively managed by creating a favorable infrastructure and strong support. It empowers young people, drives economic growth, promotes social change, develops essential skills, and inspires others to realize their entrepreneurial dreams. By nurturing and supporting the next generation of entrepreneurs, we can create a brighter future for all.

To understand the prospects for the development of youth entrepreneurship in Uzbekistan, it is necessary to assess its scale. Uzbekistan is a densely populated country, exceeding 37 million in 2024, growing at 2.1% in 2023. Since 2010, the population has increased by more than 8 million people and is projected to reach 43.6 million by 2035.

The number of youth as of September 1, 2024 was 9,845,036 people, which is 2.6% of the total population.

Tabl 1.
Population aged 16 to 35 years

	2020	2021	2022	2023	2024r
Population	33905,2	34558,9	35271,3	36024,9	37 799,8
Including					
16-17	1017881,0	1027650,0	1052804,0	1069585,0	1 147 865,0
18-19	1010789,0	1018627,0	1015964,0	1025936,0	1 050 788,0
20-24	2890718,0	2758841,0	2645262,0	2580680,0	2 543 972,0
25-29	3212525,0	3218218,0	3157107,0	3081029,0	2969454,0
30-35	3037479	3081371	3130537	3163221	3183745
Labor resources (LR)	19158,2	19334,9	19517,5	19739,6	19850,1
Employment (E)	13236,4	13538,9	13706,2	14014,2	
Level	66	67	67,2	67,9	
Economically active	14797,4	14980,7	15038,9	15038,3	

Level	73,8	74,1	73,7	72,9	
Inactive (EIP)	4360,8	4354,2	4478,6	4701,3	
Unemployed (U)	1561	1441,8	1332,7	1024,1	

The table shows that the population of Uzbekistan is growing, which means that the audience of potential consumers is also growing. 56.4% of the current population is of working age. Every year, 600-700 thousand young people enter the labor market. Of these, 150-200 thousand enter a bachelor's degree, 300 thousand find a job, 200 thousand start looking for work on their own, including abroad. One of the solutions in this situation is the development of organized labor migration.

In the Republic of Uzbekistan, as of April 1, 2024, when analyzing the composition of the permanent population by gender and age groups (up to 65 years in a five-year age interval, and aged 65 years and older - in total), among men, children under

four years of age accounted for the largest figure - 2,262.7 thousand people. Among men, the share of 60-64-year-olds was the smallest - 657.0 thousand people. Among women, the highest figure was for girls under the age of four - 2,108.1 thousand people, the smallest number of women was in the 60-64-year-old age group - 736.0 thousand people.

As of April 1, 2024, the population density in the country was 82.3 people per square kilometer. This is 1.7 people more than in the same period in 2023 (80.6 people per 1 sq. km on April 1, 2023). By region, the highest population density was 6,826.7 people in Tashkent, 792.8 in Andijan region, 603.5 in Fergana region. The lowest figures were recorded in Navoi region - 9.7 and the Republic of Karakalpakstan - 12.1 people.

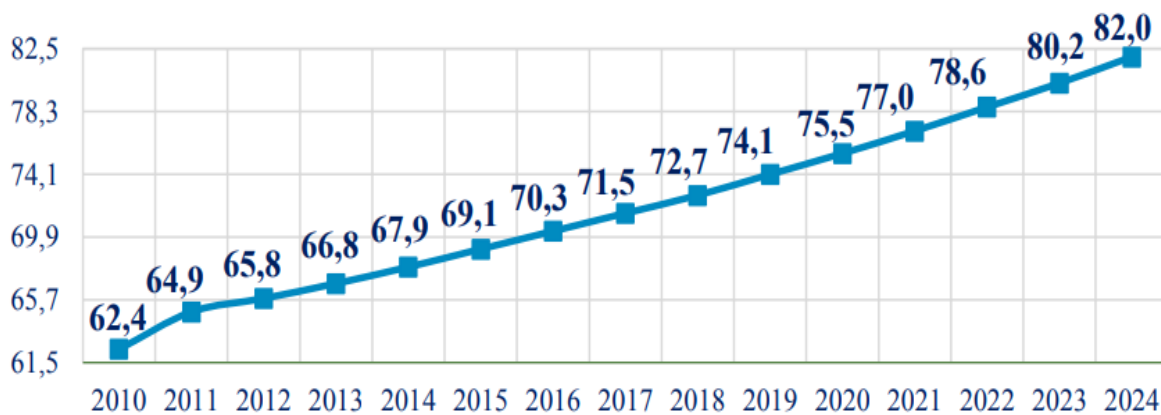


Fig. 1. Population density

The highest permanent population by region was recorded in Samarkand (4,227.3 thousand people), Fergana (4,079.5 thousand people) and Kashkadarya (3,577.0 thousand people) regions. The lowest population was recorded in Syrdarya region - 917.9 thousand people, Navoi region -

1,079.9 thousand people and Jizzakh region - 1,514.5 thousand people.

The share of permanent population is highest in Samarkand region - 11.4%, Fergana region - 11.0%, Kashkadarya region - 9.7%, Andijan region - 9.2%, Namangan region - 8.3%.

The share of permanent population is the lowest in the Syrdarya region - 2.5%, Navoi region - 2.9%, Jizzakh region - 4.1%, Khorezm region - 5.4%, the Republic of Karakalpakstan - 5.4%.

In order to find employment, young people are forced to migrate to foreign countries. According to the Agency for External Labor Migration of Uzbekistan, as of December 2023, almost 2 million Uzbek labor migrants were registered. Of these:

- about 1.2 million (60%) were in Russia,
- 191.8 thousand (10%) - in Kazakhstan,
- 113.8 thousand (6%) - in Turkey,
- 68.1 thousand (3%) - in South Korea,
- and the remaining 424.4 thousand (21%) were distributed among other countries.

As can be seen from the statistics provided, Russia and Kazakhstan are the main destinations for Uzbek labor migrants, as they have a good knowledge of the Russian language. However, there are many potential opportunities for vocational training and employment in other countries. Therefore, labor migration policy in Uzbekistan remains an important tool to support the young population. Uzbekistan has concluded several bilateral labor agreements with major destination countries, including Russia (since 2009) and Kazakhstan (since 2021), as well as with almost 300 employers in 28 countries, including South Korea, Japan, Turkey, the United Kingdom and Qatar.

Uzbekistan seeks to diversify destinations and improve conditions and legal protection for its workers abroad. In 2023, the Agency for Foreign Labor Activity under the Ministry of Employment and Poverty Reduction of Uzbekistan facilitated the employment of more than 38,000 migrants through well-established recruitment programs, mainly in Russia, South Korea, the United Kingdom and Kazakhstan. South Korea has set a quota of

37,000 Uzbek migrants out of 100,000 applicants for 2024. By the end of 2023, the Uzbek diaspora in South Korea reached 87.6 thousand. In the EU in 2023, the number of work permits issued was 18,932, of which 6,860 were in Poland and 7,546 in Lithuania.

These figures indicate the possibility of youth employment not only in neighboring countries.

The main barrier to youth employment abroad is lack of knowledge of the language.

Another important factor in the need to develop language training centers is the number of our students abroad. Today, Uzbekistan ranks third in the world in terms of the number of students in foreign universities studying abroad. China and India are in first and second place with 1.05 million and 621.6 thousand students, respectively.

Top 10 countries by number of students studying abroad:

China — 1052.3 thousand people;

India — 621.6 thousand;

Uzbekistan — 150.5 thousand;

Vietnam — 134.1 thousand;

Germany — 126.2 thousand;

USA — 115.0 thousand;

France — 113.5 thousand;

Saudi Arabia — 105

Therefore, the main goal of creating language training centers is to teach young people the main languages at a professional level, contributing to:

- mastering a foreign language as a means of intercultural communication, which greatly facilitates living abroad;

- in employment abroad, choosing highly paid specialties and positions, and not only as a cheap labor force;

- reorientation of labor migration directions.

The Ministry of Employment and Labor Relations is carrying out large-scale work to create a network of training and adaptation centers in the territory of the Republic of Uzbekistan for Uzbek citizens to obtain in-demand professions and pre-departure (language, historical and cultural heritage of the country, etc.) training for temporary labor activity abroad.

CONCLUSIONS

An analysis of the demand for a foreign language

among young people identified 3 main reasons:

1. Departure from the Republic to other countries for the purpose of study, employment or labor migration, recreation. The number of citizens of Uzbekistan who left the republic in January-March 2024 for tourism purposes reached 1,263.0 thousand people. The number of citizens of the republic who left for the CIS countries during the period under review in 2024, compared to 2023, increased by 37.8%, and the number of tourists who left for other countries by 58.8%.



Fig. 2. The number of citizens of Uzbekistan who left the republic in January-March 2024

2. Development of entrepreneurship.

3. Development of tourism in Uzbekistan.

As the analysis shows, Russian, Turkish, Chinese, and French are popular. Consequently, this demand or need creates additional opportunities for the development of youth entrepreneurship in Uzbekistan. Analysis of the activities of the language training center shows the importance and effectiveness of this type of entrepreneurship. Therefore, we consider it appropriate to apply the strategy of language diversification - the introduction of new languages into the curriculum, offering a range of services for studying various

foreign languages for different levels of student preparation.

Diversification is the process of expanding a business by adding new products, services, or entering other markets. It helps companies reduce the risks associated with dependence on one source of income or one business model.

Language diversification is an excellent strategy for increasing profitability and expanding the client base of the software center. It involves the creation of specialized courses for each language. The manager of the training center needs to develop a language diversification strategy based

on an analysis of the goals of learning foreign languages. For example: "Chinese for business", "Turkish for career growth", "French for travel", "Russian for communication" and so on.

The program can include intensive classes in two main areas:

- for tourism - who wants to master the language faster,
- professional - professional long-term classes for deeper study.

The language diversification strategy provides for horizontal and vertical diversification. Horizontal diversification is aimed at dividing training courses into different languages. Vertical - dividing courses by the level of difficulty of training.

Let's build a matrix of horizontal and vertical diversification strategies for the training center, using its courses in different languages and levels of difficulty:

**Table 2.
Horizontal and vertical diversification**

	English	Turkish	Chinese	Russian
A2	Conversational For tourism, leisure			
	Understands sentences and frequently used expressions related to areas of immediate concern (e.g. basic personal and family information, shopping, finding a job, etc.). Can perform tasks involving a simple exchange of information on familiar or everyday topics. Can describe in simple terms personal background, family background, and the main aspects of everyday life.			
B2	Для работы, трудоустройства, развития предпринимательства и сотрудничества			
	Can understand the general idea of complex text on both abstract and concrete topics, including highly technical texts. Can communicate with sufficient fluency and spontaneity to be able to interact regularly with native speakers without undue strain on either party. Can produce clear, detailed text on a wide range of topics and give a personal viewpoint on a topical issue, giving the advantages and disadvantages of different opinions.			
C2	Профессиональный, для работы и учебы			
	Business English	Business Turkish	Business Chinese	Business Russian
Preparation for exams, writing research papers, textbooks, novels, business trips, participation in conferences, searching for business partners. The student understands almost any oral or written message, can compose a coherent text based on several oral and written sources. Speaks spontaneously at a high rate and with a high degree of accuracy, emphasizing shades of meaning even in the most complex cases.				

Horizontal diversification (horizontally). Horizontal diversification involves expanding an existing product line or entering new geographic markets where the company already has experience and knowledge.

For a training center, horizontal diversification and expansion of the range of languages studied by adding new languages (for example, Turkish, Chinese, Russian) to the existing English language course. This type of diversification helps to attract attention to different needs and interests, expanding the audience.

Vertical diversification is that the company begins to control different stages of the value chain. In the training center, you can open courses for each language with different levels and degrees of difficulty of training - "Easy", "Intermediate" and "Hard". This approach makes training procedures available for different levels of training, from beginners to advanced, which also expands the client base and expands the possibilities of offers.

Adding an average level of difficulty helps to better cover a student who has already completed the basic course, but is not yet ready for a difficult one. In addition, you can add different formats, such as online classes, practical training and short-term internships with a teacher, which also increases flexibility and the possibility of additional classes.

This strategy will help the training center better organize the layout and present its services, taking into account different needs and levels of training.

To do this, it is necessary to conduct trial lessons by launching marketing campaigns and offering free trial lessons in each new language to interest potential clients and give them the opportunity to get acquainted with the teachers and teaching methods.

Also, in order to avoid the risk of losing demand for the services provided by the training center, you can diversify the training of not only languages, but

also other subjects. For applicants entering medical institutes - chemistry, biology, with a 100% guarantee of admission. For applicants in the engineering field - mathematics and geometry, physics. For future philologists - literature, history, and so on. Such diversification can be carried out by the expansion method.

Expansion - expansion of entrepreneurial activity occurs by adding production lines and opening additional branches. This method is aimed at increasing the efficiency of the company.

In addition, the allocation of youth entrepreneurship as a separate category requires the formation of an effective legislative and legal basis for management, regulation and organization. Initially, it is necessary to clarify the essence of the term "youth entrepreneurship". To date, the criteria for its essence have not been fully clarified. What business entities are considered youth? According to the existing definition, youth entrepreneurship includes young people aged 16 to 30 years engaged in entrepreneurial activity:

"youth entrepreneurship is an entrepreneurial activity carried out by young citizens without forming a legal entity, as well as legal entities whose founders are young citizens." [20]

However, it is not specified who should be at this age - the entire team, some part of it, or the manager. First time carrying out activities or having experience up to 5 years. For example, a young man at 32 years old can have 10 years of experience in this field. An enterprise can exist for 20 years, a young person will buy it out - will this enterprise then be considered youth entrepreneurship? In order to avoid controversial issues, it is necessary to establish a precise definition and criteria for youth entrepreneurship, which will contain not only age restrictions, but also work experience in this area, both of the founder and the entire team, as well as the period of existence of the enterprise on the market.

We consider it appropriate to establish the following definition. Youth entrepreneurship is an entrepreneurial activity carried out by legal entities or individuals, created for the first time in this area and functioning on the market for no more than 5 years, while at least 90% of all employees of the organization must be between the ages of 16 and 30.

The main criteria for youth entrepreneurship:

1. Criterion. Age (100%) of all employees - from 16 to 30 years in any field;
2. Criterion. The period of existence of this entity on the market is from 0 to 5 years;
3. Criterion. Education. – have at least a bachelor's degree in the specialty.

In addition, the lack of a clear legislative definition of the concept of "youth entrepreneurship" makes it impossible to identify its subjects for the purposes of accounting and analyzing their activities. This, in turn, prevents an objective assessment of the effectiveness of legislative and executive measures taken.

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