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SANOAT KORXONALARIDA IQTISODIY SALOHİYATNI BAHOLASH USULLARI, MEZONLARI VA KO'RSATCHILARI

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Annotatsiya. Hozirgi kunda innovatsion muhit yuqori dinamiklik va kuchayib borayotgan raqobat bilan ajralib turadi. Bu esa tizimli iqtisodiy rivojlanishning va boshqaruv samaradorligining eng asosiy natijasi hisoblanadi. Deyarli barcha sanoat korxonalarini samarali boshqaruv qarorlarini qabul qilish orqali ish yuritiladi. Buning uchun iqtisodiy salohiyatni baholashning eng ilg'or usullari va mexanizmlarini ishlab chiqish zarurligini talab qiladi. Ushbu maqolada sanoat korxonalarida iqtisodiy salohiyatni samarali boshqarish, tashqi muhitdagi tobora dinamik, murakkab, makroiqtisodiy va innovatsion o'zgarishlarga moslashishni o'rganib chiqiladi.

Kalit so'zlar: iqtisodiy salohiyat, sanoat korxonalarini boshqarish, raqobatbardoshlik, iqtisodiy salohiyatni baholash, baholash tizimi.

МЕТОДЫ, КРИТЕРИИ И ПОКАЗАТЕЛИ ОЦЕНКИ ЭКОНОМИЧЕСКОГО ПОТЕНЦИАЛА ПРОМЫШЛЕННЫХ ПРЕДПРИЯТИЙ

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Аннотация. В настоящее время инновационная среда характеризуется высоким динамизмом и усилением конкуренции, что является закономерным результатом планомерного экономического развития. Поскольку практически все промышленные предприятия требуют эффективных управленческих решений, для этого необходимо разработать эффективные методы и механизмы оценки экономического потенциала. В данной статье изучается эффективное управление экономическим потенциалом промышленного предприятия требующего адаптации к все более динамичным, сложным, макроэкономическим и инновационным изменениям внешней среды.

Ключевые слова: экономический потенциал, управление промышленным предприятием, конкурентоспособность, оценка экономического потенциала, система оценки.

METHODS, CRITERIA, AND INDICATORS OF ECONOMIC POTENTIAL ASSESSMENT IN INDUSTRIAL ENTERPRISES

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Abstract. Currently, the innovative environment is characterized by high dynamism and increasing competition, which is a logical result of systematic economic development. Since almost all industrial enterprises require effective management decisions, for that it is necessary to develop effective methods and mechanisms of economic potential assessment. The effective management of economic potential in the industrial enterprise requires adaptation to increasingly dynamic, complex, macroeconomic, and innovative changes in the external environment.

Keywords: economic potential, the management of the industrial enterprise, competitiveness, economic potential assessment, evaluation system.

Introduction. The economic potential of the industrial enterprise is understood as the overall capabilities of the system to optimally use a set of internal functional potentials (intellectual, technological, production, etc.), as well as in the process of interaction with the external environment, to form and maximally satisfy the need for goods and services [1]. In other words, the economic potential of an enterprise is the available production factors (labor and natural resources, fixed and working capital), considering the entrepreneurial abilities of owners and managers and the ability of the enterprise to achieve its activity goals, the possibilities of target markets and the competitiveness as a whole.

The results of research on the problems of the economic potential of enterprises are widely covered in foreign publications on management theory. They interpret the concept of "potential" in relation to the enterprise as follows: resource, industrial, innovative, investment, financial, intellectual, labor, organizational, management, strategic potential, etc. [2].

In the innovative economy, under the influence of scientific and technical knowledge, the traditional areas and technological bases of material production are fundamentally changed, and it ensures competitive leadership of enterprises in domestic and foreign markets. In order to ensure the efficiency of industrial enterprises, one of its most important tasks is to assess the economic potential with the creation of appropriate forms and methods. This requires the implementation of an assessment system to identify the efficiency of production and the economic potential overall.

Literature Review. Some principles of management theory, functions, and behavior developed by Henri Fayol are still actively used in practice [3]. In raising the level of management in industrial enterprises, Fayol was in favor of improving the management structure by increasing the responsibility of each employee. The French scientist distinguished 5 functions on which the management structure should be based: planning, organization, team management, coordination, and control [4]. In addition, he developed

14 principles to achieve management efficiency: Division of labor, authority and responsibility, discipline, unity of command, subordination of personal interests, salary, centralization, scalar chain, order, equality, stability, initiative, and spirituality [5]. These principles, applied in the practice of the industrial enterprise, lead to the development and improvement of the management of economic potential.

The ideas of the famous Austro-American economist, theorist, sociologist and financier Joseph Alois Schumpeter are used in the public policy of a number of developed countries. Y. Schumpeter's works cover various fields of scientific innovation economics, which include research methodology, economic theory, history of economic thought, economic policy, etc. Economic historiography, economic evolution and institutional evolution theory stand out among them.

According to B.M. Mochalov, the economic potential can be expressed as follows: 1) achieved (real) potential - the sum of the main funds and volumes created at the achieved organizational level of the development of productive forces and the level of utilization of production opportunities; 2) promising economic potential that reveals and predetermines the ability to create the maximum volume of production of products (services) that can be achieved under ideal production conditions and conditions of optimal use of resources.

In the conditions of the innovative development of the economy, the management of potential opportunities of industrial enterprises, the problems of planning, control and evaluation of business results have become one of the urgent issues. The main goal and practical task is to create and increase the economic potential of "management" (management) in the strategic situation of industrial enterprises.

Research methodology. Today, in order to effectively manage the economic potential of the enterprise by adapting to innovative conditions, it is necessary to assess this potential. Despite the fact that much attention is paid to the topic of economic potential assessment in the scientific and methodical literature, fundamental problems such as the development of its assessment methodology and the selection of indicators have not yet been clarified. An important methodological problem that has not been solved so far in the field of economic potential management is the realization of existing potential (or the lack of its realization) in the context of determining its criteria and studying the relationship between innovative processes and the dynamics of economic potential. The methodological basis for

solving these problems is based on the teleological approach, and it consists of the development of theoretical and methodological aspects of the assessment of enterprise potential in accordance with the assessment goals.

Making forecasts and plans, and forming effective decisions requires a comprehensive assessment that considers the current state of the enterprise, its resources, powers, and capabilities. Such an assessment can certainly be obtained on the basis of the use of the category "economic potential of an industrial enterprise". The relevance of the analysis of the economic potential to increase the efficiency of the industrial enterprise is confirmed by the following factors:

Firstly, as a result of the assessment of the economic potential of the industrial enterprise, a comprehensive view of its current and prospective situation is formed and it is evaluated from more multifaceted positions than traditional financial or accounting analysis.

Secondly, the assessment of economic potential allows for proper comparison between different sectors. This information is very important for investors who want to invest in the business or for lenders who give loans on interest.

Thirdly, the complexity of the assessment of economic potential ensures timely and cost-effective strategic decisions.

Fourthly, determining the economic potential of enterprises located in any region, using the same methodology, makes it possible to draw conclusions about the economic potential of the entire region and, accordingly, compare different regions with each other [6].

The method of assessing the state of the economic potential of industrial enterprises proposed in this article is based on a comprehensive assessment of its capabilities and is expressed in the formation of the management concept. Industrial enterprises as an object of research are considered from the point of view of analysis and evaluation of the entire set of resources that make up its economic potential.

Assessment of the state of economic potential and the level of its use is the starting point for the formation of a strategic development plan and is an integral part of the entire process of managing the industrial enterprise's potential.

The development of the evaluation system is carried out in two stages. In the first stage, the initial list of evaluation indicators and their expert rating is formed. In the second stage, the evaluation indicators are compared. When determining multi-criteria object indicators, creating an evaluation system is an important step, because the

importance of different indicators and, therefore, their impact on the final result can differ significantly. This stage, as a rule, has an expert character, and the opinions of experts about the relative importance of indicators or evaluation criteria are significant. In such conditions, it is appropriate to use fuzzy set theory methods and fuzzy algorithms along with expert methods to solve this problem. In this study, it is proposed to use the methods of obtaining and analyzing the described expert data for the assessment of economic potential.

The presence of uncertainty factors is related to the fact that the level of economic potential as a concept is a fuzzy object both in terms of the composition of its characteristics and the possibility of assessing the intensity of these characteristics. Therefore, it is evaluated using a system that includes both objective and subjective evaluation indicators, which leads to the need to use expert evaluation methods.

An indispensable condition for the formation of an adequate evaluation system is, on the one hand, the completeness of the set of criteria, and on the other hand, their non-redundancy.

Depending on the nature of the data to be evaluated using the criterion, the expert offers a quantitative or qualitative form of evaluation. In some cases, establishing a numerical estimate is difficult for the expert, and the results can only be presented using interval estimates or, in general, approximations in the form of fuzzy sets.

Based on the analysis of the experience of conducting expert evaluations, below are the main procedures for forming an evaluation system with a more complex structure of criteria, as well as methods of summarizing expert evaluations according to specific evaluation indicators.

Analysis and results. The evaluation system revealed that the divided criteria into subgroups lexicographically are homogeneous criteria. Further refinement of the comparative importance of criteria occurs in a subclass of already lexicographically homogeneous criteria. The relative weight of such criteria is determined by the method described above, which consists of sequentially applying the level set method to evaluate the weight of the indicators from the reference set and the reference method to construct the preference related to the set of potentials.

This approach requires a careful selection of authoritative and competent experts and the calculation of the concordance coefficient to determine the degree of agreement of opinions. This is the difficulty of its implementation. However, the

use of the method of expert assessments makes it possible to obtain a comprehensive assessment based on assessments of economic potential elements of different content, which cannot be expressed in the same units of measurement. In accordance with the proposed approach, we have developed a methodology for assessing the economic potential of an industrial enterprise presented in this article.

The experience of foreign countries shows that for an enterprise to establish its long-term competitive cycle, it should use its economic potential as much as possible, and grow faster than its competitors. For this, it needs to assess, plan, develop, increase, and use the potential of the enterprise corresponding to the concept of management.

Management of the economic potential of the enterprise consists of the realization and development of the existing potential. It is also closely related to the innovative processes taking place in the enterprise and determines the need to change various aspects of the enterprise's activity with the help of effective management influence as well as economic potential assessment.

Discussion. The above definitions of profitability of the company's assets and the manageability of the profitability of the company's assets are essentially opposite to each other: the extremely high controllability of the profitability of the company's assets simultaneously leads to an extremely low stability of the profitability of the company's assets.

Such a definition of the stability of the profitability of the assets of an enterprise implies that the property of sensitivity of the values of this parameter is evaluated in the presence of spontaneous deviations of the factors on which this indicator depends. When deviations occur without the intervention of the management (control system) in the activity of the enterprise. Thus, here is the property of the enterprise, attributively inherent in it as an object of management. At the same time, it is assumed that this property is provided due to its own (internal) qualities, dynamic object, and internal "self-alignment" - without the intervention of the management process.

The management potential of industrial enterprises is determined by their internal environment and includes components such as organizational structure, financial management system and management tools [51; 52]. As a logical relationship between management levels and functional areas, the structure of the enterprise should be aimed at establishing clear relationships

between individual departments and dividing rights and obligations between them. It is designed to facilitate the implementation of various management tasks.

Management of the profitability of the company's assets an enterprise, we can take a quantitative measure of the controllability of the company's assets and it can be used by the management of the enterprise to give greater stability to the values of the profitability of the company's assets. In this case, the property of high controllability of the profitability of the enterprise's assets can be considered as a certain necessary condition for ensuring the high stability of the profitability of the enterprise with the help of feedback organized by the management.

Any entrepreneur, manager, expert analyst, company shareholder, or potential investor can use this information as an analytical tool. It is fundamentally important first of all, to accurate quantitative assessments of models of stability and controllability (mobility, variability) of the profitability indicators of an enterprise's assets. Then the high values of the quantitative expression of these properties create certain prerequisites and guarantees for sustainable growth in the values of the return on assets of the industrial enterprise in the future, ensuring that this indicator is less dependent on unpredictable changes.

Only in this case, it is possible to organize the activity of an industrial enterprise by designing the normative parameters of the enterprise,

planning its final indicators, creating internal resources and departments, motivating and controlling employees, and implementing specific target plans.

Conclusion and recommendations. All the issues related to competitiveness are urgent issues for the country because its competitiveness is determined by the economic potential and effective use of all available resources. Thus, economic potential should be decided not at the level of the country, but at the level of enterprises. In general, due to the improvement of the assessment of the economic potential of industrial enterprises, the development of statehood occurs simultaneously with the formation of national interests, in particular, economic interests.

The creating criteria will allow the management of industrial enterprises to realistically assess the economic opportunities in the preparation of innovative projects and programs as well as to avoid irrational costs for unrealizable projects. The economic potential assessment introduces certainty, shows a trend, and analyzes the effectiveness of management according to the criterion efficiency of industrial enterprise. In today's economic environment, simply having a significant economic potential for the effective operation of an enterprise is not enough. An enterprise should be market-oriented, respond flexibly and promptly to changes, accept market requirements, as well as effectively evaluate its economic potential.

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