

# Managing The Competitiveness Of National Entrepreneurship In Foreign Markets

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**Abstract:** This article analyzes the factors positively affecting the competitiveness of national business, and specific processes related to the strengthening of their integration into the world economic system. The priorities of integrating national entrepreneurship into the international economic environment in the context of competition for investment resources are studied.

**Key words:** national entrepreneurship, competitiveness, investment, production, international integration, international business, high technology.

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## I. Introduction

The main aspects of the current socio-economic changes in the country are to increase the status of entrepreneurs in society, a systematic approach to managing the political, economic, social and technological forces of the state and the introduction of modern management systems, export of products, attracting foreign investors. modernization of production, technical and technological re-equipment, organization of production of quality, competitive products. The Decree of the President of the Republic of Uzbekistan Sh. Mirziyoyev dated February 7, 2017 "On the Strategy for further development of the Republic of Uzbekistan" PF-4947 identified as one of the strategic directions: Competitiveness and access to world markets through the implementation of measures, primarily through deepening diversification, ensuring the rapid development of new high-tech enterprises and industries, modernization of existing facilities and accelerating the process of technical renewal<sup>1</sup>.

In the transition from operating in the national economy to the world economic system, national companies need to develop effective ways of long-term operation in foreign markets.

For this reason, in the science of national economy, the issues of promoting the introduction of modern management in national companies and improving the efficiency of the management system, competitiveness management are of great importance.

National entrepreneurship is the basis of the national economic system. As a key sector of the economy, it plays an important role in providing foreign and domestic markets with a variety of products and services, in solving the most important socio-economic problems that arise in the development of the country. In recent years, not only the pace of production volumes of national producers, but also its share in the country's GDP continues to grow. There is an improvement of economic mechanisms, the use of resource-saving technologies, the acceleration of activities in foreign markets, the improvement of economic and financial performance of enterprises.

It should be noted that the potential of domestic producers to increase sales in foreign markets is declining in a number of areas, which, on the one hand, with the obsolescence of fixed assets and limited investment opportunities, on the other hand, the management system in economic entities still loses its administrative-command system depends on whether or not. For this reason, national manufacturers currently face a serious shortage of replenishment and renewal of fixed assets, credit and financial resources, management of competitiveness in foreign markets, attracting foreign partners, the introduction of international best practices in the management system of domestic producers. It is important to strengthen the integration of the national economy into the world economy and manage the competitiveness of national producers in foreign markets.

At present, in the process of integration of the world economic system, large companies are developing partnerships with companies located in different countries, based on their own interests, primarily in terms of maintaining leadership in the markets, and establishing companies based on mutual competition and strategic partnerships. Although the structure, composition and specialization of international business representatives are different, the basis of these associations is large capital. At the level of the world economy, it is difficult to raise the national economy and manage its competitiveness without attracting international financial and industrial capital. Because large-scale national industrial production is one of the most effective organizational forms of attracting large capital and directing it to the necessary sectors. As a result of large industrial enterprises

investing in new technologies, the application of scientific and technical achievements in production will accelerate<sup>2</sup>.

In financing the activities of large international companies, commercial banks also pay great attention to the manufacturing sector in a competitive environment for each customer. At the same time, in order to reduce risks, commercial banks strive to have full information about the financial condition of companies and to actively participate in the management process of the enterprise. The organizational aspects of large business structures provide such an opportunity. This is because commercial banks are interested in buying large amounts of shares along with direct investment. The main motive for the merger of large financial and industrial structures is to ensure guaranteed financial stability, and the formation of large financial industry groups in international business stems from the need to address strategic goals in industrial companies<sup>3</sup>.

Large companies are involved in the integration process based on their interests, primarily in terms of maintaining leadership in the markets, developing partnerships with companies located in different countries, establishing companies based on mutual competition and strategic partnerships. Due to the further deepening of the integration process in recent decades, it is possible to observe the mergers of various firms and banks in the United States, Europe and Asia. From the mid-1980s to the end of the century, "the number of transnational corporation (TNC) companies increased from 7,000 to 40,000, and the 500 largest multinational corporations control 70 percent of world trade."<sup>4</sup> Also, during this period, "big business has a modern look, national and international monopolies have been formed"<sup>5</sup>. According to 2018 data, transnational companies fully justify their role as a key link in international business. The gross revenue of the top twenty largest TNCs in 2017 amounted to 4308.0 billion. In US dollars, this figure increased by 4.5% compared to 2016, thus the profitability of TNCs had a positive result in almost all companies. In particular, Exxon Mobil (\$ 400.4 billion), Chevron (\$ 232.5 billion) and Apple (\$ 416.6 billion), which have outpaced the effects of the global financial and economic crisis, have significantly higher profits than other TNCs. was high.

At the level of the world economy, it is difficult to raise the national economy and ensure its competitiveness without concentrating financial and industrial capital. The process of diversification is becoming a leading trend in international business. "Commercial activity of large business is supplemented by production, financial, research and other types of business activity, and investments are being made in these areas at a high rate."<sup>6</sup>

Large industrial enterprises can participate in large projects with high capital capacity by investing a significant amount of financial resources. Because large-scale industrial production is one of the most effective organizational forms of attracting large capital and directing it to the necessary industries. As a result of large industrial enterprises investing in new technologies, the application of scientific and technical achievements in production will accelerate.

Deepening the process of integration into the world economic system requires developing countries to develop a number of measures to support national entrepreneurship and increase their export potential.

Modernization of national entrepreneurship reveals new aspects of the socio-economic process associated with the transformation of traditional entrepreneurship into advanced, industrially developed entrepreneurship. For this reason, national entrepreneurship must be competitive in order to become an advanced industry. Modernization processes are one of the key factors in increasing the competitiveness of national entrepreneurship. In turn, external economic factors also play an important role in modernizing the country's economy. Therefore, it is necessary to study the impact of external economic factors on the competitiveness of national entrepreneurship. Whatever model of economic development the countries of the world choose, the position and place of the country's economy in the world economy is determined by its level of competitiveness.

It should be noted that economic competition in international business is the most important factor of technical progress, and under its influence, the process of continuous updating of production and management technologies will continue, the range of products will be updated and quality will increase:

- The importance of the implementation of investment projects in international business is high, the introduction of modern techniques and technologies in the production of investments, the development of export-oriented products;
- The main type of financing for international business is syndicated lending, in which various investors and lenders participate at their own risk and expense. In particular, each source used to finance investment projects has its own value, i.e. a fee is paid for the use of the financial resource;
- There are different methods and sources of international business in the world practice, and each country can use these methods depending on its economic and investment policy, the degree of implementation of the market mechanism.
- The organization of financial-industrial groups is explained, first of all, by its production-oriented and long-term implementation;
- In order to analyze the investment activities of financial and industrial groups in developing countries and, on this basis, to actively attract foreign investment, it is necessary to analyze and calculate investment

attractiveness ratings not only by regions but also by industry. At the same time, it is necessary to develop a comprehensive program for the balanced attraction of foreign investment in all sectors of the economy and to focus financial and industrial groups on the implementation of strategic investment projects in this area, giving priority to the real sector;

- In the context of market relations, loans are of great strategic importance among the sources of investment resources. This is due to the fact that in the context of the new market, large business companies have limited own funds, which are mainly used to cover current costs, while the rest limit their investment activities as limited funds. further formulation is needed, indicating the sustainability of investment activity.

Thus, the integration of national entrepreneurship with the international economic environment depends on the investment environment in which it is necessary to attract investment resources in the following priority areas in the context of competition for investment resources<sup>7</sup>.

In our opinion, in this regard, it is important to direct investments to effective goals in accordance with the domestic needs of the country, including:

- Energy-saving technologies should be a priority in investment projects in the field of engineering.
- high-quality and inexpensive construction materials required for the construction industry, individual and general construction will depend on the provision of enterprises with energy-saving technologies;
- re-equipment of the information and communication network, expansion of new types of services;
- production and sale of competitive new products in the chemical industry<sup>8</sup>.

Also, the investment climate in the country, ie the release of high quality goods to foreign markets and the creation of new jobs, largely depends on the proper organization of investment activities in the country.

It is known from world experience that without the formation of a favorable investment climate and the active attraction of foreign investment in the national economy, it will be difficult to integrate deeply into the world economic system. The investment climate is determined by foreign investment and foreign economic policy, financial and credit and tax systems, customs regulations and a number of other factors.

In our opinion, the main directions of the state policy aimed at increasing the competitiveness of national entrepreneurship in foreign markets, based on the tasks of continuing the process of structural changes and diversification of the economy in the Republic of Uzbekistan, further development of high technology:

- Development of new technologies aimed at sharply increasing the country's export reputation;
- Legal and regulatory support for attracting investment in high technology, the development of incentives;
- comprehensive support of investment activities in the field of high technologies, development of production, increase of competitiveness and export of scientific products;
- Development of innovation process infrastructure in the field of high technologies, consisting of information support, expertise, certification and development movement system, training and retraining system;
- Implementation of promising areas of investment policy through the selection of a small number of basic technologies that affect the efficiency of production and increase the competitiveness of products.

It is necessary to develop innovative business in order to spread the development of science in the field of high technology, to form a targeted system for the creation of unique developments and to accelerate their implementation.

Thus, the strategic goal of public policy to expand the scale of domestic producers in foreign markets, increase competitiveness, the widespread use of high technology should be to promote the formation of an innovative ecosystem, that is, a supportive environment that helps turn ideas into business and fully support innovation and technology entrepreneurship should.

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