

Yashil IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

2024



No 4

- 08.00.01 Iqtisodiyot nazariyasi
- 08.00.02 Makroiqtisodiyot
- 08.00.03 Sanoat iqtisodiyoti
- 08.00.04 Qishloq xo'jaligi iqtisodiyoti
- 08.00.05 Xizmat ko'rsatish tarmoqlari iqtisodiyoti
- 08.00.06 Ekonometrika va statistika
- 08.00.07 Moliya, pul muomalasi va kredit
- 08.00.08 Buxgalteriya hisobi, iqtisodiy tahlil va audit
- 08.00.09 Jahon iqtisodiyoti
- 08.00.10 Demografiya. Mehnat iqtisodiyoti
- 08.00.11 Marketing
- 08.00.12 Mintaqaviy iqtisodiyot
- 08.00.13 Menejment
- 08.00.14 Iqtisodiyotda axborot tizimlari va texnologiyalari
- 08.00.15 Tadbirkorlik va kichik biznes iqtisodiyoti
- 08.00.16 Raqamli iqtisodiyot va xalqaro raqamli integratsiya
- 08.00.17 Turizm va mehmonxona faoliyati



74-91 xalqaro daraja
ISSN: 2992-8982



Yashil

IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

Bosh muharrir:

Sharipov Kongiratbay Avezimbetovich

Bosh muharrir o'rinbosari:

Karimov Norboy G'aniyevich

Elektron nashr. 882 sahifa.

E'lon qilishga 2024-yil 30-aprelda ruxsat etildi.

Muharrir:

Qurbonov Sherzod Ismatillayevich

Tahrir hay'ati:

Salimov Oqil Umrzoqovich, O'zbekiston fanlar akademiyasi akademigi
Abduraxmanov Kalandar Xodjayevich, O'zbekiston fanlar akademiyasi akademigi
Rae Kvon Chung, Janubiy Koreya, TDIU faxriy professori, "Nobel" mukofoti laureati
Osman Mesten, Turkiya parlamenti a'zosi, Turkiya – O'zbekiston do'stlik jamiyati rahbari
Sharipov Kongiratbay Avezimbetovich, t.f.d., prof., O'zR Oliy ta'lim, fan va innovatsiyalar vaziri
Buzrukxonov Sarvarxon Munavvarxonovich, i.f.d., O'zR Oliy ta'lim, fan va innovatsiyalar vaziri o'rinbosari
Axmedov Durbek Kudratillayevich, i.f.d., prof., O'zR Oliy Majlisi qonunchilik palatasi deputati
Axmedov Sayfullo Normatovich i.f.n., professor, MIM akademiyasi rektori
Xudoyqulov Sadirdin Karimovich, i.f.d., prof., TDIU YoMMMIB birinchi prorektori
Abduraxmanova Gulnora Kalandarovna, i.f.d., prof., TDIU Ilmiy ishlar va innovatsiyalar bo'yicha prorektori
Kalonov Muxiddin Baxritdinovich, i.f.d., prof., "O'IRIAM" ilmiy tadqiqot markazi direktori – prorektor
Yuldashev Mutallib Ibragimovich, i.f.d., TMI professori
Samadov Asqarjon Nishonovich, i.f.n., TDIU professori
Slizovskiy Dimitriy Yegorovich, t.f.d., Rossiya xalqlar do'stligi universiteti professori
Mustafakulov Sherzod Igamberdiyevich, i.f.d., prof., Xalqaro "Nordik" universiteti rektori
Aliyev Bekdavlat Aliyevich, f.f.d., TDIU professori
Axmedov Ikrom Akramovich, i.f.d. TDIU professori
Po'latov Baxtiyor Alimovich, t.f.d., profesor
Eshtayev Alisher Abdug'aniyevich, i.f.d., TDIU professori
Isakov Janabay Yakubbayevich, i.f.d., TDIU professori
Musyeva Shoira Azimovna, SamDu IS instituti professori
Axmedov Javohir Jamolovich, i.f.f.d., "El-yurt umidi" jamg'armasi ijrochi direktori o'rinbosari
Toxirov Jaloliddin Ochil o'g'li, t.f.f.d., TAQU katta o'qituvchisi
Xalikov Suyun Ravshanovich, i. f. n., TDAU dotsenti
Kamilova Iroda Xusniddinovna, i.f.f.d., TDIU dotsenti
Nosirova Nargiza Jamoliddin qizi, i.f.f.d., TDIU dotsenti
Rustamov Ilhomiddin, f.f.n., Farg'ona davlat universiteti dotsenti
Fayziyev Oybek Raximovich, i.f.f.d. (PhD), Alfraganus universiteti dotsenti
Sevil Piriyeva Karaman, PhD, Turkiya Anqara universiteti doktoranti
Mirzaliyev Sanjar Maxamatjon o'g'li, TDIU mustaqil tadqiqotchisi
Utayev Uktam Choriyevich, O'zR Bosh prokuraturasi boshqarma boshlig'i o'rinbosari
Ochilov Farxod, O'zR Bosh prokuraturasi iqtisodiy jinoyatlarga qarshi kurashish departamenti bo'limi boshlig'i
Yaxshiboyeva Laylo Abdisattorovna, TDIU katta o'qituvchisi

Ekspertlar kengashi:

Berkinov Bazarbay, iqtisodiyot fanlari doktori, professor
Hakimov Ziyodulla Ahmadovich, i.f.d, TDIU dotsenti
Tuxtabayev Jamshid Sharafetdinovich, i.f.f.d, TDIU dotsenti
Xamidova Faridaxon Abdulkarim qizi, i.f.d., TMI dotsenti
Babayeva Zuhra Yuldashevna, TDIU mustaqil tadqiqotchisi

Muassis: "Ma'rifat-print-media" MChJ

Hamkorlarimiz: Toshkent davlat iqtisodiyot universiteti, O'zR Tabiat resurslari vazirligi, O'zR Bosh prokuraturasi huzuridagi IJQK departamenti.



MUNDARIJA

Organizational Behavior and Leadership.....	10
Ibrokhim Gulomov	
Baliqchilikda klasterlarini tashkil etishning nazariy asoslari	18
Olim Murtazayev, Muydinov Olim Bekmuratovich	
Оценка состояния привлечения инвестиций в сферу туризма Узбекистана и механизмы управления	24
Арзиматов Бобирмирзо Зокирджон угли	
Biologik aktivlar buxgalteriya hisobni milliy va xalqaro standartlarga muvofiq takomillashtirish masalalari ...	27
Axmadaliyeva Zebo Abduxalimovna	
Aholi yashash joylarida yong'in risklarini bartaraf etish xizmatlardan foydalanish imkoniyatlari	32
Aziz Zikriyoev	
O'zbekistonda ilmiy darajali kadrlar tayyorlash tizimi boshqaruvining tashkiliy tuzilmasi va vazifalari.....	40
Beknaeva Shaxnoza Vladimirovna	
Mintaqaviy turizmning iqtisodiyot rivojlanishiga ta'siri (O'zbekiston turistik xizmatlar bozori misolida).....	45
D. B. O'roqova	
Qishloq xo'jaligi mahsulotlarini ko'paytirishning asosiy yo'llari.....	50
Ibrohimov Boburmirzo Baxtiyor o'g'li, Sayfiddinov Sarvarbek Anvarbek o'g'li	
Sanoat korxonalarining aksiyalar bozoridagi faoliyati tahlili: muammolar va yechimlar	55
Igitov Jurabek Kuzibekovich	
Qurilishda modernizatsiya va diversifikatsiya qilish asosida yangi ishlab chiqarish quvvatlarini oshirish	63
Islamov Ozodjon	
Sanoat korxonalari innovatsion salohiyatini oshirishning tashkiliy-iqtisodiy mexanizmini takomillashtirish yo'llari.....	67
J. K. Boymurodov	
Mamlakatda yashil iqtisodiyotni rivojlantirish yo'nalishlari	72
Kadixodjayeva Nilufar Raxmatullayevna	
BlokchEYn texnologiyalari yordamida raqamli iqtisodiyotni o'zgartirish	77
Karabayev Rustam Zafarovich, Saitkamolov Muxammadxo'ja Sobirxo'ja o'g'li	
Raqamli iqtisodiyot sharoitida zamonaviy mehnat bozorining rivojlanishi	84
Layli Mirzayeva	
Xizmat ko'rsatish sohasini rivojlantirishda investitsion resurslardan samarali foydalanish mexanizmlari.....	88
Luiza Komilovna Xaydarova	
Umumta'lim muassasalari sonining ekonometrik tahlilini pedAgogik metodlar yordamida amalga oshirish....	93
Ravshanova Muhayyo Maxmanazarovna	
O'zbekiston tarixiy shaharlarida turistik faoliyati shakllanishi va ularni boshqarishning nazariy asoslari.....	98
Meliqulov G'ayrat Abdug'afforovich	
Iqtisodiy rivojlanish va ilmiy tadqiqot rivojlanishining havo ifloslanish darajasiga ta'siri	105
Murodullayev Kamoliddin Sherzod o'g'li, Sadibekova Bibisora Djapparovna, Turdiqulov Farrux Ravshanjon o'g'li	
Hududlarni rivojlantirish va "yashil iqtisodiyot"ni shakllantirishning ekologik muammolari.....	110
Maxkamov Saidafzal Saidkamol o'g'li, Yigitaliyeva Dilnavo Mansurjon qizi	
Ekoturizm obyektining tasniflanishi va alohida xususiyatlari	116
Qodirov Azizjon Anvarovich	
Mamlakatimiz oliy ta'lim tizimida sifat menejmentidan foydalanishning konseptual asoslari	121
Saidqulova Furuza Farmonovna	
Bo'lajak iqtisodchilarning kasbiy kompetensiyalari.....	125
Shukurova Marifat Xodjiakbar qizi	
Ta'limning bosqichlari va ularning inson kapitalini shakllantirishdagi ahamiyati	129
To'rayeva Hurriyat To'yqulovna	



Hududlarda to'g'ridan to'g'ri xorijiy investitsiyalarni jalb etish dasturini amalga oshirishda marketingni rivojlantirish yo'llari	136
Xamidov O. X., Tojiyeva A. F.	
Investitsiyalar marketingining strategik aspektlari.....	143
Xodjamberdiyeva Dilnoza Bahtiyorovna	
Xorijiy investitsiyalarni jalb etishda investitsion muhit jozibadorligini oshirishga nazariy qarashlar	149
A. Bektemirov, A. A. Abdurahmonov	
Qishloq xo'jaligi raqobatbardoshligini oshirishning ilg'or xorij tajribasi	154
Abdulloev Asliddin Junaydullayevich, Ochilov Narzullo Fayzulloyevich	
Sanoat ishlab chiqarish tizimining investitsion xususiyatlari.....	159
Yodgorova Xalima To'liqinovna	
Turizm sohasi uchun yuqori malakali kadrlarni tayyorlashda davlat va xususiy sherikchilikning o'zaro bog'liqligi tahlili.....	165
Raxmatov Adxam Itolmasovich	
Mamlakatimizda turizm tashkilotlari faoliyatini qo'llab-quvvatlash maqsadida marketing instrumentlari orqali samarali tizim yaratish.....	169
Suyunova Kamilla Baxromovna	
Qishloq xo'jaligida agrokimyo xizmatlar ko'rsatishning iqtisodiy samaradorligini oshirish yo'llari	173
Tabayev Azamat Zaripbayevich	
Yashil iqtisodiyotga investitsiyalarni jalb qilishni faollashtirish muammolari	178
Xomitov K. Z., Masharipova S. R.	
Considerations on the Problem of Illegal Migration and Human Trafficking	183
Azamatova Gulmira Bayirbekovna, Otarbayeva Guljan Kobeyevna	
Sustainable Development and Environmental Economics in Uzbekistan: A Focus on Carbon Pricing and Renewable Energy	186
Muhammadiyev Po'latjon Ilhomjon o'g'li, Urganbayeva Dilnoza Toxtasinovna	
The use of Digital Technologies in the Provision Of Utilities to the Population	192
Mamanazarov Oybek Shomurodovich, Inoyatova Durdona Shoxaydarovna, Alijonov Jamshid Alijon o'g'li	
The Current State of the Digital Economy in the Agrarian Sphere: Problems and Solutions	196
Babadjanov Abdirashid Musayevich	
Behavioral Theory of the Firm.....	201
Egamberdieva Oydin Abror qizi	
The Role of Information Technologies in Increasing the Capitalization of Commercial Banks	207
Egamova Makhfurat Esanovna	
Финансовые риски в исламском финансировании для внедрения в Республики Узбекистан	211
Абдуллоев Фуркат Олимджонович	
Совершенствование методологии экспертизы инвестиционных проектов	216
Бекимбетова Гулнора Маратовна	
Методические подходы к формированию механизмов стратегического управления развитием химической отрасли.....	223
Бибутова Шахло Саъдуллаевна	
Меры по снижению доли теневой экономики в стране.....	228
Махмудова Юлдузхон Бахромжон кизи, Сафаров Гиёсиддин Абдуллаевич ўғли	
Формирование национальной инновационной системы – одна из приоритетных задач повышения конкурентоспособности Республики Узбекистан	232
Н. М. Махмудов, А. А. Алиев, З. А. Мирзоев	
Мониторинг и анализ современного состояния и развития промышленности в Узбекистане.....	237
Назарова Раъно Рустамовна, Исмоилова Малика Дилшодовна	
Цифровая платформа как инструмент трансформации бизнес-процессов.....	243
Раупов Жамшид Рашидович	
Роль применения ключевых показателей эффективности труда на предприятиях.....	249
Рахматуллаева Шахноза Хамидовна	



Влияние цифровой трансформации на инвестиционную привлекательность Узбекистана.....	255
Саитхамолов Мухаммадхожа Сабирходжа угли, Маркабаева Жансая Айбек кызы	
Организация и координация методической помощи при управлении педагогическими кадрами	261
Хакимова Майя Юрьевна	
Интеграция узбекистана в мировое экономическое содружество путем унификации бухгалтерского учета на основе МСФО	266
Зарипова Саёхат Зафаровна	
Tijorat banklari tomonidan investitsiya loyihalarini moliyalashni rivojlantirish imkoniyatlari.....	271
Abduqodirova Ozoda Anvarjon qizi	
Tijorat banklari tomonidan jismoniy shaxslarga ajratilgan kreditlarning joriy tahlili.....	276
Abdusalomov Jaxongir O'ktam o'g'li	
Globallashtirish sharoitida mamlakatimizda sug'urta bozorini raqamlashtirishning ahamiyati	282
Anvarova Z.	
The Role of Parents and Teachers in Promoting a Healthy Lifestyle in Children.....	286
Axtamov Djamshed Baxromovich	
A Study of the Importance of Green Economy in Uzbekistan Sustainable Economic Development and its Measurement Indicators in Relation to Environment.....	291
Ataniyazova Maksuda Baltayevna, Tairova Zarnigor Mammot qizi	
Konsolidatsiyalashgan moliyaviy hisobot tuzishning zarurligi.....	296
Avazov Iloxom Ravshanovich	
Foydani soliqqa tortish obyekti sifatidagi iqtisodiy tarkibi.....	301
Axrorov Zarif Oripovich	
Surxondaryo viloyatida aholining uy-joy bilan ta'minlanganlik darajasini tahlili.....	309
Ibragimov Qobil To'xtamishovich	
Review of Methodological Approaches to Enterprises Financial Condition Analysis.....	314
Ismailova Maxbuba Mirxalilovna	
Innovatsion rivojlanish sharoitida xizmat ko'rsatish sohasini tasniflanishining nazariy va ilmiy asoslari.....	319
Masharipova Manzura Alimbayevna	
Korxonalarda benchmarking strategiyalarini qo'llashning ijtimoiy-iqtisodiy mexanizmlari.....	325
Narziyeva Dilafiruz Muxtorovna	
Davlat budjetining soliqsiz daromadlari shakllanishini takomillashtirish yo'llari.....	330
O'ktamova Nargiza Narzulla qizi	
Mamlakatimizda sanoat ishlab chiqarishi korxonalarining rivojlanish holati tahlili.....	334
Olimov Maqsudjon Komiljon o'g'li	
Moliyaviy natijalar to'g'risidagi hisobotni moliyaviy hisobotning xalqaro standartlar talablari asosida tuzish.....	339
Pardayeva Zulfizar Alimovna	
Raqamlashtirish sharoitida qo'shma korxonasi faoliyatining tahlili.....	343
Rashidov Jamshid Xamidovich	
Kichik biznes va xususiy tadbirkorlikning rivojlanishida oilaviy tadbirkorlikning o'rni.....	348
Raximov Baxromjon Ibroximovich, Saloxiddinov Zuxriddin Nuriddin o'g'li	
Raqamli iqtisodiyot sharoitida xizmat ko'rsatishning ilmiy asoslari.....	352
Suyunov Asror Baxtiyorovich	
Raqamli iqtisodiyot sharoitida telekommunikatsiya sohasini rivojlantirish ilmiy asoslari.....	356
Toshmatov Salohiddin Zayniddinovich	
Raqamli iqtisodiyot sharoitida innovatsiyalarni joriy etishning huquqiy masalalari.....	360
Turg'unov Saloxiddin Jamol o'g'li, Mirzayeva Mohidil Vohidovna	
Zamonaviy sharoitlarda korxonalarning moliyaviy baqarorligini yaxshilash masalalari	366
Usmanova Guljahon Ulug'bek qizi	
Franshizalarni jalb qilishda davlat boshqaruvi tizimida marketing tadqiqotlarining ahamiyati	371
Xodjayev Anvar Rasulovich	



Transport Decarbonization Strategy.....	377
Yarashova Vasila Kamalovna, Muradov Bekzod Xidirnazar ugli	
Temir yo'l transportida ishlab chiqarish faoliyatining iqtisodiy samaradorligini oshirish	382
Yermatova Dilnoza Axmadjonovna	
Iqtisodiyotda davlat ishtirokini qisqartirish va xususiy tadbirkorlikni rivojlantirish istiqbollari	387
Yuldashev Xusniddin Abdullayevich	
Issiqlik ta'minoti xizmatlarini ko'rsatish samaradorligi va sifatini baholash ko'rsatkichlari tizimi	390
Abdulaziz Abdumo'minovich Matro'ziyev	
Issiqlik ta'minoti xizmatlari sifatiga ta'sir etuvchi omillar va ularni baholash	394
Abdulaziz Abdumo'minovich Matro'ziyev	
Jismoniy shaxslarning mol-mulkiga soliq solishni takomillashtirish.....	399
Abdullayev Zafarjon Alijonovich, Zaydullayev Abduhabib Boliqul o'g'li	
Sug'urta tashkilotlarida hisob siyosatini ishlab chiqishning ahamiyati.....	404
Abduraimova Maftunaxon Axmatovna	
Bank risklarini boshqarishning xalqaro tajribalari.....	409
Abdurasulov Jaxongir Abduvaliyevich	
Tadbirkorlik subyektlari ijtimoiy ma'sulligini ta'minlash mexanizmining amal qilish darajasi	416
Bayisbayev Javlon Nurlanovich	
Qishloq aholisining qishloq xo'jaligida bilim va innovatsiyalarni o'zlashtirishga ta'sir etuvchi omillarni iqtisodiy baholash (Samarqand viloyati misolida).....	421
Bozorova Lobar Nuralevna	
Направления совершенствования инновационных стратегий в деятельности промышленных предприятий	427
Дониерова Зухрабону Алишер кизи	
Mol-mulk solig'ining korxonalar faoliyatiga ta'siri.....	432
Qudiyarov Kishibay Ramatullayevich	
Banklar reytingini aniqlash va barqarorligini ta'minlashning ustuvor yo'nalishlari.....	438
Maxmudov Omon Tuxtayevich	
Iqtisodiyotni modernizatsiyalash sharoitida tijorat banklarining aktiv va passiv operatsiyalarini innovatsion usullar orqali boshqarishni takomillashtirish	442
Mo'minova Ma'suda Baxtiyarovna	
Auditorlik tekshiruvini dasturiy ta'minot asosida tashkil etish: muammo va yechimlar.....	447
Nazarova Kamola Sattoral qizi	
Ishlab chiqarish infratuzilmasini rivojlantirishning davlat tomonidan tartibga solish konsepsiyasi.....	453
Normurodov Xusan Eshmaxmatovich	
O'zbekiston Respublikasida kichik biznes va xususiy tadbirkorlikning ahamiyati hamda uni rivojlantirish istiqbollari.....	460
Nurullayeva Shaxnoza, Saydullayeva Saodat	
Tijorat banklari inson kapitali samaradorligini baholashda KPI ko'rsatkichlaridan foydalanish mexanizmlari	467
Turaeva Mastura Kurbanovna	
Сущность и особенности инвестиционно-строительного процесса	471
А. Бектемиров, Б.М. Абдувалиев	
Tijorat banklarida muammoli kreditlarni boshqarishning dolzarb masalalari.....	478
Saidov Hayotjon Raxmatulloyevich	
Tijorat banklarida kredit operatsiyalari hisobini takomillashtirish.....	482
Sa'dullayeva Asalxon Muzaffarovna	
Ko'p tarmoqli fermer xo'jaliklarining raqobatbardoshlikni baholash usullari	485
Abdulloyev Asliddin Junaydullayevich, Teshayev Mirolim Djumayevich	
Tadbirkorlik subyektlarida soliq yukini optimallashtirish mexanizmi	490
To'xsanov Qudratillo Nozimovich	



Davlat sektorida ichki audit tadbirlarini umumiy rejalashtirish Xamidova Z. U.	495
Aholi moliyaviy savodxonligini oshirish va uning ahamiyati..... Xudayarova Xurshida Abdunazarovna	501
Kambag'allikni qisqartirishning xorijiy mamlakatlar tajribasi..... Xudoyberdiyev Jamshid Juraboy o'g'li	505
Oliy ta'lim muassasalarida buxgalteriya hisobi va ichki auditni takomillashtirish..... Shaymatova Nargiza Ashurovna	511
Raqamli iqtisodiyot sharoitida sug'urta xizmatlari..... Shodmonova Odina G'ofur qizi	516
Fuqarolar davlat pensiya ta'minoti tizimining amaldagi holati tahlili..... Sholdarov Dilshod Azimiddin o'g'li	520
Aholiga bank xizmatlari ko'rsatishning ijtimoiy ahamiyati..... Eldor Uskanov	525
Innovatsion boshqaruvning ilg'or xorijiy tajribalari Yusupova Jamila Karamatdinovna	530
Neft-gaz korxonalari moliyaviy-iqtisodiy faoliyati natijalari tahlili ("O'ZBEKNEFTGAZ" AJ misolida) Umurzoqov Jamoliddin Sherbekovich	534
Korxonalarda savdo marketing faoliyati samaradorligini baholash..... Sobirov Azizbek Avzbekovich	541
Moliyaviy firibgarliklarga qarshi kurashishda raqamli texnologiyalardan foydalanish imkoniyatlari..... Gadaev Ismat Yadgarovich	548
Hududlarda islom iqtisodiyoti tamoyillari asosida amalga oshirilgan investitsion loyihalar: to'siqlar va yechimlar Irgasheva Gulbahor Sodiqovna	551
O'zbekistonda investitsiyalardan samarali foydalanish asosida oziq-ovqat sanoati samaradorligini oshirish yo'llari..... Kobilova Nasiba Xurramovna	554
Foreign Economic Relations as a Factor of Effective Functioning of the Economy Bakhodurova Sulkhiya Azizkhodjaevna, Li Marina Rudolfovna, Mukhtarova Donata Ravshanbekovna, Romashkin Roman Anatolyevich	561
Modern Approaches to the Organization and Development of the Consumer Services Market..... Musyeva Shoira Azimovna	566
Ishlab chiqarish siklini qisqartirishning iqtisodiy samaradorligi..... Odina Nabiyeвна Tuychiyeva, Nazarova Latofat Toirjon qizi	570
Asalarichilik mahsulotlari bozorida marketing strategiyasini amalga oshirish..... Rashidova Xadicha Tursunalievna	575
Iqtisodiyotni modernizatsiyalash sharoitida bank faoliyatini iqtisodiy-matematik modellashtirish yo'llari Raxmanov Mexridin Sindarovich	581
Korporativ boshqaruv amaliyoti bo'yicha hisobot tuzish bo'yicha xorijiy tajriba..... Tashmatov Rustam Xusanovich	586
Iqtisodiyotda davlat ishtirokini qisqartirish va xususiy tadbirkorlikni rivojlantirish istiqbollari Yuldashev Xusniddin Abdullayevich	592
Iqtisodiyotda turizm o'rnini statistik baholash uslubiyoti..... Zilola Jumanova	595
Финансовые риски в исламском финансировании для внедрения в Республики Узбекистан Абдуллоев Фуркат Олимджонович	602
Блокчейн-технология и информационная безопасность в цифровой экономике Узбекистана..... Кадиров Алишер Исмаилович	607
Цифровая платформа как инструмент трансформации бизнес-процессов Раупов Жамшид Рашидович	611



O'zbekistonda zamonaviy kabel va sim mahsulotlari ishlab chiqaruvchi korxonalar faoliyatiga nazar.....	617
Rashidova Odina Olimjon qizi	
Современные тенденции развития валютных отношений в Узбекистане	622
Камалов Камолатдин Кахрамонович	
Sug'urta sohasining O'zbekiston iqtisodiyotidagi o'rni	626
Sharobiddinov Akramjon Goyibbayevich	
Kichik biznes va tadbirkorlikni rivojlantirishning xorij tajribasi va undan O'zbekistonda foydalanish yo'nalishlari	630
Fayziyeva Aziza Azamat qizi	
Modeling the Stackelberg strategy in a linear model (linear city) Hotelling.....	635
Musayeva Shaira Azimovna, Usmonova Dilfuza Ilkhomovna	
Mulkning kapitallashuvi darajasini iqtisodiy jihatdan amalga oshirish samaradorligini baholash uslublari.....	644
Norboyev Odil Abrayevich	
Tijorat banklarining kredit portfelini amaliy holati va ekonometrik tahlillari: ATB "Aloqabank" misolida.....	649
Norov Akmal Ruzimamatovich, Norova Nozima Nabiyeвна	
O'zbekistonda "yashil iqtisodiyot" muhitida kreditlash va moliyalashtirish imkoniyatlari	654
Taxir Urkinbayev	
Budjet tashkilotlarida ichki nazorat tizimini tashkil qilishning xususiyatlari.....	658
Abduraxmanov Ramazon Abdullayevich	
Chinese Commercial Banks Experience in Asset Diversification	663
Uktamova Nozima Narzulla kizi	
Sanoat taraqqiyotida ishlab chiqarish korxonalarini ustuvor rivojlantirish istiqbollari.....	667
Yadgarov Akram Akbarovich	
Анализ деятельности коммерческих банков Узбекистана по кредитованию физических лиц.....	673
Базарова Нигора Равшановна	
Mahalliy va xorijiy investitsiyalarni jalb etishning innovatsion jarayonlarga ta'sirini baholash.....	684
Bobobekov Ergash Abdumalikovich	
Raqamli iqtisodiyot sharoitida innovatsiyalarning iqtisodiy samaradorligini oshirish yo'llari	689
Kuziyeva Nargiza Ramazanovna, Xusanov Faxriddin Jamoliddin o'g'li	
Tashqi mehnat migratsiyasi.....	694
O. N. Djurayev	
Raqamli iqtisodiyotda sanoat tarmog'ining davlat tomonidan qo'llab-quvvatlanishini baholash	699
Otaboyeva Dildora	
Nobank kredit tashkilotlarining moliyaviy xizmatlari sifatini oshirishning xorijiy mamlakatlar tajribasi	705
Raimov Xurshid Muxtorovich	
Tijorat banklarida moliyaviy injiniringni qo'llash istiqbollari	711
Saipnazarov Sherbek Shaylavbekovich	
O'zbekiston Respublikasi moliya bozorida tijorat banklari faoliyati: muammo va yechimlar	716
Toymuxamedov Ibroxim Rixsiboevich, Jumaev Islombek Akram o'g'li	
Agrar ta'lim tizimida boshqaruv samaradorligini oshirish yo'llari	723
Boltayev Nurali Shiramatovich, Beglayev Uchqun Xurramovich, Abdiyev Izzat Risqiboyevich	
O'zini o'zi band qilgan shaxslardan olinadigan soliqlarni takomillashtirish orqali yashirin iqtisodiyotni jilovlash masalalari	731
Davranov Iskandar Jumayevich	
Iqtisodiy konsentratsiyalarni tartibga solish va nazorat qilishni takomillashtirish.....	738
Luqmanov Sharifxon A'zam o'g'li	
Role of Private and Public Kindergartens in Early Childhood Development	744
Makhmudova Munisakhon Abbos qizi	
"Yashil" enegriya quvvatlarini barpo etish iqtisodiy barqarorlikni ta'minlash asosi sifatida.....	749
Muminova Elnoraxon Abduraimovna, Umarova Dilnoza Oybek qizi	
Xo'jalik yurituvchi subyektlarda CVP-tahlilni tashkil etishning muammoli jihatlari	754
Qlichev Baxtiyor Pardayevich	



Korxonada likvidlik riskini minimallashtirish orqali uning moliyaviy barqarorligini saqlab qolish	759
Latipova Shaxnoza Maxmudovna	
Развитие международных торгово-экономических связей Республики Узбекистан	766
Ким Татьяна Валерьевна, Гофуржонов Шахрибону Бахромжон кизи	
Kapital qurilishni boshqarish samaradorligini oshirishning dolzarb masalalari	774
A. Bektemirov, M. U. Sarimsoqov	
O'zbekiston mehnat bozorida yoshlarning ish bilan bandlik darajasini oshirish.....	780
Mambetjanov Qahramon Qurbandurdiyevich, Bahromov Shahzod Fazliddinovich	
Роль имиджа в улучшении инвестиционной привлекательности высших учебных заведений.....	787
Жанзаков Бекзот, Жонузиков Мирзабек	
Innovatsion kichik tadbirkorlikni qo'llab-quvvatlash bo'yicha xorij tajribasi va uni mamlakat iqtisodiyotida qo'llash imkoniyati.....	795
Toshaliyeva Saodat Toxirovna, Eshqulova Dilorom Abduravupovna	
Перспективы развития банковского сектора в Узбекистане для иностранных туристов	802
Муминов Шахзод Низомиддинович, Каримова Азиза Махомадризовна	
Innovatsion faoliyat moliyaviy modellari va mexanizmlarini rivojlantirishning konseptual asoslari	806
Ruzibayeva Nargiza Xakimovna	
Qishloq xo'jaligi tarmoqlarini innovatsion rivojlantirish bo'yicha xorijiy tajribalar va ulardan respublikamizda samarali foydalanish yo'llari	814
Ishniyazov Baxrom Normamatovich	
Turistik xizmatlarining o'ziga xos xususiyatlari va marketing tadqiqotlari.....	819
Berdiqulova Iroda Rayimqulovna	
Qoraqalpog'iston qishloq xo'jaligi: asosiy muammolar va rivojlanishining ustuvor yo'nalishlari	823
Yeshimbetov Uktamjon Xudaybergenovich	
Iqtisodiyotning erkinlashtirilishi sharoitlarida kichik biznes sektori rivojlanishining imkoniyatlari.....	832
Botirova R. A., Sirojiddinov I. Q.	
Kriptoalyuta va blokcheyn tadqiqotlari: tendensiyalar va istiqbollar	835
Berdiqulov Jurabek	
Bank risklarni monitoring qilish tizimini takomillashtirish	837
Hamroyev Sherzod Axtamovich	
O'zbekiston hududlariga xorijiy investitsiyalarni jalb qilishda ko'p qavatli "yashil" fermer xo'jaliklarini tashkil etishning ahamiyati	843
Turdimuratova Aziza Alisherovna	
Surxondaryo viloyatining mahalliy budjet daromadlarini oshirish yo'llari va uni arima modeli asosida prognozlash.....	846
Abdunazarova Shahnoza Norqo'chqor qizi	
Qishloq xo'jaligi tarmog'ining mamlakat iqtisodiyotidagi o'rni va undagi tarkibiy o'zgarishlarni statistik baholash.....	856
Zakirova Umida Maxamadaminovna	
O'zbekiston Respublikasida xizmat ko'rsatish korxonalarining ijtimoiy-iqtisodiy mohiyati	863
Pardayev Jamshid Muzaffarovich	
Turizm bozorini rivojlantirishda mehnat bozorining tutgan o'rni va ahamiyati	872
Berdiqulova Iroda Rayimqulovna, Berdikulov Jurabek	
Проблемы расчета определения и планирования прибыли предприятий в условиях модернизации экономики	876
Алиева С.С.	



MODERN APPROACHES TO THE ORGANIZATION AND DEVELOPMENT OF THE CONSUMER SERVICES MARKET

Musyeva Shoira Azimovna

Samarqand iqtisodiyot va servis instituti Marketing kafedrası professori

Abstract: This article examines the issue of modern trends in the placement of consumer services enterprises in modern conditions. The analysis shows changes in the principles of development of a network of consumer services enterprises in the areas of new buildings, as well as the need to improve approaches to planning the retail and consumer infrastructure of residential areas. Based on the survey results, the author studied the factors influencing the behavior of consumers of individual services.

Key words: personal services, placement of enterprises, questionnaire survey, planning of personal services enterprises.

Annotatsiya: Mazkur maqolada zamonaviy sharoitlarda maishiy xizmat ko'rsatish korxonalarini joylashtirishning zamonaviy tendentsiyalari masalasi ko'rib chiqiladi. Tahlil yangi binolar hududlarida maishiy xizmat ko'rsatish korxonalari tarmog'ini rivojlantirish tamoyillari o'zgarganligini, shuningdek, turar-joy massivlarining chakana savdo va maishiy infratuzilmasini rejalashtirishga yondashuvlarni takomillashtirish zarurligini ko'rsatadi. So'rov natijalariga ko'ra, muallif alohida xizmatlar iste'molchilarining xatti-harakatlariga ta'sir qiluvchi omillarni o'rganib chiqdi.

Kalit so'zlar: shaxsiy xizmatlar, korxonalarning joylashuvi, anketa so'rovi, shaxsiy xizmatlar korxonalarini rejalashtirish.

Аннотация: В данной статье изучается вопрос современных тенденций размещения предприятий бытового сервиса в современных условиях. Анализ показывает изменения в принципах развития сети предприятий бытовых услуг в районах новостроек, а также необходимость совершенствования подходов к планированию торгово-бытовой инфраструктуры жилых массивов. На основании результатов опроса, автором изучены факторы, влияющие на поведение потребителей индивидуальных услуг.

Ключевые слова: бытовые услуги, размещение предприятий, анкетный опрос, планирование предприятий бытовых услуг.

INTRODUCTION

Currently, Uzbekistan is undergoing a large-scale reform in the field of housing construction. First of all, this affects the appearance of cities. In recent years, there has been a transition from low-rise construction to the construction of high-rise buildings and high-rise construction. The creation in every major city of a so-called "city" with houses of 12-16 floors and above leads to changes in the communal, transport and social infrastructure. In addition, in rural settlements there is also a transition to the construction of multi-storey apartment buildings.

The result of changes in urban planning policy are serious changes in trade and consumer services for the population. High population density and increased living comfort have led to stricter requirements for the organization of consumer services. More and more new types of consumer preferences regarding individual services are being formed. For example, delivery of goods and services directly to your home is becoming the norm. Digital technologies for providing individual services are increasingly developing.

In these conditions, improving the methodology for locating retail trade and consumer service enterprises becomes an important problem. Modern trends in the development of the service sector in populated areas indicate the need to abandon the traditional regulatory method of locating consumer service enterprises. Firstly, the previous classification of individual and household services has long been outdated due to fundamental changes in the living conditions of the population. Secondly, the need for individual services varies sharply not only across districts, but also within one small district.

Until now, the main indicator of the development of the service sector, in particular consumer service enterprises, is the provision of the population with the number of places or other indicators of capacity (the number of



places in hairdressing salons, the number of visits to consumer service enterprises, the number of workshops per 1000 residents, etc.). The development experience of countries shows that the high quality of the service sector does not directly depend on the standard density of the network of service enterprises.

ANALYSIS OF THE LITERATURE USED

The development of the consumer service system and its effectiveness have been the subject of research by many scientists. Goncharov A.A. in his research he proposes the concept of a system for managing the development and support of consumer services for the population. This system, through local governments, should ensure the effectiveness of the development of a network of consumer service enterprises. Shadskaya I.G., exploring trends in the development of the market for household services in rural areas, identifies such market segments as dynamically developing, having development potential, and being in a stage of decline. The author proposes to organize marketing research on the part of municipal authorities, as well as to develop a program for the development of the consumer services market at the regional level, including, in particular, regulatory and information support for this market. In the work of Mairova A.Yu. Based on a detailed analysis of the structure of the consumer services market, it is proposed to improve the management system through the creation of municipal departments of consumer services. Some authors focus on the development of management of enterprises in the sphere of consumer services in the framework of optimizing their number and density. There are also developments based on the development of the consumer services market as a mechanism for regulating the supply of individual services. Analysis of the research carried out allowed us to conclude that in the development of the consumer services market it is necessary to plan the placement of a network of enterprises in this area.

It is necessary to pay tribute to scientists who have made a great contribution to the development of the theory of marketing in economics, and research conducted in the field of economics in our country for many years was based on national characteristics. These include M. Muhammedov, M. Pardaev, R. Ibragimov, Abdullaev Yu., Saliev A., Sharifkhodzhaev M., Khodiev B., Rakhimova D., Ergashkhodzhaeva Sh., Sh. Musaeva and others.

RESEARCH METHODOLOGY

During the research process, a systematic approach, abstract logical thinking, grouping, comparison, factor analysis, and sampling observation methods were used.

Based on this concept, the formation of a network of consumer service enterprises in the regions is carried out according to the principle of sufficiency, that is, there should be as many enterprises as needed for a certain amount of the population. This approach is accepted not only by local government bodies, but also by entrepreneurs themselves. Local authorities use this approach when allocating land for the creation of business structures. For example, if there is already a shoe repair shop in the area, a new one is considered inappropriate. At the same time, entrepreneurs themselves, purely psychologically, do not want to enter into competition with an existing enterprise.

This approach leads to the fact that consumer service providers have virtually no competitors in the local market. The most important thing is that with this approach there is an outflow of customers from this local market.

At the same time, the experience of developing beauty salons (bridal service salons) in the cities and villages of Uzbekistan shows that tougher competition and the concentration of several enterprises in a small geographical area contributes to the influx of clients and maintaining the income of all entrepreneurs. We observe exactly the same effect for other types of consumer service enterprises, as well as for retail trade enterprises. The location of several identical retail outlets nearby does not lead to a decrease in the number of customers, but, on the contrary, to their increase. This trend is also observed in the development of a network of pharmacies, diagnostic centers, "chicken houses", real estate agencies, etc. We believe that this situation is due to changes in consumer behavior of the population.

The problem of researching the market for household services in the Republic of Uzbekistan is associated with the lack of a system of statistical monitoring of its condition. Public service enterprises appear in two sections of statistical reporting: services and the state of small business and entrepreneurship. However, analysis of statistical reporting shows that household services are not directly reflected in them. In the services reporting section, personal services appear in individual services, other services, and retail trade services. In the reporting section for small businesses, there is also no clear picture for consumer service enterprises. Moreover, in analytical studies of recent years, the market for household services has been practically not studied. Based on this, in our research we focused on studying the state of individual services.



Observations show that a high concentration of individual and small enterprises is typical for the sphere of individual services to the population, that is, all of the above business entities are in one way or another connected with direct contact with the client. As the main concept for studying this problem, we used one effective method of marketing research - the questionnaire survey method. This method attracts attention due to its simplicity, low time consumption and coverage of different categories of consumers.

ANALYSIS AND RESULTS

A questionnaire survey was conducted among potential consumers of individual services. Our research in several districts of the city of Samarkand and rural settlements showed the following features of consumer preferences in the provision of individual services. The research concerned the study of factors influencing the choice of a particular retail and consumer services enterprise. The respondents were residents of the area who agreed to answer several questions in the survey. The questionnaire consisted of the following questions:

- Enjoy the convenient location of retail and consumer services businesses in the area.
- What is the route for visiting retail and consumer services businesses?
- What has the greatest influence on the choice of specific retail and consumer services businesses?
- Which location of consumer services enterprises do you consider most attractive?

As an initial premise, we accepted this study as exploratory, so the respondents' answers were also considered preliminary. In addition, the conditions of the survey and anonymity do not allow the results of this survey to be used as the basis for serious scientific conclusions.

At the same time, we consider the respondents' answers worthy of attention. The overwhelming majority of respondents answered the first question positively, that is, they are satisfied with the state of the trade and household infrastructure of their place of residence.

To the second question, about 50% of respondents indicated visiting several enterprises at once, over 35% indicated a traditional visit to selected retail outlets on the way home, and only 12% had a specific object visited.

The third question of the questionnaire allowed respondents to express their own opinions, so it was not possible to choose one priority factor. The most common answers include: loyalty to one seller, attractive prices, assortment offered, choice, honesty of the seller, good service.

The respondents were interested in the question of the structure of consumer service enterprises, that is, the uneven density of their location. The answers to the fourth question were arranged in the following sequence: close to the place of residence - 44%, possibility of parking a car - 38%, on the way to work - 12%, no definite choice - 6%. It should be noted that respondents have a positive attitude towards the presence of several similar service enterprises at once.

Based on the research we conducted, we systematized the main motives for evaluating household infrastructure enterprises from consumers. These include: the presence of freedom to choose the subject of the provision of household services, that is, there should be as many of these enterprises as possible; ensuring the accessibility of household services, that is, their location and operating hours should be unlimited; variety of services offered, that is, taking into account individual needs in the offer and provision of individual services; quality of service provision, that is, completeness and speed of service.

The conducted research allowed us to formulate a concept for the development of the consumer services market, the main provision of which is the creation of conditions for the free formation of supply in the consumer services market. In the implementation of the proposed concept, special attention is paid to the lack of regulation of the number of consumer service enterprises, as well as to stimulating their growth through self-employment programs for the population.

CONCLUSION

Based on the theoretical and practical research conducted, we propose the development of new approaches to the development of the household services market, based on stimulating competition in this area. It is necessary to create an environment for consumer services, which includes an unlimited number of subjects providing household services. In addition, it is proposed to move from the distributed nature of the location of enterprises to the nodal principle, that is, the concentration of several similar household services enterprises in a limited area, which will stimulate the consumption of these services.

**References:**

1. Goncharov A.A. The concept of forming a management system for the development of the service sector in the region. Abstract of the dissertation for the degree of Candidate of Economic Sciences. – St. Petersburg – 2004.
2. Shadskaya I.G. Formation and development of the market for household services in rural areas. Abstract of the dissertation for the degree of Candidate of Economic Sciences. – Moscow – 2009.
3. Mairova Albina Yurievna. Functional development of the local market for household services. Abstract of the dissertation for the degree of Candidate of Economic Sciences. – Mines – 2009.
4. Kopylov O.G. Regulating the development of the consumer services market in the municipality. Abstract of the dissertation for the degree of Candidate of Economic Sciences. - Moscow 2005.
5. Firsukova V.V. Development of consumer services for the population in the urban agglomeration. Abstract of the dissertation for the degree of Candidate of Economic Sciences. – Moscow – 2006.
6. Chervova N.V. Formation and development of the consumer services market. Abstract of the dissertation for the degree of Candidate of Economic Sciences. – Khabarovsk – 2012.
7. Efendieva D.S. Improvement and ways of developing the sphere of consumer services. Modern studies of social problems (electronic scientific journal), No. 5 (49), 2015. – pp. 644-652.
8. Official website of the State Committee on Statistics of the Republic of Uzbekistan. Reports, 2020.<https://stat.uz/ru/default/ezhekvtartal-nye-doklady/5860-2020>.
9. Musaeva Sh.A. Integrated marketing communication Study guide “Mahorat” publishing house, Samarkand – 2022.
10. Musaeva Sh.A., Usmonova DI Innovative marketing Study guide “TURON EDITION” 2021.
11. Musaeva Sh.A. Marketing research. Textbook “STAR-SEL” LLC publishing and creative department. Samarkand – 2023.

Jurnal sayti: <https://yashil-iqtisodiyot-taraqqiyot.uz>

Yashil

IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

Ingliz tili muharriri: Feruz Hakimov

Musahhih: Xondamir Ismoilov

Sahifalovchi va dizayner: Iskandar Islomov

2024. № 4

© Materiallar ko'chirib bosilganda "Yashil" iqtisodiyot va taraqqiyot" jurnali manba sifatida ko'rsatilishi shart. Jurnalda bosilgan material va reklamalardagi dalillarning aniqligiga mualliflar ma'sul. Tahririyat fikri har vaqt ham mualliflar fikriga mos kelamasligi mumkin. Tahririyatga yuborilgan materiallar qaytarilmaydi.

Mazkur jurnalda maqolalar chop etish uchun quyidagi havolalarga maqola, reklama, hikoya va boshqa ijodiy materiallar yuborishingiz mumkin.

Materiallar va reklamalar pullik asosda chop etiladi.

El.Pochta: sq143235@gmail.com

Bot: [@iqtisodiyot_77](https://t.me/@iqtisodiyot_77)

Tel.: 93 718 40 07

Jurnalga istalgan payt quyidagi rekvizitlar orqali obuna bo'lishingiz mumkin. Obuna bo'lgach, [@iqtisodiyot_77](https://t.me/@iqtisodiyot_77) telegram sahifamizga to'lov haqidagi ma'lumotni skrinshot yoki foto shaklida jo'natishingizni so'raymiz. Shu asosda har oygi jurnal yangi sonini manzilingizga jo'natamiz.

"Yashil" iqtisodiyot va taraqqiyot" jurnali 03.11.2022-yildan O'zbekiston Respublikasi Prezidenti Adminstratsiyasi huzuridagi Axborot va ommaviy kommunikatsiyalar agentligi tomonidan №566955 reyestr raqami tartibi bo'yicha ro'yxatdan o'tkazilgan.

Litsenziya raqami: №046523. PNFL: 30407832680027

Manzilimiz: Toshkent shahar, Mirzo Ulug'bek tumani
Kumushkon ko'chasi, 26-uy.



Jurnalning ilmiyligi:

"Yashil" iqtisodiyot va taraqqiyot" jurnali

O'zbekiston Respublikasi Oliy ta'lim, fan va innovatsiyalar vazirligi huzuridagi Oliy attestatsiya komissiyasi rayosatining 2023-yil 1-apreldagi 336/3-sonli qarori bilan ro'yxatdan o'tkazilgan.