

Yashil IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

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No 8

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INTERNAL FACTORS INFLUENCING THE COMPETITIVENESS OF THE TEXTILE INDUSTRY

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Abstract: Competitiveness is one of the key elements leading textile companies to success. There are many factors that lead companies to reach competitive advantage. The highest impact on competitive level is made by internal factors that are broadly discussed and categorized in the article.

Key words: textile industry, competitive advantage, resources, management, technology.

Annotatsiya: Raqobatbardoshlik to'qimachilik kompaniyalarini muvaffaqiyatga olib boradigan asosiy elementlardan biridir. Kompaniyalarni raqobatbardosh ustunlikka erishishga olib keladigan ko'plab omillar mavjud. Raqobat darajasiga ichki omillar eng yuqori ta'sir ko'rsatadi va ular maqolada keng muhokama qilingan va tasniflangan.

Kalit so'zlar: to'qimachilik sanoati, raqobatbardosh ustunlik, resurslar, menejment, texnologiya.

Аннотация: Конкурентоспособность является одним из ключевых элементов, ведущих текстильные компании к успеху. Существует множество факторов, которые помогают компаниям достичь конкурентных преимуществ. Наибольшее влияние на уровень конкурентоспособности оказывают внутренние факторы, которые широко обсуждаются и классифицируются в статье.

Ключевые слова: текстильная промышленность, конкурентное преимущество, ресурсы, менеджмент, технологии.

INTRODUCTION

Relevance of the study

Nowadays it is becoming critically important to investigate the inner factors that influence the competitiveness in textile industry, especially when the conditions in the global arena are getting tough. The companies strive to stand out among their competitors through implementing quality standards in their production lines, to use financial resources with efficiency and manage their employees in a better way for them to reveal their full potential.

Purpose and objectives of the study

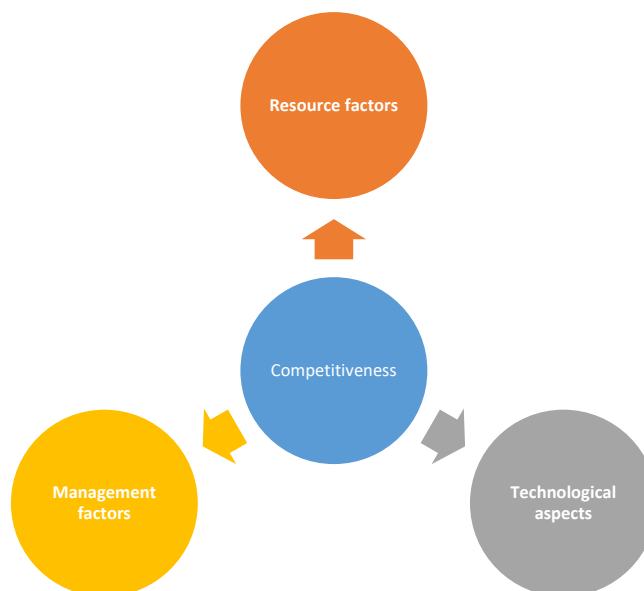
The aim of the research is to identify the inner factors that influence the competitiveness of textile companies. Furthermore, the research was done to investigate to what extent those factors impact the competitive level of a firm and what kind of changes in those indicators might improve its competitive ability.

METHODOLOGY

The research was done using analysis, synthesis and comparative methods that are important research tools used in scientific papers to solve various problems. The analysis involved dividing the studied object into its constituent elements for a better understanding of its structure and the relationships between the parts. The analysis was done to identify hidden characteristics and patterns that cannot be noticed when studying the object as a whole. In the process of analysis, the components were separated, their properties and connections were studied, which allowed to get a deeper understanding of the object of research. Synthesis is the opposite method of analysis, which deals combining various elements into a single system to understand an object in its entirety. The results of the analysis were combined, their connections were identified and an overall picture of the phenomenon was created. Synthesis allowed to see the object of research in all its complexity, taking into account all the elements discovered during the analysis and their interaction. This method is

especially important for the development of new theories, models and concepts. The comparative method was used to identify similarities and differences between factors influencing competitiveness. This method allowed to identify common and unique features of the studied objects, which contributed to a better understanding of their nature and cause-effect relationships. These research methods complement each other and allowed the researcher to gain a complete understanding of the object under study.

Classification of internal factors of competitiveness



RESOURCE FACTORS

Resources play a key role in ensuring the competitiveness of textile companies. The main types of resources – material, financial and intellectual – determine the possibilities of production and marketing of products, as well as the ability to adapt to changes in the market.

- Material resources. Material resources include raw materials, equipment, infrastructure and technology. High-quality materials and modern equipment ensure high productivity and product quality, which helps companies compete successfully in the market. A stable and reliable infrastructure facilitates efficient supply chain management.

- Financial resources. Financial resources consist of own funds, attracted investments, loans and other financial instruments. The financial stability of a company depends on its ability to attract and effectively use these resources to finance current operations, modernize production and introduce innovations. Companies with access to sufficient financial resources can respond more quickly to market changes, conduct marketing campaigns and develop new products.

- Intellectual resources (knowledge, patents). Intellectual resources include knowledge, skills and competencies of employees, as well as intangible assets such as patents, trademarks and know-how. In the textile industry, intellectual resources are especially important for developing new fabrics, improving technological processes and creating unique designs. Companies that actively invest in personnel training and development, as well as in research and development activities, can offer innovative products to the market and strengthen their positions in a competitive environment.

Management factors

Management aspects are crucial for the success of textile enterprises, affecting their competitiveness and stability in the market. Key aspects of management include the organization of production processes, the quality of personnel management, innovation and flexibility of management decisions.

- The organization of production processes is a key factor in the efficiency of textile companies. It includes the optimization of production lines, the introduction of modern technologies and production management methods such as lean manufacturing and quality control. Efficient organization of production processes allows you to reduce costs, minimize losses, increase productivity and improve product quality. Companies that successfully manage production processes are able to quickly adapt to changes in demand and maintain high competitiveness.

- The quality of human resources management is also of great importance, as it directly affects the productivity and innovation potential of a textile company. Effective personnel management involves the selection



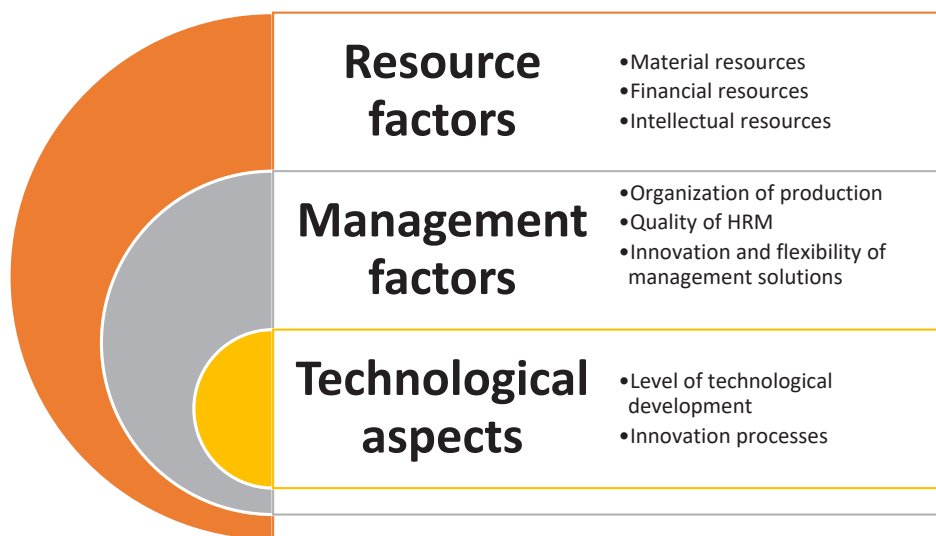
of qualified personnel, their motivation, training and development. Companies that invest in the development of their employees and create favorable conditions for their work receive a highly motivated and loyal team capable of making a significant contribution to innovation and development of the company. In addition, successful personnel management helps to reduce staff turnover and strengthen corporate culture.

-The innovation and flexibility of management solutions allow textile companies to quickly respond to changes in the market environment and introduce new technologies and processes. An innovative management approach includes the development of new products, improvement of production processes, as well as the use of new business models and marketing strategies. The flexibility of management decisions allows the company to quickly adapt to changes in demand, raw material prices or the regulatory environment, which is especially important in highly competitive and dynamic market conditions. In general, these management aspects provide textile companies with a competitive advantage, allowing them to use their resources effectively, innovate and adapt to market changes, which is the key to their long-term success.¹

Technological aspects are of great importance for the development and competitiveness of textile companies. Among the key factors are the level of technological development and its impact on productivity, as well as innovative processes that enhance the competitiveness of enterprises.

-The level of technological development and its impact on productivity Modern technologies cover various aspects of textile production, including equipment, software and automated systems. Thanks to these technologies, productivity increases, product quality improves and production costs decrease. For example, the use of automated looms, computer-aided design (CAD) systems and robotic production lines can significantly speed up and improve the accuracy of product manufacturing. Digitalization and integration of information technologies into production processes ensure more efficient production, logistics and inventory management. Companies that actively invest in modern technologies are able to adapt faster to changes in demand and offer consumers high-quality and innovative products.

- Innovation processes that enhance the competitiveness of enterprises. Innovation processes play a key role in increasing the competitiveness of textile companies. These include the development of new materials, the improvement of production technologies and the introduction of advanced management methods. The creation of new types of fabrics with unique properties, such as water-repellent or antibacterial materials, allows companies to enter new markets and meet the specific needs of consumers. The introduction of environmentally friendly technologies and waste recycling methods contributes to increasing the sustainability and competitiveness of companies, especially in the face of increasing demands for environmental responsibility. The impact of innovation on competitiveness is manifested in the ability to offer unique products that set the company apart from competitors, and also in improving operational efficiency. Companies that actively innovate can reduce costs, improve product quality, and respond more quickly to market changes. This, in turn, strengthens their position in the global market and contributes to long-term success. Thus, technological factors, including the level of technology and innovative processes, are key drivers of growth and competitiveness of textile companies, determining their ability to effectively meet market needs and adapt to new challenges.²



1 Эргашева, М. Р. Конкурентоспособность как фактор качества изделий легкой промышленности / М. Р. Эргашева. — Текст: непосредственный // Молодой ученый. — 2016. — № 10 (114). — С. 331-333. — URL: <https://moluch.ru/archive/114/29641/> (дата обращения: 23.08.2024).

2 <https://jobers.ru/blog/factory-prinyatiya-upravlencheskih-reshenij/>



ANALYSIS AND RESULTS

Material resources: Material resources include all physical elements used in the production process, such as raw materials (cotton, wool, synthetic fibers), equipment, production facilities and infrastructure. The quality of raw materials directly affects the quality of the final product, and modern and efficient production lines can reduce costs and increase productivity. For example, a company using high-quality raw materials and modern weaving technologies can offer products with improved characteristics to the market, which increases its competitiveness. On the other hand, companies might use cheaper materials for products that can make their prices lower, thus increasing the competitiveness of their final goods. Chinese textile companies are known to be one of the cheapest clothing producers and they own a large portion of the market all around the globe. Uzbekistan is a country renowned as a huge cotton producer. Now, the Uzbek companies aim to maximize the production of final textile products.

Financial resources: Financial resources include the company's own funds, attracted investments and loans necessary to finance current operations, modernize production and introduce innovations. Companies with a sufficient level of financial stability have the opportunity to invest in new technologies, expand production facilities and introduce innovations, which provides them with the opportunity to respond more quickly to changes in the market environment and maintain a competitive position.

Intellectual resources: Intellectual resources include knowledge, skills and competencies of employees, as well as intangible assets such as patents, trademarks and know-how. In the textile industry, where competition is often based on innovation and product uniqueness, intellectual resources play a key role. Companies investing in the training and development of their personnel, as well as in research and development activities, can offer innovative and high-quality products to the market, which significantly strengthens their competitive position.

Management factors and their impact on competitiveness: Management factors include the organization of production processes, the quality of personnel management, as well as the innovation and flexibility of management decisions. These factors affect the operational efficiency of the company and its ability to adapt to changes in the market environment.

Organization of production processes: The effective organization of production processes includes the optimization of production lines, the introduction of modern production management methods and the use of advanced technologies. Companies that successfully organize their production processes can reduce costs, minimize losses and improve product quality. For example, the introduction of lean manufacturing and quality management methods allows the company to reduce the time required to complete production operations and reduce the number of defects, which increases competitiveness.³

Quality of personnel management: Effective personnel management plays a key role in ensuring the competitiveness of the company. This includes the selection of qualified personnel, their motivation, training and development. Companies that create favorable conditions for the work and development of employees receive a highly motivated and loyal team capable of making a significant contribution to innovation and development of the company. For example, the introduction of professional development and employee incentive programs allows textile companies to retain talented professionals and maintain a high level of productivity.

Innovation and flexibility of management decisions: In today's rapidly changing market environment, the company's ability to innovate and manage flexibility is becoming critically important. Innovative management solutions include the development of new business models, the introduction of modern technologies and the improvement of organizational processes. The flexibility of management decisions allows the company to respond quickly to changes in demand, fluctuations in raw material prices or changes in the regulatory environment. For example, companies that actively innovate and flexibly manage their resources can adapt faster to new conditions and maintain a competitive position in the market.⁴

CONCLUSIONS AND SUGGESTIONS

Optimizing the use of resources in the textile industry is crucial for improving the efficiency and competitiveness of enterprises. This process focuses on the rational use of raw materials, energy and water, which reduces costs and reduces environmental impact. The introduction of resource consumption control systems minimizes losses at all stages of production, and waste recycling and reuse of materials strengthen the envi-

3 Barney, J. B., & Hesterly, W. S. (2020). Strategic Management and Competitive Advantage: Concepts and Cases (7th ed.). Pearson.

4 Gereffi, G. (2020). Global Value Chains and Development: Redefining the Contours of 21st Century Capitalism. Cambridge University Press.



ronmental responsibility of companies. Automated production management systems ensure optimal allocation of resources and reduction of losses, which leads to a significant increase in productivity and reduction in production costs.⁵

Improved management in the textile industry is aimed at improving the efficiency of operational processes and strategic planning. The introduction of modern management methods such as lean manufacturing and total quality management (TQM) minimizes production losses, improves product quality and increases customer satisfaction. The development of human resources, optimization of supply chains and integration of digital technologies improve coordination and information management, and effective management of financial resources makes it possible to optimally allocate budgets and invest in promising areas of development.

Innovation and technology are key drivers of the growth and transformation of the textile industry. The introduction of advanced technologies such as artificial intelligence, automation and digitalization significantly increases productivity and improves product quality. The latest materials, environmental innovations, 3D printing and nanotechnology open up new opportunities for creating high-tech products with unique properties and design. The integration of blockchain technologies ensures transparency of supply chains and confirmation of product authenticity, making innovation and technology an integral part of the competitive strategy of textile enterprises and contributing to their sustainable development and increased competitiveness in the global market.⁶

The research showed the key internal factors that influence the competitiveness of textile enterprises. Summing up all the results, it is relevant to underline that material, financial, and intellectual resources have the decisive role in securing competitive advantages. High-quality materials are complemented by modern technologies and innovative processes in enhancing the quality of goods and reducing their cost, accordingly, enhancing the position of the companies in the market. This would involve effective management of production processes, flexibility, and innovativeness in making management decisions-the main base that enables an enterprise to adapt to possible changes in the market environment as a consequence of variability in external conditions.

The work has the following practical meaning: the fact that the proposed measures for optimization of resource use, improvement of management, and introduction of innovations will be successfully implemented in practice and allow textile enterprises to become more competitive on a worldwide scale. Recommendations elaborated from the results of research might permit increasing labor productivity, reduction of expenditure, enhancement of the quality of production, which, in turn, will promote strengthening of the market positions of companies.

Further perspectives of research could be provided by deeper analysis of some innovative technologies and management practices' influence on the competitiveness of this or that enterprise in a dynamically changing market. Special attention should be given to research into the influence of digitalization and automation on production and management processes in the textile industry.

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