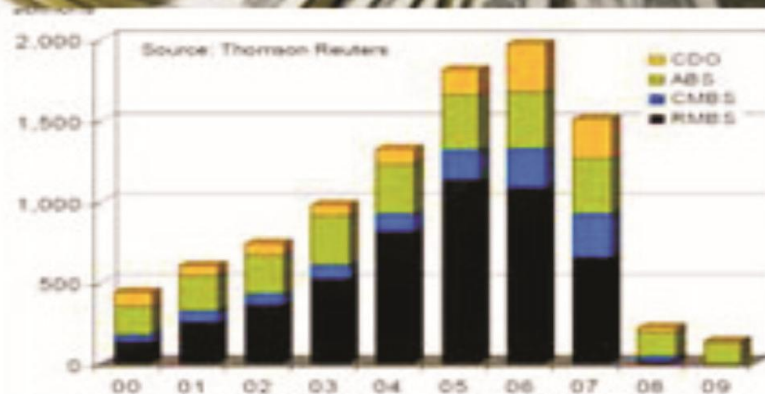


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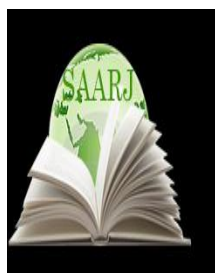
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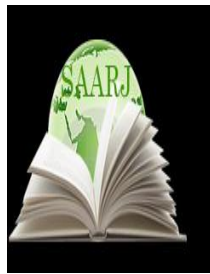
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## IMPORTANCE MOTIVATIONAL METHODS ON MARKETING MANAGEMENT IN THE LIGHTINDUSTRY ENTERPRISES

**Jamshid Jalilov Ganijonovich\***

\*University of Economics,  
Tashkent, Uzbekistan.

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### ABSTRACT

*For the role of the lightindustry of the Republic of Uzbekistan in the Commonwealth of Independent State (CIS) countries was given an assessment. In the years of independence, increasing dynamics were formed of light industry enterprises of the country and was identified influences to the internal and external social - economical factors. The main goal of the paper is discussing motivation methods for consumers of production on lightindustry enterprises. The importance of consumers of production on lightindustry enterprises motivation is growing all the time in the enterprises. Many researches have been made to find out the effect the motivation have in the productivity of the company. This paper is about the motivational methods. The author of this paper are interested in this subject and wanted to find out in practice what the motivational method is effectively in light industry enterprises. The main subjects will be motivational method, and the affect they have on consumers of production in lightindustry enterprises. To find out the results for the research, questionnaires were delivered to the consumers of production in lightindustry enterprises. The purpose of this kind of research is to find out which factors could be improved in the light industry enterprises and how to have attracted consumers every time. In this research it is explained what kind of motivational method have an effect on consumer. Also the characteristics of Uzbek culture will be analyzed and the affect on consumer will be estimated. The main aim was to find out the consumer satisfaction in lightindustry enterprises of Bukhara region, Uzbekistan and to find out possible aspects for improvements. Here, we analyze the impact of motivational methods on lightindustry, in conditions of economic modernization. Motivation methods analyze the impact of imposing consumers. Recommendations of found out effectively motivational methods for consumers are considered.*

**KEYWORDS:** Motivation, motivation method, consumer motivation.

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## SUCCESS OF MANAGEMENT IS STIMULATION OF HUMAN FACTOR

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### ABSTRACT

*Challenges to society cannot be solved without a clear, coherent, vivifying and creative human activities. Consider and analyze human factors. People need a conscious activity, the true passion that will result through the application effort, spiritual confidence. All of these can be carried out within the framework of the regional local governments.*

**KEYWORDS:** *human factor, public association, market mechanism, Government, economic mechanism.*

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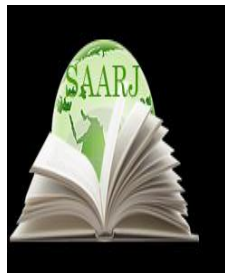
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## **PROBLEMS OF INTRODUCTION OF THE BUDGETING SYSTEM IN AGRICULTURE OF UZBEKISTAN**

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---

### **ABSTRACT**

*This article examines organizational and methodical problems of introduction of the budgeting system in the farms. The examination of this problem has revealed the most significant characteristics of farms that require introduction of the budgeting system. Based on these characteristics the recommendations and proposals, in particular, on development of budgeting systems (cash flow budget, profit and expense budget, forecasted balance sheet) for farms, have been given.*

**KEYWORDS:** *budgeting, planning, revenue, profit, expenses, financial resources, financial activity, cost accounting, cash flow, forecast balance.*

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## THE CLUSTER APPROACH IN THE INNOVATIVE DEVELOPMENT OF UZBEKISTAN

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---

### ABSTRACT

*The article deal the importance of the cluster approach in production, at the moment it has become one of the most effective forms of integration of industrial, financial and intellectual capital that provides the formation and development of competitive advantages in the micro and macro level. Using the cluster method is possible to realize the important relationships in technology, information, marketing, which are characteristic for a whole range of companies and industries. From this perspective, the study of the clustering strategy of the economy is both theoretical and practical interest. As world practice shows the cluster approach, not only serves as a means to achieve the industrial policy, but also a powerful tool for promoting social and economic development. Considered the foundations of the cluster approach will be opened prospects of industrial development of Uzbekistan.*

**KEYWORDS:** *cluster analysis of the potential, the cluster approach, competitiveness, production ties, efficiency, the cluster approach in Uzbekistan.*

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