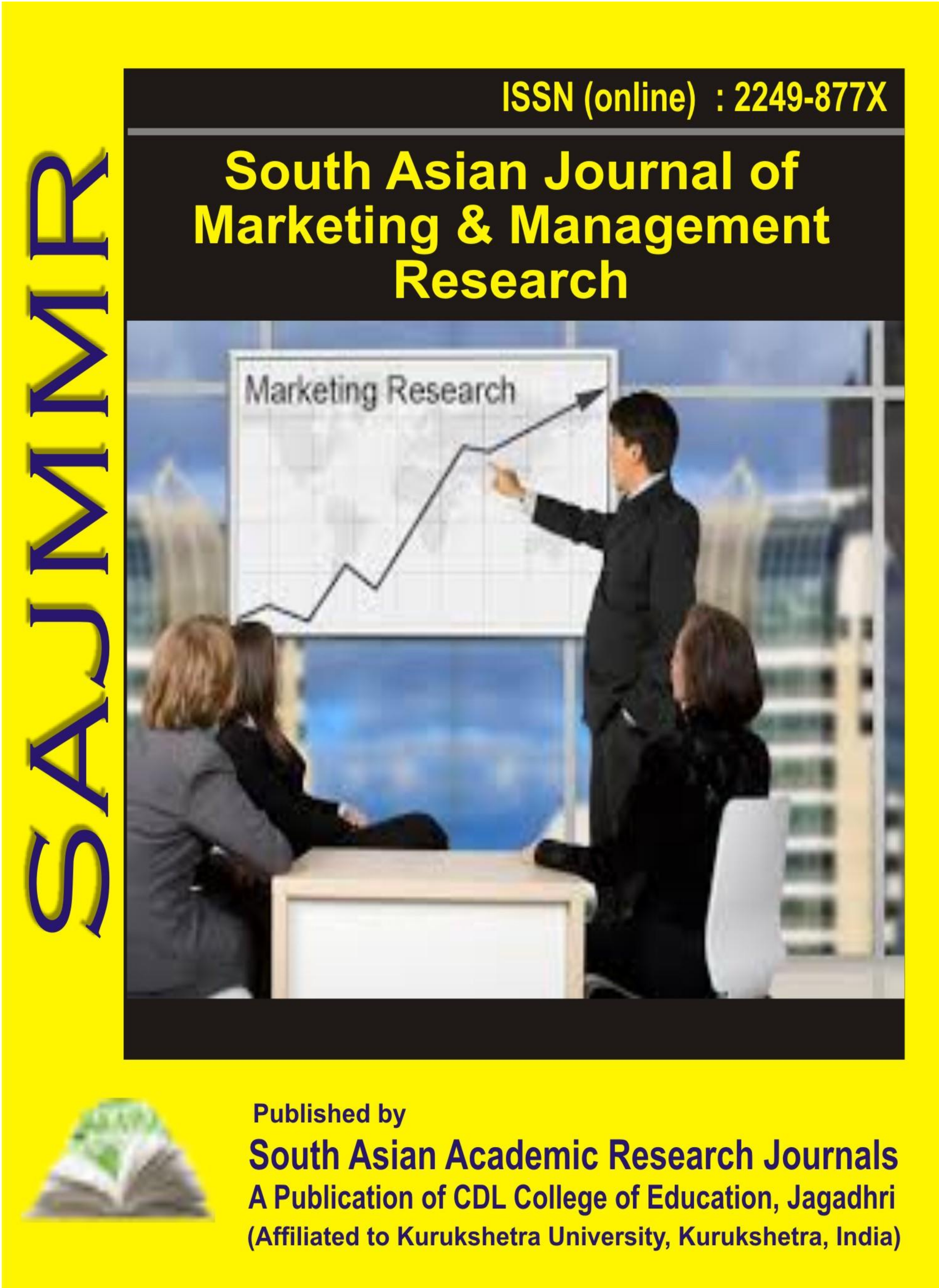
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VISION

The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management including social sciences , education and information & technology. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.

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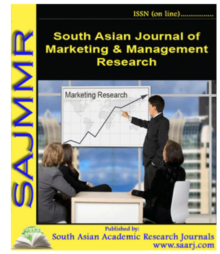

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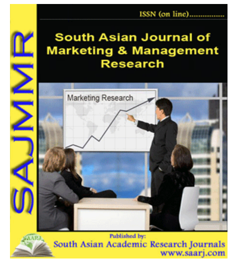

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USE OF MARKETING STRATEGIES FOR DEVELOPING THE EXPORT POTENTIAL OF THE REGIONS

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ABSTRACT

The article explores the use of marketing strategies for developing the country's export potential and the strategies for socio-economic development of the regions, the development of regional marketing strategies for developing regional markets, the development of marketing strategies for real sector enterprises to enter and maintain their positions in international markets. There are different approaches to understanding the role, role and strategies of marketing in regional development. The first approach is the "classic" approach of regional marketing, which is based on the design of processes to meet consumer needs in the target markets. The main directions of the "classic" approach to marketing are the attractiveness of the population to their place of residence, tourism opportunities and investment attractiveness. Given that the goals and objectives set forth in the Strategy are systemic and complex, greater emphasis should be placed on the development of comprehensive regional development programs for local exporters. In addition, these comprehensive development programs should include projects that are more likely to be based on local initiatives. The strategy of actions for further development of the Republic of Uzbekistan for 2017-2021 sets out the objectives of "liberalization and simplification of export activities, diversification of export structure and geography, expansion and mobilization of export potential of economic sectors and regions".Along with the above, the export strategy of the region should be balanced with the image of the region, marketing of export activities, marketing of interrelations, tourism marketing, which are the main directions of the strategy of export marketing, providing social and economic development of the region.

KEYWORDS: *Export Potential, Marketing Strategies, Regional Development, Strategy Of Actions, Market Potential*

INTRODUCTION

The development of marketing strategies aimed at the development of the Republic of Uzbekistan and its regions, increasing the export potential is still considered as an actual problem. The strategy of actions for further development of the Republic of Uzbekistan for 2017-2021 sets out the objectives of "liberalization and simplification of export activities, diversification of export structure and geography, expansion and mobilization of export potential of economic sectors and regions". Ensuring effective implementation of these objectives is an important issue in the development and implementation of key areas and strategies to increase exports of products in the country.

In traditional marketing theories, export strategies are considered nationally, and there is much research on tourism and investment marketing. However, there has been little research on the development of product export marketing strategies in the regions and the study of its specific features.

To accelerate the socio-economic development in the country towards the real sector of the economy, to increase the living standards and income of the population, to ensure the integrated and efficient use of natural, mineral, raw materials, industry, agriculture, tourism and labor potential of each region. economic reforms aimed at reducing the disparities in the level of socio-economic development of the regions through accelerated development through increased export potential. out. The effective implementation of these tasks, in particular, the integrated and efficient use of natural, mineral, raw materials, industrial, agricultural, tourism and labor potential of the region, increasing the investment attractiveness of the regions, the creation of small industrial zones, accelerated development of small towns and towns, and the reduction of cities, creation of favorable conditions for production facilities, further development of industrial, engineering, communication and social infrastructure areas. and modernization of the ancient and requires the use of effective marketing strategies.

There are different approaches to understanding the role, role and strategies of marketing in regional development. The first approach is the "classic" approach of regional marketing, which is based on the design of processes to meet consumer needs in the target markets. The main directions of the “classic” approach to marketing are the attractiveness of the population to their place of residence, tourism opportunities and investment attractiveness. The promotion of the region and promoting its status is also of secondary importance, although marketing is a key objective.

LITERATURE REVIEW

Use of Marketing Strategies for the Development of Export Potential of the Regions and Exports by Foreign Scientists L. Tsfu, TS Fan, L. Zhou, F. Kotler, O. Walker, P. Doyle, Boynets S., Ferto I, De Benedictis L., Utkulu U., Seymen D., Varela G., J., Vollrat T.L. Have been studied by [2-8] and others. Despite the significant contribution of the researchers to the economic science, they do not take into account the structural and functional aspects of exporting fruit and vegetable products to foreign markets.

Use of marketing strategies in the development of export potential of the region from the scholars of the Commonwealth of Independent States (CIS), Buzdalov, A. Dankevich, E. Ogloblin, I. Sandu, IGUshachev LV Agarkova, G.G. Abramishvili, GP Abramova, LV

Balabanova, I.V. It has been widely reported in research by Ryabchik, IA Baranov, NA Popov [9-16] and others.

Among the leading economists of the Republic S.Gulyamov, A.Bekmurodov, Sh.Ergashhodzhaeva, M.Kosimova, M.Ikramov, A.Fattakhov, F.Kamilova, I.Ivatov, M.Boltaboev, N.Yuldoshev, G.Ahunova. 21] The research works are aimed at creating the theoretical foundations of marketing strategies for the development of goods and services markets. Also, theoretical and methodological foundations for the development of the fruit and vegetable processing system, export and marketing strategy are supported by NR Asadulina, UM Umurzakov, HS Hushvaktova, Z. Ergashkhodjaeva, Z. Adilova and U. Muhitdinova. have been studied in their work [22–27].

Analysis and results

In our opinion, we can think of any purposeful ways to increase the market potential and opportunities in the region as a marketing strategy for regional development.

As a second strategy, we consider it necessary to include relevant goals and actions in the process of introducing specific products and services of the region to the target markets as a marketing strategy for the development of the region. Accordingly, as part of this approach, the marketing strategy can be considered as a region-specific product development category, or, as F. Kotler believes, as a general strategic area for regional development. [27]

- attraction of tourists and businessmen;
- attracting business from other regions;
- Preservation and expansion of existing business;
- development, stimulation and support of small business;
- increasing exports and the flow of third-party investments;
- increase of living standards and population of the region;

For each of these strategies, we think, it is necessary to create a marketing strategy that will ensure that the relevant direction and its representatives are brought to foreign markets. Usually A.P. Pankrukhin [28] considered regional marketing as the most important factor in the process of further accelerating socio-economic development, improving the living standards of the population and building an innovative economy.

Celeh TN on principles of effective satisfaction of the needs of the population of the regions and the principles of processes of social and economic development, formation of marketing opportunities of the region conducted an algorithm to increase the marketing potential of the region [29].

Ibragimkhalilova T.V. The main directions of regional marketing policy were studied and a generalized model of its target program was presented. The main scientific novelty is the directions of improving the social and economic efficiency of the brand formation in the region. [30]

In order to promote goods to foreign markets, regional authorities are tasked with addressing the following objectives to enhance the importance of cooperative links that can assist local businesses in export development:

-Information Suppliers - Providing information on export markets to exporting companies.

-Brokers - Search for contractors and distributors for small businesses.

-Intermediary - encourage local producers to participate in foreign missions and trade shows.

-Conducting consultations and seminars, conferences, trainings.

-Financiers - lending, benefits and guarantees.

-Recipients - organization of exhibitions and fairs, reception of foreign businessmen.

-Targeted business groups - target targets for promoting the leading clusters in the region.

-Promoters - marketing and sales representatives.

-Logistics - Solving and developing transport problems in trade relations.

-Developers of new technologies - regional testing laboratories, centers for testing of new technologies.

However, in developing an effective export marketing strategy for the products in the regions, a number of tasks need to be taken into account in order to ensure the effectiveness of the business activities of the participants.

Local businesses in the region pay close attention to all marketing activities related to their business activities. However, one of the initiators of marketing is the local government, but they do not offer their products to the market because they are not producers. In this regard, cooperation between the government and local businesses and their level is of great importance in promoting products to foreign markets.

The regional khokimiyats carry out annual programs and projects of strategic importance in various areas aimed at the promotion of exports of goods, to encourage exporters, to find external partners, to ensure the participation of businesses in international fairs around the world. Along with the above, the export strategy of the region should be balanced with the image of the region, marketing of export activities, marketing of interrelations, tourism marketing, which are the main directions of the strategy of export marketing, providing social and economic development of the region (Fig 1).

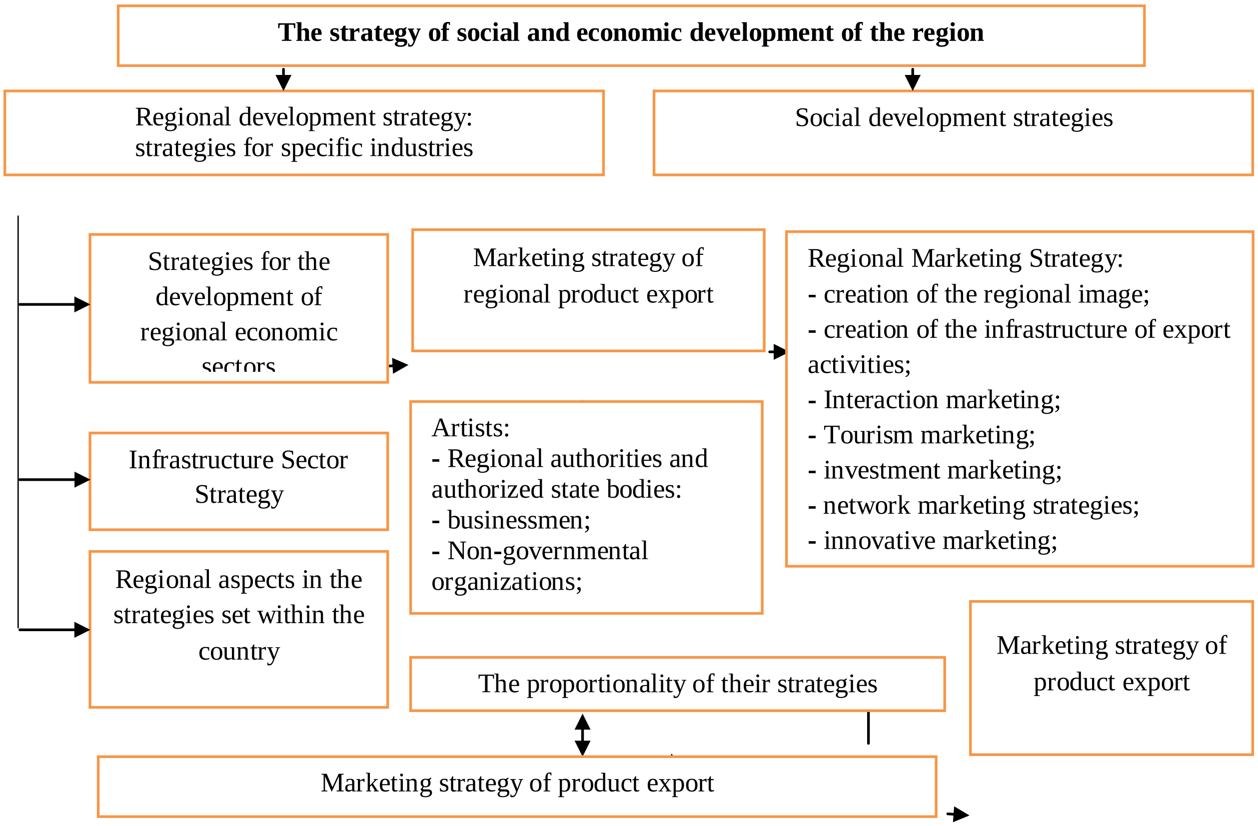

Fig 1. Marketing strategy of product exports associated with the strategy of socio-economic development of the region

Export marketing, which is implemented in line with the region's socio-economic development strategies, should be reflected in all activities aimed at creating a regional image.

Tashkent region is one of the second largest exporters in the country compared to other regions of the country. Industrial products and cotton fiber account for the bulk of exports. Foreign trade turnover of Tashkent region in 2018 makes up US $ 4118.6 million Growth rate was 130.0% compared to 2015, including export operations by 95.1% due to the reduction of exports in the CIS countries, and import growth almost 2 times.

TABLE 1. FOREIGN TRADE TURNOVER OF TASHKENT REGION (US $ MILLION)

Indicators	2015 y	2016 y	2017 y	2018 y	In 2018 compared to 2015, %
Foreign trade turnover	**3167,7**	**2912,2**	**3 207,60**	**4 118,60**	**130,0**
including:					
CIS countries	1264,6	1156,8	1 120,70	1 676,40	**132,6**
other countries	1903,1	1755,4	2 087,00	2 442,10	**128,3**
Export	**1677,4**	**1229,8**	**1 406,00**	**1 595,60**	**95,1**
including:					
CIS countries	646,3	422,5	379,1	436,6	**67,6**
other countries	1031,1	807,3	1 026,80	1 159,00	**112,4**
Import	**1490,3**	**1682,4**	**1 801,60**	**2 523,00**	**169,3**
including:					
CIS countries	618,4	734,3	741,5	1 239,90	**200,5**
other countries	871,9	948,1	1 060,10	1 283,10	**147,2**

Source: http://toshvilstat.uz/images/2018-04-чорак.pdf

In Tashkent region, 316 enterprises are exporters, of which 240 are exporters of industrial products and 76 are exporters of fruits and vegetables. In 2018, total exports of goods worth $ 4,118.6 million were exported by the region by 10.8%, ferrous and non-ferrous metals - 67.4%, cotton fiber - 3.7%.

The main part of exported goods and services falls on Turkey and China. This represents 47.8% of total exports. If you look at the structure of goods exported to Turkey and China, we can see that energy and oil products, chemical products and products and food groups are the main groups.

By the share of exporting enterprises in comparison with existing industrial enterprises in the region (3,3%), Chirchik (5.1%), Akhangaran city. (3.2%), Bekabad (3.1%), Zangiota (4.1%), Kibray (3.3%), however, are lower than the overall result.

It is no secret that the Tashkent region is a highly developed industry - the leading sector of our economy. Today, the share of the region in the local industry is 14.7%, which indicates a great production potential.

Large industrial enterprises operate in the region, which are the locomotive of our economy in the field of electricity, automotive, metallurgy, fuel and energy complex, chemical and petrochemical industry, construction industry and agricultural processing.

Large cities of Tashkent region, where the main industrial enterprises are located, are also important industrial centers of the country and play an important role in ensuring balanced development of the regions. It produces 8.2% of industrial output of the country, or 27.3% of the total volume in 25 cities. In Chirchik and Almalik, per capita production is 2.5 and 8 times higher than the national average, and they are monotowns.

At the same time, taking into account the production potential and entrepreneurial activity of the population, new forms are being introduced in the region to facilitate the optimal use and export of economic factors. Establishment of the Special Industrial Zone “Angren” (based in 2012 in

Angren and part of Ahangaran district) on the basis of the natural and economic potential of the region will enable the development of high-tech products with high added value and increase the export potential of the region.

In the Tashkent region, the main sectors of the industry are characterized by advanced trends in automotive, chemical and petrochemical engineering. The region also includes steam and high-pressure boilers, electrolytic structures, optical and optical-mechanical devices, tools for mechanization and automation, equipment for the construction industry and land reclamation, etc. It occupies a leading position in the republic in terms of production.

From the above analysis it is clear that the export potential and investment attraction of Tashkent region is higher than in other regions, and it should play an important role in the development of the strategy of export marketing of goods.

Effective implementation of the Tashkent region's socio-economic development strategy requires improving the organizational and functional framework for managing the socio-economic processes in the region. In this regard, it is important to ensure consistency between the established priorities and the existing economic opportunities and regional exporters and local management processes. In this regard, it is important to align long-term goals and directions in the Strategy with the current tasks of local governments in coordinating socio-economic processes.

CONCLUSION/RECOMMENDATIONS

Given that the goals and objectives set forth in the Strategy are systemic and complex, greater emphasis should be placed on the development of comprehensive regional development programs for local exporters. In addition, these comprehensive development programs should include projects that are more likely to be based on local initiatives. This will require local governments to increase their independence in determining the priorities and long-term development of the region. First and foremost, this issue requires that many powers be aligned with the strategic goals of local entrepreneurs.

Based on the above, the functions of local governments and regional marketing strategies should primarily be linked to product export marketing strategies, to improve the image of the region, improve the business environment and enhance investment activity, social development, and infrastructure development. This requires functional coordination and coordination of the existing management, coordination and regulatory functions with the above objectives.

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DAIRY BUSINESS ROLE IN THE ECONOMIC AND FINANCIAL DEVELOPMENT: A CASE STUDY OF KARGIL DISTRICT IN THE STATE OF JAMMU AND KASHMIR

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ABSTRACT

The development of dairy cultivating has turned into an incredible wellspring of income for the ranchers in India particularly to the rancher's groups in rural India, due to its exceptional significance to the most deprived society in country like India that routinely comprises of families with low pay, the little landholders, landless workers and women's. It is obvious and no one can deny that the dairy businesses play an essential job in lightening rural neediness by expanding regional milk generation and advertising. In essence the present investigation was directed in the wilderness region of the Jammu and Kashmir state i.e. district Kargil. Findings of this study supports that the ranchers after engaging themselves in dairy and related businesses believed to have improved their economic and financial conditions. The findings of this examination led to uncover some facts related to the ranchers in the select region do dairy business however not at huge scale not at all like in different parts of India that where the dairy cultivating has turned into an undeniable industry that is contributing admirably into the economy of the nation and, the kind of financial and non-financial help targeting the ranchers from the administration to nourish the small scale ranchers and the extension of large ranchers engaged in dairy related businesses was not that much helpful to nourish and expand the duo ranchers type. Thus, propose government to have a dairy cultivating focused plans to acquire constructive changes to the rural economy and to connect more individuals legitimately or in a *roundabout way in the dairy cultivating business to bring noteworthy economic and financial changes of the select district.*

KEYWORDS: *Dairy Business, Economic Status, Financial Status, Ranchers, Livestock*

INTRODUCTION

The requirement for expanded domesticated animal's generation is squeezing, given the rapidly developing interest for animal products and the significant contribution of animals to the incomes and welfare of the rural people. The livestock sector adds to 4% of India's GDP and the dairy area involves dominant part of share (sources: business- standard.com). Extra physical, or budgetary capital is required for the presentation of another domesticated animals. Cattle population is an economic barometer of Indian agriculture. A huge number of provincial small milk makers overwhelm India's dairy industry, contributing 62 percent of total milk created in the nation. Domesticated animal's division gives work to almost 18 million individuals through one lakh in addition to helpful social orders existing in the nation alongside cultivating of animals, securing their milks and its handlings are additionally giving extensive business openings (Satish and Dash 2016). Yearly milk generation in India has dramatically multiplied over the most recent decades, from (52 million) metric tons in 2007 to a foreseen (167 million) metric tons in 2017. The reason for this quick development and contribution is to a great extent credited to the commitment of ranchers engaged in dairy and is related businesses, helped by numerous multi-sidelong offices assisting the dairy and related businesses and schemes emerged from time to time (Dairy India 2017),and this part has started to established its situation in the economy to turn into a decent wellspring of income to the people groups in the rural regions. These milk producing animals are subject to the generation of the yields, grasses and its residuals. Department of animal and sheep husbandry in the province of Jammu and Kashmir by and large and the Kargil locale especially offers independent work plans and chances to the general population in the provincial regions. Dairying has turned into an appealing enterprise that yield great and pain free income to the rancher's groups with the assistance of the animal and sheep husbandry division. These divisions give rewarding ideas in term of sponsorships to purchase steers' (nearby breeds), wild oxen (Jersey breed), and furthermore give financed advances so as to arrangement the dairy ranch business to the general population in the rustic and urban regions too. Dairy cultivating is assuming a lead job in the sustenance of the general population's work in this specific area. Albeit cultivating, water system and different exercises are not done at exceptionally huge scale that can gain great source of income, rather the people groups in this specific region favour cultivation for the individual causes only, for instance to gain the everyday dairy needs. In addition, there are a very few people groups not many in numbers that have nourished their dairy businesses yet not at extremely enormous scale. Their model of working together resembles that they utilize a few people groups to gather milk from the towns and offer it to the clients in the market, additionally there were a few people groups whom were occupied with the milk supply organizations. With regards to poverty and unhealthiness, milk has an uncommon task to carry out for its numerous wholesome benefits as well as giving valuable incomes to nearly 70 million ranchers in rural areas (Dairy India 2017). All the more significantly, the ranchers in India earn a 60 percent of their income from dairying. In light of the growing and emerging contribution of this sector to the economy of the country this paper endeavoured a modest attempt to examine the status of dairy businesses' in this wilderness region of district Kargil in the state of Jammu and Kashmir. Objectives, methodology, background and findings of the present study is discussed in the following sections.

OBJECTIVES OF THE STUDY

In light of the above space this investigation plans to accomplish the accompanying arrangement of goals

1. To measure the economic status of ranchers engaged in dairy and related business of the select district.
2. To analyse the financial status of the of peoples engaged in dairy and related business of the select district
3. To assess the development of dairy business of the district under study

RESEARCH METHODOLOGY

The present study was completed in the Kargil region of the Jammu and Kashmir state which is dispersed over more than a few topographical zones. Hence, stratified random sampling was utilized to choose samples. First the entire area was partitioned into four strata's and equivalent number of samples were chosen from the given strata. Questionnaire technique was utilized to gather information. An aggregate of **70** polls were dispersed to the respondents out of which **56** were returned and just **51** questionnaires were in usable structure, rest were altered and were not in usable conditions to extricate information, making the response rate to **72.85%**. The respondents were posed questions related to their dairy businesses, their current economic, financial positions and questions related with their milk productions. As the greater part of the respondent's capability were beneath high school and were not in position to comprehend the questions asked. Thus, to conquer this issue, the respondents were helped with understanding the questions and denoting their reactions. Spss 23.0 was used to analyse data.

SURVEY OF THE LITERATURE

Farming has a key job in decreasing destitution since a large portion of the Indian live in rural areas and are to a great extent reliant on agriculture which includes taking care of domesticated animals which are basic for the advancement of economies. Cattles are wellspring of sustenance, proteins, salary and business. For low income families' livestock can serve as a store of wealth (Martin upton working paper series 10). Dairying is an old custom for many Indian rural families; domesticated animals have been a basic piece of the cultivating frameworks from days of yore. Milk contributes more to the national economy than any farm commodity. More than 105 billion dollars in 1994-95 (Dairy India 2017). Animals are capital resources, created previously and adding to future item yield. Interest in, or the procurement of, domesticated animals includes savings or obtaining, advocated by the normal future profit for capital. Aside from sturdy capital encapsulated in the livestock, coursing capital is expected to meet current expenses of generation. The significance of farming in economic development goes past its contributions to development in national income, the occupations of rustic individuals and meeting the nourishing necessities of expanding populaces. Agricultural development is also observed as having a key job in the decrease of destitution. This pursues from the information that a larger part of the poor live in rural regions and that sustenance costs are a noteworthy determinant of the genuine pay of both the rural and urban poor. (Rajendran and Mohanty 2004) found that the dairy co-operatives assume an imperative job in lightening country neediness by increasing rural milk production and marketing. Inclusion of delegates; absence of dealing power by the makers; and absence of framework offices for accumulation, stockpiling, transportation, and handling are the significant imperatives which influence the costs gotten by makers in milk marketing. Milk quality, product advancement, infrastructure support development, and worldwide advertising are observed to be future difficulties of India's milk marketing. There by the role played by the dairy businesses in the economy is an incredible source of work for the rural people, both to the workers, little landowners and the ranchers as well. They keep cows in the backyard, to breed and serve as nourishment for themselves or deal in the market (Rakesh & Rahul 2018)

STATISTICAL ANALYSIS AND INTERPRETATION

Table **1.1**showing descriptive statistics mean and standard deviation of economic and financial conditions and table **1.1.2**, table **1.1.3** and figure **1.1**reflect the frequencies of economic and financial conditions of the rural area peoples engaged in the dairy business of the select district.

TABLE 1.1 DESCRIPTIVE STATISTICS

	N	Mean	Std. Deviation
Economic Condition	51	.86	.960
Financial Condition	51	.90	.964

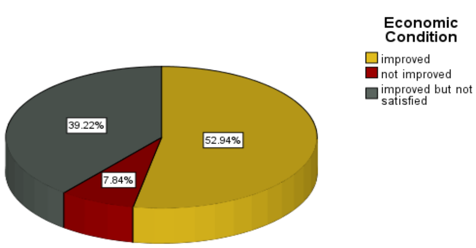
TABLE 1.1.2 FREQUENCIES FINANCIAL CONDITION

	Frequency	Percent	Valid Percent	Cumulative Percent
Improved	26	51.0	51.0	51.0
Not improved	4	7.8	7.8	58.8
Improved but not satisfied	21	41.2	41.2	100.0
Total	51	100.0	100.0	

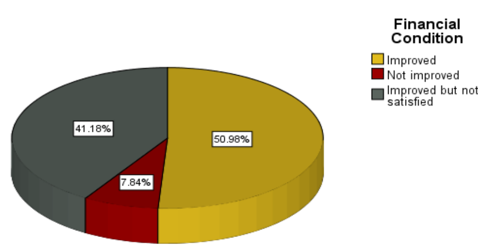
TABLE 1.1.3 ECONOMIC CONDITION

	Frequency	Percent	Valid Percent	Cumulative Percent
improved	27	52.9	52.9	52.9
not improved	4	7.8	7.8	60.8
improved but not satisfied	20	39.2	39.2	100.0
Total	51	100.0	100.0	

Figure 1.1



Figures 1.2

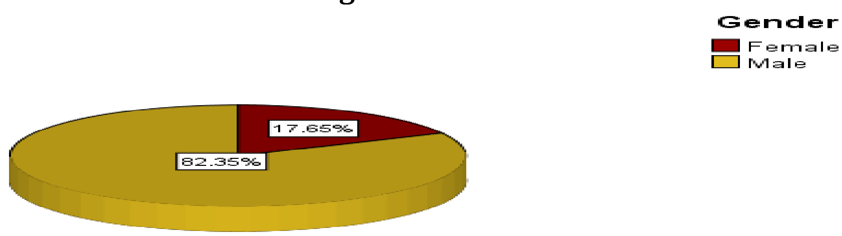


As it is apparent from the table **1.1** that dominant part of the sample taken do believe that they are well aware of the dairy business they are doing and the contribution making economically and financially is noteworthy to them, and they were of the opinion that prior to engaging in the dariy business their economic and financial conditions were not that in a good position or in other words the economic and financial conditions were not in good tune comparatively to the current conditions (economic and financial). These contentions are supported by a (mean **.86** and standared deviation of **.960** for economic conditions) and (mean of **.90** and standard deviation of **.964** for financial conditions) on a **5**-point rating scale. Moreover, we can say that individuals engaged with milk or diary businesses accept that the are economically and financially sound to the degree of **90%.**

TABLE 1.2 GENDER

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	9	17.6	17.6	17.6
Male	42	82.4	82.4	100.0
Total	51	100.0	100.0	

Figure 1.2

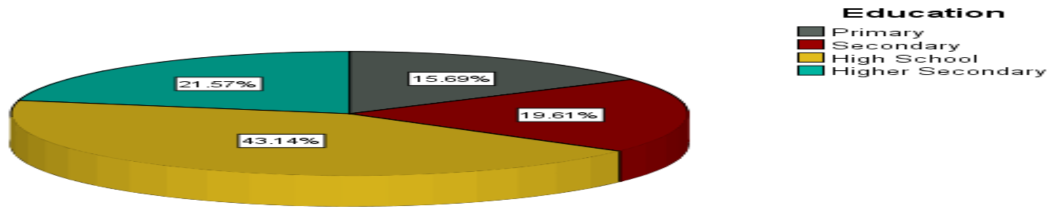


The above table 1.2 and figure 1.2 shows the figures and graphical representations of frequenceis of the samples drawn from the population for the current study where **82.4%** were male and only **17.6%** were females.

TABLE 1.3 EDUCATION

	Frequency	Percent	Valid Percent	Cumulative Percent
Primary	8	15.7	15.7	15.7
Secondary	10	19.6	19.6	35.3
High School	22	43.1	43.1	78.4
Higher Secondary	11	21.6	21.6	100.0
Total	51	100.0	100.0	

Figure 1.3

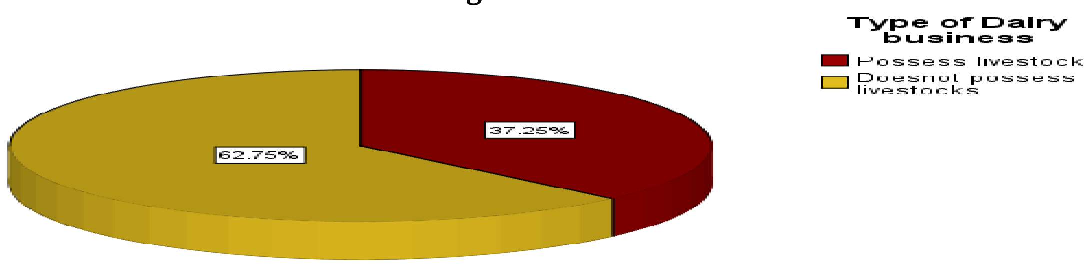


The above table and graphical representation show the education status of the peoples engaged in the dairy business and dairy farming related activities where most of the respondents i.e. **43.1%** are holding high school standard followed by **21.6%** higher secondary level, **19.6 %** secondary level and **15.7%** were primary level.

TABLE 1.4 TYPE OF DAIRY BUSINESS

	Frequency	Percent	Valid Percent	Cumulative Percent
Possess livestock	19	37.3	37.3	37.3
Does not possess livestock	32	62.7	62.7	100.0
Total	51	100.0	100.0	

Figure 1.5



Next in the figure and graphical representaion list is the type of dairy business peoples engaged in i.e. where the possess livestock or not. The outcome of the analysis shows that **62.7%** of the respondents were in the possesion of livestocks contribuiting them well in their dairy related activities. Whereas **37.3%** of the respondents were not possessing livestocks, they managed their diary related activies by engaging workers to collect milk and stock it in the colling storages from where the distributions is managed, and sold the same in the town area.

CONCLUSION

Livestock makes a significant role in improving the economic and financial condition of the rural peoples in addition to poverty alleviation of poor peoples by generating incomes by ways of engaging themselves in selling milk and its allied products in the market. On the basis of the findings of the current study it can be concluded that the economic and financial conditions of the ranchers engaged in dairy and related businesses is improved to the extent they are satisfied with the contribution made to their lifestyles by their ongoing dairy businesses. In light of the findings of the current investigation this study would like to make the following recommendations. Implementation of innovative techniques and technological advancement to assist in incrementing the milk production of the peoples in the select district will boost the livestock development which will in-turn increase the milk production of the peoples engaged in the dairy related activities. Departments entrusted to take care of the livestock and its development i.e. animal and sheep husbandry in this district need to be more vigil and active. They need to devise policies and schemes that will nourish the small ranchers and boost the ranchers engaged at large level dairy businesses. in addition to, looking after the health and related issues of the rancher's livestock. Government must ensure that they provide financial and technological support to the volume of milk production at a rapid rate in the select district so that the ranchers engaged in this business can extend their dairy business, or in other words they need not to limit their dairy business to a particular region and government must take initiatives to increase the dairy productions of the ranchers to export them to other parts of the state, although the select district remains cut-off for more than six months in a year will be a constraint and hindrance to expand the dairy business of the ranchers beyond the boundaries of the select district. There is need of spread of market data, and consolation of co-employable gathering activity and investment by small scale milk producers to fortify their current economic and financial conditions. Because of the impediments of this present study and the small number of respondents, it is not known about what degree the findings from this examination are generalizable. it is in actuality the case, further research with a bigger, increasingly assorted sample would be progressively productive. Nothing is perfect in this world; The present study has certain limitations. In this backdrop this present study has certainly some limitations. First the study was conducted in the small district of the state which would be untrue to draw generalization. Thus, future studies need to include more region to make clearer generalizations more (longitudinal study is advised). Second the data collected was very small due to time and financial constraints hence future studies can be conducted with larger sample sizes. Third the respondents were asked questions related to their economic, financial conditions, type of dairy business and their milk productions. Future studies can include more exhaustive question related to dairy businesses like the type of livestock, the constraints in doing dairy business. Fourth the female respondent's rate was low as compare to the male respondents; thus, future studies can include a greater number of females to make the study more balanced in term of gender ratio.

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BASIC PRINCIPLES OF INVESTMENT IN THE ECONOMY OF UZBEKISTAN

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ABSTRACT

The article describes scientific proposals and recommendations for investment in the economy of the Republic of Uzbekistan, improvement of their use and ways of their effective use. Theoretical and methodological and practical proposals and recommendations on the basic principles of investment in the economy of Uzbekistan are developed. It should be noted that the right decision in the allocation and allocation of investments is based on the analysis of the ratio of expected profit and risk. Therefore, when determining the nature of investments, it is important to take into account their risks and expected returns. It is also important to provide tax incentives to enterprises, especially those with newly established foreign investment or other small and medium-sized enterprises, on the basis of government support policies. Enterprises do not pay taxes during this grace period and direct these funds to expand their production. In the conditions of modernization and diversification of the current economy, the region has sufficient investment potential, but the creation of contractual joint ventures with major projects (eg, petrochemicals) where production modernization is required, as well as the creation of new joint ventures in all regions of the country. The volatility of the market increases the risk of return on investment. If the risk is not controlled, there will be significant losses through competition in the markets. In this context, non-investment in existing investment projects should be one of the priority investment principles.

KEYWORDS: *Investment, Modernization, Investment Program, National Economy, Budget, Non-State Sector.*

INTRODUCTION

Investment processes in each country, including the Republic of Uzbekistan, are implemented primarily through the development and planning of investment projects and their presentation to investors. It should be noted that the right decision in the allocation and allocation of investments is based on the analysis of the ratio of expected profit and risk. Therefore, when determining the nature of investments, it is important to take into account their risks and expected returns. The nature of the return on investment depends on the sources of their income and their proper allocation and direction. This means that there is a continuous link between the reliability of capital sources and the proper investment of funds.

Today it is advisable to use both internal and external sources of financing investment projects. In order to use internal and external sources of financing of investment projects in Uzbekistan, it is necessary to provide the legal and economic foundations of this sector, to study and to apply its undisclosed and unexplored aspects. As you know, there are various sources of investment financing.

In order to develop production in the Republic of Uzbekistan and integrate the manufactured products with the requirements of world standards, the state budget is currently financing a number of large industrial complexes. With the privatization expansion and the development of the private sector, investment from the state budget will decrease

In these cases, it is advisable to fund mainly the projects of medicine, health, science, culture, education and other social spheres. Examples include healthcare facilities, academic lyceums and vocational colleges, which have recently been established and commissioned in the country.

Analysis and results

The share of the state budget was 22.9% in 1995, and by 2017 this figure was down by 17.4% to 5.5%. A similar decrease in the share of corporate funds can be observed in 1995-2017 (Table 1).

According to Table 1, the decline in the share of state budget funds in total fixed capital investment has, of course, led to some positive trends in the economy, including a decrease in funds stagnation and an accelerated flow of funds.

TABLE 1 DISTRIBUTION OF FIXED CAPITAL INVESTMENTS BY SOURCES(IN PERCENTAGES)

№	Funding sources	1995	2000	2005	2010	2017	Difference in 2017 versus 1995 (+, -)
1.	State budget	22,9	29,2	12,2	5,6	5,5	-18,4
2.	Enterprises and organizations	47,0	27,1	46,1	33,0	29,4	-13
3.	Funds of the population	6,6	12,0	11,4	16,0	14,5	14,1
4.	Bank loans and other funds	9,6	7,2	3,8	9,7	11,0	1,6
5.	Foreign investments and loans on the basis of state guarantees	13,9	23,2	21,7	28,3	6,5	7,4
6.	Off-budget funds	-	1,3	4,8	7,4	-	-
7.	Including State Targeted Funds, Children's Sports Development and Reconstruction Fund	-	-	-	-	12,7	10,1

Source: Based on data from the State Statistics Committee of the Republic of Uzbekistan

Foreign investments under government guarantee made up 13.9% in 1995 and 6.5% in 2016, an increase of 7.4% compared to 1995. The share of bank loans and other funds was 9.6% in 1995, and increased by 0.5% in 2017 to 11.0%. It should be noted that the share of investments in fixed assets from the State Targeted Funds, the Fund for the Development and Reconstruction of Children's Sports in 2014 amounted to 10.9% in 2015 and 12.7% in 2017.

The above-mentioned sources of funds can be used by enterprises to expand their production capacities, to create new industries, to upgrade or to technologically modernize, to increase working capital. Currently, the state provides subsidies and other subsidies for the financial support of many businesses. It is also important to provide tax incentives to enterprises, especially those with newly established foreign investment or other small and medium-sized enterprises, on the basis of government support policies. Enterprises do not pay taxes during this grace period and direct these funds to expand their production. In addition, businesses can obtain additional funds by selling or renting fixed assets and other property they do not need.

Bank loans play a special role in financing the distribution of investments through various sources. Taking this into account, since the first years of independence great attention has been given to the development of the banking system in the country. Dozens of laws and regulations, instructions and measures have been developed over a short period of time to reform the banking system. Currently, a number of commercial banks are operating in the country. They provide loans to all businesses in the country to develop their business.

As a result of the decisions taken on liberalization of the economy and further deepening of reforms, excessive interference, unnecessary inspections of economic entities, as well as negative forces that hinder their activities were eliminated. In addition, the commercial banks are gradually eliminating the need for lending by commercial banks, demanding surplus documents and delays in lending.

From year to year the attraction of population's funds to finance many investment projects on the basis of privatization and liberalization in the economy of the Republic is increasing year by year. In this regard, it should be noted that in the economies of the developed countries, public funds are a necessary source of funding for investment projects. The development of the securities market in both developed and developing countries is the basis for direct public investment. Securities market is also developing in the country, the savings of the population are carried out in commercial banks, which are used for short-term lending.

Based on the results of the research, it is advisable to use a number of measures, including the use of available funds on pension funds and plastic cards on the basis of the population's own preferences and certain incentives and incentives.

Addressing foreign sources of investment resources for the Republic of Uzbekistan is largely dependent on the need to address both strategic and current issues of the modern era in the context of modernization and diversification of the economy. The most important of these tasks are:

- eliminating regional disproportions in economic and social development;

- strengthening the country's export potential;

- development of import-substituting industries;

- Creation of private and mixed sectors of the economy, promoting the development of competitive environment;

- improvement of market infrastructure;

- advanced foreign technology, know-how and managerial experience.

Liberalization of the economy opened the way for foreign investors to approach the key sectors of the Uzbek economy. At present, foreign investments in ferrous and non-ferrous metallurgy account for 63.5%, 19.8% of the total foreign direct investment in the oil and gas sector, and foreign investment in total capital (Table 2).

TABLE 2 MAIN INDICATORS OF INVESTMENT ACTIVITY IN FIXED ASSETS IN THE REPUBLIC OF UZBEKISTAN(BILLIONS SOUMS)

Indicators	1995	2000	2005	2010	2015	2017	2017 versus 1995 difference (+,-)
Total investment in fixed assets	88,9	744,5	3165,2	15338,7	41670,5	60719,2	60630,3
Including foreign investments and loans	12,4	172,4	687,0	4340,8	8309,5	16309,2	16296,8

Source: Based on data from the State Statistics Committee of the Republic of Uzbekistan.

According to the table, in 2017, compared to 1995, investment in fixed assets was $ 60,630.3 billion. Foreign investments amounted to UZS 16296.8 billion. soums, which exceeds the corresponding figure of 60719.2 billion soums. and UZS 16309.2 bn. soums. In 2017, compared to 2016, investment in fixed assets increased by 7.1% and foreign investment and loans by 41.0%, and foreign direct investment increased by 40.7%.

This, in turn, indicates that the share of foreign investors in the fixed capital for the development of the national economy is increasing year by year and the potential of the investment climate in the country is increasing. In our view, one of the most important problems in attracting and using foreign investment is the right choice of investment, the main criteria for choosing foreign investment, and the type of activity (technological complex, scientific, etc.) and project investments (small, medium, large):

In the conditions of modernization and diversification of the current economy, the region has sufficient investment potential, but the creation of contractual joint ventures with major projects (eg, petrochemicals) where production modernization is required, as well as the creation of new joint ventures in all regions of the country. Attention should be paid to the attraction of foreign investments for modernization and technological renovation it is advisable to increase the investment attractiveness of their investments.

Foreign investors are of great interest in the creation of such joint ventures in the country's raw materials industry, first of all, in the mining and fuel and energy sectors. Here, in comparison with joint ventures, contracts for the distribution of products, especially in the field of exploration and hydrocarbon mining, are more profitable. The advantage of this type of contract is that it is a simple and effective mechanism for gaining private share of income, tax and legal regime of contracts.

Concession, that is, the right of foreign investors to use renewable and non-renewable natural resources, to carry out other types of economic activities on a long-term lease basis, is one of the most effective ways to increase the export potential of the country. However, the use of this method of attracting foreign capital requires a thorough functioning of the mechanism of state regulation and legal support of this process.

Weak frameworks for internal savings, and the lack of a two-way mechanism of capital circulation between more efficient and less efficient businesses and sectors within the country, as well as across sectors and sectors of the country, diminish economic stability and growth opportunities. Therefore, the implementation of Uzbekistan's long-term development strategy, attraction of foreign capital and domestic investment, requires the creation of a full-fledged stock market, with a mechanism to transfer capital from the mass investor to the real owner.

The availability of stock markets and stock culture in the country ensures free demand and supply for capital. This will allow the real sector of the market economy to recover and attract new investments in its development. Investment institutions, in turn, diversify their portfolios across not only businesses but also medium and even small businesses. In other words, the process of privatization should go through the scheme of privileges, not the search for strategic investors-monopolists.

The main advantage of the proposed scheme is the real opportunity to reduce the risk of these investments (even in the less profitable sectors) by investing in production and distributing investments among many participants. At the same time, investing in only the primary sectors of the economy with the least risk increases for a long time may deviate from the traditional trends of foreign investors in developing countries.

If the sale or transfer of a business to a company is complicated by its search and then choosing the most profitable and financially viable company in Uzbekistan, there are no obstacles to capital mobilization in the proposed approach. There is no risk that the project will be suspended due to the absence of the claimants, because at least some of the emissions will be sold. At the same time, the state may leave a controlling stake or a stock of its own shares and retain control over the enterprise.

Managing the enterprise, its restructuring, banking services, and, if necessary, the involvement of foreign firms, pursuant to the privatization approach, are carried out by the relevant structures of the republic. This, in turn, will give impetus to the development of the national economy.

Of course, portfolio investing requires an enterprise auditing by international standards, advertising abroad, listing stocks in the global stock markets, conducting other initial business, additional costs and time. In the end, however, all of these costs are justified, leading to increased investment in production and, consequently, increased production.

In the context of economic modernization, it is important to emphasize that economic growth requires strategic attention, mainly by attracting foreign capital and investment in the real sector of the economy through domestic savings. Most economists, while looking at domestic sources of investment in the country, envisaged private equity of enterprises and organizations of all forms of ownership, except for the state budget.

This issue coincided with the initial stage of market relations. This initial period is characterized by socioeconomic equilibrium, declining production, high inflation and low incomes. The role and importance of savings as a source of investment potential increases with deepening of market reforms, economic growth, and increased cash income and the loss of economic uncertainty in the long run.

It is now advisable to consider the nature of savings that are the source of investment. Population savings are the sum of accumulated cash reserves that are collected only when income exceeds expenses, and the proportion of the difference between income and its consumed portion is determined.

The savings of the population are collected by banks and other financial institutions and participate in the financing of capital investments. Banks and financial institutions, in turn, place free funds in various forms of financial and material wealth, lending them to investment entities.

The size of the population's savings and their investment orientation largely depend on their savings goals. The purpose of paying the savings is to invest in future consumption or to secure a high return.

Long-term savings play an important role in investing in the Republic of Uzbekistan. These funds are formed by accumulation in banks' fixed-term accounts or by investing in long-term financial assets, such as stocks and bonds. It is advisable to involve not only banks at different levels, but also other investment institutions in the collection and rational distribution of such funds. Of course, in distributing investments it is necessary to pay close attention to the principles of investment and to consider the following principles of investment distribution:

In the allocation of investments, it is important to focus on price, average price growth, growth, or acceleration in implementing investment strategies. Investment decisions should be based on the evaluation of investment projects. Whatever investment strategies you choose, you need to maintain a consistent approach. In other words, the value of a good investment project should not be considered by the investor.

In the distribution of investments, low risk of investing is significant and, if purchased at a lower cost than the actual cost of the investment project, the risk level is slightly lower. The best risk mitigation plan is to buy an investment below the real cost.

CONCLUSION/RECOMMENDATIONS

In conclusion, it is important that you do not lose your invested investments, so that you can use strategies for managing your diversification. The volatility of the market increases the risk of return on investment. If the risk is not controlled, there will be significant losses through competition in the markets. In this context, non-investment in existing investment projects should be one of the priority investment principles.

As a result of the consistent implementation of economic reforms, existing enterprises in the country are developing and becoming financially stable. In this regard, new funds for self-financing are being created at the enterprises for modernization and technical equipment modernization.

To summarize the above, we can conclude that in order to attract savings and to invest heavily in the economy:

- strengthening macroeconomic stability;

- increasing the reliability of invested funds, providing them with guarantees of the insurance system;

- Using the resources of the stock market to direct the population to invest;

- Ensure the return on investment compared to the inflation rate.

Studying appropriate dynamic models, taking into account the risks and uncertainties in the investment efficiency of the inter-sectoral investment allocation, is not only scientific but theoretical, it also has important practical implications for determining current and future measures of socio-economic development of the country. a comprehensive account of the impact of factors, and the development of economic development programs in terms of the impact of these processes Irish necessary, and their consistent implementation.

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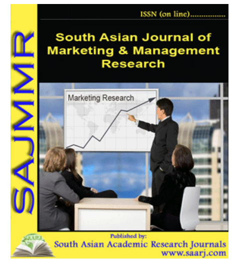

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LEADERSHIP

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ABSTRACT

Leadership plays a vital role in organization's goal attainment. Leader with good standard education understands people well. Quality of skills possessed by every leader paves way for efficiency in work. A good leadership will result in the success of the economy and it's true in case of a region state or a company. Every individual during their higher education they should be given proper training in acquiring various skills such as leadership skills and other work related skills which will help them to function effectively at the work place Rogerian leadership style helps and promotes creativity Leadership programs help to develop the skills of a person provided the barriers are handled effectively.

KEYWORDS: *Effectively, Leadership, Provided, Inspiration*

INTRODUCTION

Every organization has a goal to be achieved and leadership contributes majorly in achieving such goals. It directs and guides the employees to work towards reaching the goals by providing motivation and inspiration. Leadership plays a very important role in the success of the business. Thus leadership proves to be an essential concept for discussion.

In the history an explorer is the first to lead into a new territory whereas the politicians formulates and executes his decisions which changes the whole nation (Fetzer, 2005).The success and failure of a corporate organisation and a small scale business is completely dependent on the decisions taken by the leader (Baden-fuller, 2004).

A higher education leader is good at knowing or understanding the people and he very easily relates to their feelings (Poley, 2011).The adverse effect of traditional discipline with regard to leadership study can be eliminated by ethical and moral centre(Burns,2005). Leadership is not just a theory related to management but it is regarded as an autobiography which is an inspiration for many other leaders (Mann, 2003).

A good leadership will result in the success of the economy and it's true in case of a region state or a company (Ohmae, 2005). The leaders must be aware of the latest information related to leadership and should implement them in the organization effectively (Weiss, 2005).

Leadership is a wide area and it's carried out according to the situation;however this assignment will concentrate on the different types of leadership styles adopted in various fields, skills in leadership and the challenges faced in the leadership. Lastly the barriers related to leadership will be discussed.

THE LEADERSHIP STYLES

Every organization follows a hierarchy, where the leader heads the whole team. The major drawback faced here is that the employees do not interact much and it's very common when there is a transition from one leader to another (Sauer, 2011).A transformational and a transactional style of leadership has reduced the problem of downward mobbing but an authoritative leadership style has increased the mobbing(Ertureten,Cemalciliar and Aycan, 2013). A transformational leadership will result in a high degree of team identification when compared to transactional leadership (Ruggieri and abate, 2013).

The people orientation behavior projected by the leaders is of vital importance when compared to the change behavior (Bellou, 2011). Leadership style is of great impotence to projects that are highly virtual in nature (Nauman,khan and Ehsan,2010). The employees under transformational leadership gained higher job satisfaction (Hsu and Chen,2011) .When an organization adopts transformational and transactional leadership there is positive effect on the team member as it helps to enhance the activities of the team.(Ren Yang, Fah Huang and Shan Wu,2010).

In the Chinese context authoritative leadership style and task- focused leadership style is vital and useful in implementing post-merger acquisition in the organization. The autocratic and democratic leadership style is not helpful during the implementation of post- merger acquisition (Zhang, Ahammad, Tarba, Cooper, Glaister and Wang, 2015). Entrepreneurial leaders persuade their subordinates to attain the entrepreneurial objective and they also create an opportunity for recognition in the organization.

Entrepreneurial leaders support creativity (Renko, ElTarabshy, Ayman, Alan and Malin,2015)Transformational leaders inspire their subordinates to adapt to the changes in the organization. There exists a significant relationship between the qualities of the leader and the behavior of the transformational leader (Oreg and Berson, 2011). The behavior of a CEO leadership contributes to the effective implementation of ERP which will in turn lead to the success of the firm.

The leaders carrying a charismatic leadership style will create a positive influence on the implementation of ERP (Huang and Yu Hsu, 2011). The leaders should be aware as to when they should display their emotions and to which subordinate to derive the desired outcome (Connelly and Ruark, 2010). In comparison with the general leadership styles a tour leader is more concerned with the completion of task mentioned in the itinerary (Wong and lee, 2011).

The leadership styles do not follow a universal pattern but changes according to the nature and type of the business. But the right type of leadership style should be adopted to get the desired outcome.

The various beliefs of the employees about how they are treated in the organization majorly depend upon the leadership style followed by the leader. The profits of the firm also depend on the leadership style executed by the leader (Rotemberg and Saloner, 1993).The method of instruction and support should be followed by the leader rather than following the method of pressure and support. The implementation of this method is possible regardless of the education of the leader (Casimir, 2001).

Rogerian leadership style helps and promotes creativity (Fodor and Stein otter, 1998). A company that recruits and trains people for leadership position will find the positive impact created on the relationship between emotional leadership and transformational leadership to be beneficial (Mandell and Pherwani, 2003).A person's cultural value affects the leadership style that he carries out in an organization (Bryne and Bradely, 2007).

The leadership style followed by the leader of any organization has a direct impact on the task performed by the employee (Lyons and Schneider, 2009). According to Kennedy and Anderson (2005) female managers generate high degree of positivity towards the followers regardless of gender variation and frustration was the result that was derived when male managers were leading a team of male subordinate. An exemplary leader creates a mission and persuades others to join in accomplishing such mission and help them to achieve the mission and also produces other leaders (Bennis, 2007).

The transformational leadership paves way for better understating between the leaders and subordinates which results in a strong bondage between the same. It helps in coordination of the work and also leads to the success of the organization. For a business where creativity is a major aspect, a combination of transformational and entrepreneurial leadership can be applied.

LEADERSHP SKILLS

The elaboration of traditional leadership skills can be used to face the present changes that the leadership is experiencing (Mumford, Zaccaro, Connelly and Marks, 2000).In educational field, students have to believe in them and lead the other students in the right direction to create a positive impact. Inspiration is considered to be an effective from of influence (Bowman, 2013).

Every individual during their higher education they should be given proper training in acquiring various skills such as leadership skills and other work related skills which will help them to function effectively at the work place (Siewiorek, Saarinen,Lainema and lehtinen,2012).A leader needs to build trust with the fellow decision makers by communication on a regular basis. Personal training must be provided for a new board member (Calcagno, 2013).Leadership skill can be developed by continuous practice and should be started from an early stage.

When uncertainty prevails in the business environment there will a higher need in the leadership skills to survive in such environment (Shoemaker, Krupp and Howland, 2013). In government sector public leaders play a vital role and often there might be a conflict between personals trait and government policy. A quality leader should be able to builds a good relationship with the government regardless of the organizational boundaries (Kim, 2009).

In order to define leadership skills the concept of traditional style of leadership should not be considered as it involves mostly the communication between the leaders and subordinates (Yammarino, 2000).In the field of medicine, nurses with high quality leadership skills are capable of applying the Peer review process, which helps to upgrade the leadership skills(Hotko and Dyke,1998). Be it any field, whether education, business politics leadership is essential.it is the duty of the leader to share his vision to his subordinates and help in the progress of the business (Prieto, 2013).

A creative leadership style helps in promoting the successes of the business, thus the leader should acquire all skills to develop creativity in his work (Weigold, 2011).Even though there are inborn qualities of a leader in an individual certain vital traits can only be taught and education plays a significant role in developing such qualities (Elumuti, Minnis and Abebe, 2005).Attaining knowledge on various techniques, administrative management and relation with fellow colleagues are the essential components that are contained in leadership skills(Ejiwale,2013).

A volunteer can build his or her leadership capacity and leadership skills by implementing extensive leadership programs (Lockett and Boyd, 2012). Self-actualizing of leadership skills is important for a leader which is crucial. Without proper understating of such skills it will be hard to get positive results (Byrd, 1987). Interaction beyond racial barriers is one of the important skills of a leader (Antonio, 2001).

THE CHALLENGES FACED IN LEADERSHIP

The purpose or the aim of networking is diversification and also to provide flexibility to the business but the conventional leadership such a hierarchical organization will not be able to support networking (Hyppia and Pekkola, 2011).The execution and the practice of global standardization and localization proves to be a challenge for leadership. The organizations situated in different countries carry a different set of cultural traits, which has an influence on the effectiveness of such organizations (Mobley, 2004).

In China due to the existence of new leadership team it proves to be challenging to the macro human resource development and in the next stage china's economy might face difficulty (Cai, 2013). When needs exists in an organization and when the cultural level raises up to meet those needs the leadership comes into picture and arrives at solution (Koontz, 1965).The cultural traits might cause a negative effect when leadership is considered at a global level.

In case of educational field, the educational experience gained by the indigenous students in the United States is almost similar to the experience gained by the indigenous student's throughout the world. Such students must be helped by the educational leaders for the development of their knowledge (Faircloth and Tippiconnic, 2013).Mayors face a lot of challenges in completing the leadership role. Elections alone cannot determine the capability of a mayor in playing a connective role (Verhul and Schaap, 2010).

In every industry the business leaders face challenges because of the changes that take place in the economy. The leaders are in the position to change their leadership style not completely but partly; qualities such as persistence and inspiration are essential at all times(Probst,Raischand Tushman,2011).When a leader is replaced due to the lack of quality in the performance, recruiting similar type of a leader will not be effective. A leader with basic skills and talents can be helpful in leading the business and the challenges lies in recruiting such leaders (Gomibuchi, 2001).

Leadership can be termed as a group process (Van Wart,2013).When an organization have multiple stock holders the sponsored program officials come into picture as they play a vital role and to execute leadership in such cases proves to be challenging (Streharsky,1998). Globalization, population growth and the conflicts that arise are said to be the challenges faced by the leaders in the twenty-first century (Ajarimah, 2010).The challenges faced by the women leaders are many.

The hindrances that challenge women and that can be controlled are education, experiences and training (Elumuti, Jia and Davis, 2009). In case of educational management most of the faculties look at the leadership position as just a rotational position and less administrative only few faculties consider it as an opportunity and excel (Rowley and Sherman, 2003). In India the urban women should be considered as political agents and active citizens rather thana women striving for basic needs (Haritas, 2008).

In South African organization a transformation from inward-looking policies to outward-looking policies was required during which the South African government faced challenges relating to competitions at international level(Denton and Vloeberghs, 2003).Leaders belonging to the community colleges are expected to be talented and highly competent. The department chairman, assistant chairman and other similar leaders are expected to execute their skills in such a way that it helps for the success of the organization (Floyd, 2003).

Leadership proves to be challenging when there is a drastic change in the economy as a whole as it changes the activities of any organization for that matter. During such situation the traits that a leader follows will be helpful in leading the organization in a positive way.

Leadership identity development theory paves a way for the leaders to direct their subordinates. This theory helps the leader to face the challenges and have better understanding of the subordinate, organization and other communities (Komives, lonberbeam, Mainella, Osteen and Owen, 2009). The facilities managers face challenges both internally and externally and one of the main challenges faced by them is funding (Kamarazaly, Mbachu and Phipps, 2013).

Challenges prevail in all colleges as it's related to the result of pilot projects (Nodine and Johnstone, 2015). The success or failure of participation in networking is completely dependent on the leadership (Evans and Johnson, 2010).The challenges faced in an outcome-based system can be faced by a huge investment in time and energy (Fitzpatrick, 1995). A leader cannot be defined as a leader by the position which he or she holds but a leader should be able to create a positive impact in the organization (Deloian, 2000)

Diversities enhance the schools by enlarging the teachers and students perspective. When the negative aspects of diversity are considered it will lead to absenteeism and other similar effects (Madsen and Mabokela, 2014).The leadership development program should be designed in such a way that it helps to create innovative curriculum which will help the team to perform efficiently (Hopkins, Meyer, Shera and Peters, 2014).

BARRIERS IN LEADERSHIP

When there are no international assignments in the organization, it acts as a barrier for an individual to develop his leadership carrier. But the most important barrier is that there is only a minimal reward for global mobility (Conger, 2014). In the nursing field, the barriers that were self-reported to leadership development were less with regard to the quality of care factors (Fealy, McNamara, Casey, Geraghty, Butler, Halligan, Treacy and Johnson, 2010).

The role of school librarians has been upgraded taking into consideration the opportunity that is available to assume leadership by technology integration (Johnston, 2012).When compared to the past, the barriers that women faced in India regarding their entry in the field of dentistry has been completely reduced(Tandon, Kohliand and Bhalla,2007). The shared leadership model contains a lot of barriers in its implementation and presence of some drivers helps to carry out the implementation (Jackson, 2000).Issues prevailing around leadership play a dominant role in staffs regarding the changes that take place in the organization and also the implementation of quality policy (Newton, 2002).

CONCLUSION

Leadership development programs can take up only a limited amount of challenges but it helps the leaders to develop the necessary skills to perform better (Hackman and Wagman, 2007).In any field namely education, sports, business organization, schools, politics etc.; leadership contributes to the success of the business as leaders inspire and direct the subordinate to work towards the success of the firm. The leadership style followed has a great impact on the outcome of a business.

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SUSTAINABLE SUPPLY CHAIN PRACTICES OF ACCOMMODATION SERVICES: A CASE OF VERITE GUEST HOUSE

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ABSTRACT

Supply Chain is a nexus of organizations' activities right from the sourcing of raw materials to the delivery and disposal of product. Hospitality industry being a service oriented industry is always closely integrated with all its suppliers as the services cannot be stored. Sustainability in the supply chain activities is very significant in accommodation industry as it is one of the most important elements of tourism. It also has a positive influence on the customer satisfaction and loyalty. The present paper, being a case study, aims to present 'Verite' as a suitable case of accommodation sector at Puducherry, India. It explores the various sustainability initiatives of internal operations and also in the whole supply chain. The paper offers important recommendations for Indian accommodation sector in order to improve their sustainable practices. It has adopted a case study method. The paper highlights strategic sustainably practices focused upon economic, environmental and socio-cultural aspects of Verite guest house. The Supply Chain in accommodation sector constitutes food production, infrastructure, restaurants, and furniture among other prerequisites. Among all other stakeholders, suppliers, *are the effective key elements in terms of sustained transactions who can minimize the cost of operations as well as the end product.*

KEYWORDS: *Supply Chain Management, Sustainability, Accommodation Sector, Verite.*

INTRODUCTION

The increasing developments in the tourism industry have led to economic growth and employment opportunities. On other side it has also brought adverse effects on the society. Hence there is a growing priority for sustainability that is perceived as a key to the future development plans. Tourism is a multi-facet industry; it needs collaboration of all its stakeholders and service providers in achieving the sustainability goals (Xu, and Gursoy, 2015; Zhang, Song & Huang 2009; Font, Tapper, Schwartz, and Kornilaki, 2008). The service providers include the whole supply chain of tourism whose collaboration is of paramount importance while aiming at overall sustainability of the products. But achieving sustainability goals is only possible when it is deep-rooted into the ethics of both the suppliers and the operating firms and implemented right from the planning level to the disposal level (Babu, Kaur, and Rajendran, 2018). The tourism supply chains involve many elements which all together provide a product (tour) to the tourist. These supply chains include accommodation providers, transport, restaurants, bars, food productions, handicrafts, infrastructure and waste disposal providers who support tourism at a destination. The sustainability of any tourism products can be tracked right from the raw material from which they are produced, through their suppliers, and right back to the source of origin, and ensuring the sustainability of a company in its own internal operations. The sustainability activity includes various activities such asusing more local goods and services in tourism addressing environmental and socio-cultural issues, practicing waste management techniques, training of employees etc.

This paper focuses mainly on the Sustainable Supply Chain Management (SSCM) in the accommodation sector. It takes the case of 'Verite' guest house in Auroville, Pondicherry, India and discusses its successful implementation of sustainability practices as well as sustaining the supply chains right from its inception. The case study of Verite is presented in detail as a model of Sustainable Tourism Supply Chain Management (STSCM) in accommodation sector.

LITERATURE REVIEW

Supply Chain Management is a multi-dimensional study in the manufacturing industry, whereas the Tourism Supply Chain Management is an emerging concept. Tourism stakeholders work collectively towards divergent objectives across various operating systems to achieve sustainable goals. Therefore, collective efforts of stakeholders are required for considering tourism value chain over individual enterprises (Zhang, Song & Huang, 2009; Lippman, 1999, Lysons 1996).Over the past decades, many companies are trying to implement various strategies to encourage their suppliers to adopt practices for better environment (BSR, 2003). The successful SSCM, environmental products and high quality services are only possible through collaborative research and efforts of companies and their suppliers which is hardly found in non-chain affiliated hotels (Khatter, McGrath, Pyke, White &Lockstone- Binney, 2019). Font, Garay, & Jones (2016) have also found that small firms are more involved in taking responsibility for application of sustainable practices. They also indulge in eco-savings related operational practices and practice socially and economically responsible actions (Xu, and Gursoy, 2015).Their ability to link their objectives and operations and work towards a common goal of sustainability would also give them a competitive edge (Lippman, 1999; Tan, 2002). At the same time developing a company's own environmental policy is the most effective way through which it can convey its environmental goals and expectations (BSR,2003; Lippman, 1999).Font et. al. (2008) argues that the sustainability in tourism strongly depends on improved linkages between supply and demand. It is also observed that some companies conduct seminars, workshops etc., to strengthen their suppliers' allegiance to the implementation of environmental requirements of the company.

In the light of above arguments it is evident that many sustainability issues have to be addressed through the supply chain. These include environmental issues (Landscape conservation, conserving plants and animals, sustainable utilization of resources minimize pollution, proper waste disposal), socio-economic issues (Employment generation, local community involvement & development and cultural issues (Preservation of local culture and respect the rights of local and indigenous people). In the accommodation and the hotel industry, both supplier and hotel benefit from a good management of supply chain. The relation becomes stronger and results in few trusted suppliers rather than large number of inefficient suppliers and it also results in significant reduction of costs due to consistent volume of operations & long partnership which are most necessary conditions in supplier - operator relationship (Font et al., 2008; Sethu, 2007).It was found in a study in Indonesia on the economic linkages with regard to the sourcing of local food by the hotels. The hotels provide their suppliers with all the resources they need provided since, the hotel is the only customer of the supplier (Telfer and Wall, 2000). Most initiatives of the STSCM focus on the environmental issues as these result in the cost saving through proper environmental management and other reason being the environmental impacts are easily measured and identified than social and cultural sustainability (Font et al; 2016).

Sustainable Supply Chain Management Scenario in Accommodation Sector

Till date, many accommodation providers have taken up the sustainability measures because of the programs set by the mass tour operators who give them regular business. But increasing awareness among people is driving even the smaller accommodation providers to take up the sustainable practices to satisfy their customers. Font et. al (2016) opined that generally smaller accommodations take less actions on environmental issues but relatively some owners in remote destinations use solar and wind energy to reduce costs from water, energy and waste. The accommodation providers take up the sustainability activities to address various socio economic, environmental and culture issues. Environment is the most focused area in the sustainable development. Environmental auditing and management programs are taken up to ensure environmental sustainability. Few activities also include betterment of employment conditions and staff development. Such accommodation providers work with the niche markets who want sustainability and connection with local culture to be a part of the product. There has been an increase in standards of sustainability certifications encouraging the providers.

Some initiatives in the accommodation sector develop the supply chain sustainability. The most important one is employing and contracting local people, substituting locally-manufactured products and locally grown foods in place of imports. Tapper& Font (2004) in their report stated three necessary conditions to ensure a good supplier-buyer relationship which are:

- ❖ Long term partnership
- ❖ Fair pricing
- ❖ Consistent value of operations.

Some other practices can be followed for ensuring the long-term relation and sustainability of the supply chains in the accommodation. These include:

- ❖ Setting of standards for performance.
- ❖ Verification of sustainability certifications and Eco-labeling.
- ❖ Employing local communities and providing incentives.
- ❖ Preferred contracting.
- ❖ Turn down suppliers who don’t meet the basic sustainability requirements.

RESEARCH METHODOLOGY

In the light of above literature reviews, there is need to study the SSCM in accommodation sector. The ‘Verite’ guest house located in Auroville, Puducherry, India was selected to conduct the present study. A case study method was adopted to present the situation and arguments. The study, being empirical in nature, was conducted with help of primary data collected through direct observation and experience in the field. It was also supported byunstructured interviews from the employees of the guest house. The secondary data has been collected from various articles and websites.

About Verite

Verite (meaning “Truth” in French) is a community based guest house founded by Mr.Dhanya in 1985 in Auroville, an international city for human unity. It is a project started with a vision of developing capacities, bringing positive change and nurture individuals to realize their potential and become change agents. Its mission is to create a world where human unity and nature co-evolve in harmony. It also aims to be a live example of effective human behavior which seeds a positive future for all life on earth. Since its inception, it has put its efforts to become a center for integral learning by focusing on ecological concerns, wellness and health of people by implementing its spiritual “practice-in-action” methods. It also features organic garden, sustainable products and infrastructure, alternative energy methods, workshops, programs and various classes on local culture. It has set an example of living and alternative approaches to support all forms of life on the planet. The Verite community involves all its guests, suppliers, local community and volunteers who are working towards a healthy, balanced and sustainable lifestyle. Verite has been supporting sustainable living and inner learning since its inception and is now an example for implementing a fully sustainable model in accommodation sector.

Verite and its Sustainability Practices

Among many actions undertaken to improve sustainability of accommodations, a wide range of activities were found in the study that are already being implemented by the Verite. The local community members are considered as part of the guest house, not as mere workers. The assessment on supply initiatives of tourism regarding sustainable tourism includes addressing various socio-economic, environmental and cultural issues.

Socio-Economic issues

Verite has been contributing for the economic development of local communities by employing them for various activities in the guest house. Unlike many jobs in tourism which are temporary and insecure due to short season, Verite has permanent employees engaged in various departments. According to Verite, community involves all its staff, residents, volunteers, guests, suppliers and neighbors who work together for the projects. It also trains the local women in authentic ways of food preparation from organic foods and employs them. It is a community driven guest House which has a community kitchen where community members and guests can eat together and share local values. 16-20 people are involved in various guest house activities. Verite supports the education of their children, takes them on excursions and educational tours which makes the bond stronger. The construction work, maintenance, housekeeping, designing, painting, farming are being done by the local people.

Environmental issues

Verite has become successful in implementing activities for the benefit of environment. The initiatives include use of renewable energy such as solar energy and wind energy. 95% of the power in Verite runs on solar energy, only generator is run on power/current. Waste management is another key initiative which converts all the kitchen waste into compost for plants. The ground water is available only at 200 Ft. but Verite still managed to develop a forest and farms which yield various types of fruits and vegetables. It has set its own limits for water usage. A beautiful rain water harvesting model has been implemented for many years which collects water from all the roofs and stores in underground tank. The waste water from kitchen, laundry, bathing areas is recycled through natural purification stages and is stored. This water is used for irrigation, ponds etc. Only eco-friendly products are used right from the kitchen to the rooms. No ACs are installed and no cell phones are allowed (except in some areas) to avoid radiation in the premises. The guests are also allowed to participate in the farming activities. Cycle is also provided to guests on demand to visit Auroville and other places near guest House. The employees are also given training on environmental conservation. These initiatives not only reduce the operational cost but also improve the environmental performance. The suppliers of Verite are also the companies and people who have awareness on sustainability.

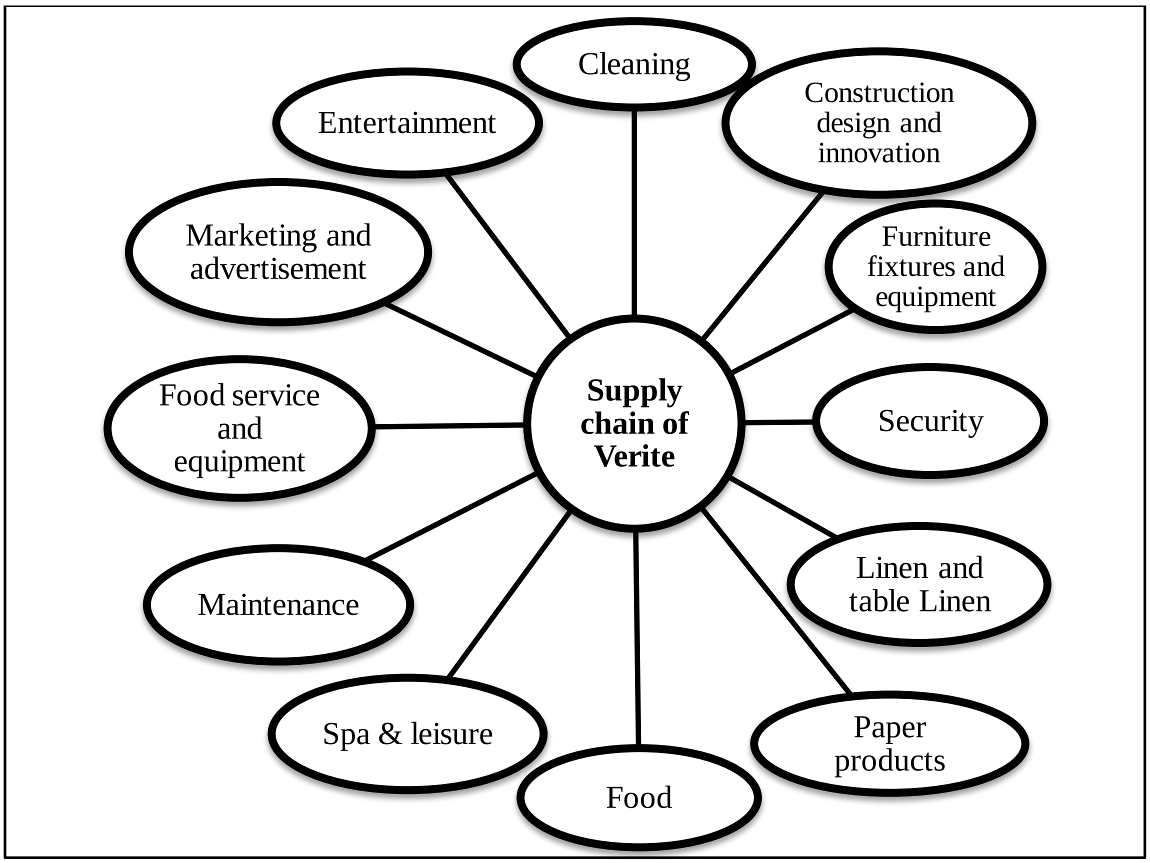
Cultural issues

Verite never stepped back when it comes to the issue of cultural identity and protecting the rights of local communities. When the core members of Verite travelled around the world; they realized the importance of local culture and started working on the preservation of local arts and making it a livelihood for the locals. They consider village as a living library. They train women to make use of authentic food and indigenous culture to make livelihood from tourism. The people of Verite don't want the mass tourism; they only want niche markets who want to experience and learn rather than just visit.

They are also developing "Mohanam village" as a village heritage site. They have been organizing village heritage festival in the last week of February in collaboration with Pondicherry Tourism Department. An MOU was signed with the Pondicherry Government and French Government who are funding the development activities of the village. The tourists are also allowed to take part in preparation of pots, sapling plantation, and other activities. Women are given training on preparation of various arts, crafts and herbal powders and are sold directly to the tourists. The guest House also offers morning yoga, meditation, herbal spas etc for the guests to gain inner experience. Also horse riding classes, rangoli classes, healing therapies, folk dance shows are offered to make them more involved in the local culture. UNESCO also has the idea to consider announcing Auroville as an international tourist place but the local people don't want it as it attracts mass tourists and disturbs the culture.

Verite and its successful Sustainable Supply Chain Management

There has been a close integrity between Verite and its suppliers for about 15-20 years now. The reason behind it is the similar ideology. Verite only develops the supply links and business connections with the people who work towards change in the society and sustainability of resources. Previously there were "Putturs" who gave door delivery of the Organic products from different places but later on, Verite has developed its own supplier base and linked up directly with them. Verite buys all its products very cautiously after a careful research for a long period. It has motivated some people to produce organic products and included them in their supplier base.



Source: Author's observation

Most of the suppliers in the sustainable supply chain are the local producersat Verite. Each department role is explained as fellows:-

- The cleaning of rooms is done by four women from a nearby village. The brooms are all made in Auroville. The organic phenyl for cleaning comes from Andhra Pradesh whose manufacturing unit is situated in Bangalore having an eco-labeling.
- Construction and designing of the buildings are done by local Auroville builders. The activity centre reflects a mixture of Japanese and French architecture.
- The furniture is locally made from cane by local artisans in many innovative models.
- Security & maintenance is also handled by local men from the same village.
- Linen is also made by local people who make the clothing in various designs using tie & die methods and organic & vegetable colours.

- Paper products are used for decoration and many items are prepared from the paper wastes and wood by local people.
- Food suppliers are the major suppliers of Verite. It has trusted farmers who supply it with brown rice, millets, and pulses etc., which are organically grown without any fertilizers in the fields of Auroville. 70% of vegetables for cooking come from the backyard of the guest house which grows organic fruits and vegetables. If the demand is more vegetables are bought from Bangalore suppliers who have organic certifications.
- Other food products like cane sugar, palm jaggery is also from the Auroville. The Himalayan Rock salt used in cooking is also collected& distributed by an Auroville society member. The cold pressed coconut oil comes from Kerala.
- It also has some supplier companies which include Tea India, 24 Mantra, and Himalayan Products etc. which have international and organic certifications.
- Spa & leisure activities are taken up by the trained Auroville people and some foreign specialists.
- Food equipment is mostly traditional earthenware and steel. No plastic is used in the Verite kitchen. These are also purchased from nearby places locally.
- Marketing & Advertisement is handled by the core members who have international knowledge and volunteers from various places who come to know about the sustainable practices of Verite. Most marketing is done through various workshops and activities in educational institutions.
- Entertainment is also provided only by the local villages and some trained staff. The entertainment activities include horse riding, rangoli, yoga, dance classes, pot making etc., It not only promotes creativity in local products but also improves their collective effort to work on the community project.

CONCLUDING REMARKS

Verite is a community based guest houses striving to give back to community as well as make tourists indulge in the local culture and activities thereby, giving them a chance to learn and experience the nature. It invites people to be a part of community. The main secret behind the successful sustainable supply chain management is employing local people and purchasing all local products by which they can stay close in touch with the suppliers and inculcate the importance of sustainability from time to time. The other main reason is that the suppliers and the Verite people are working towards the common goal of sustainability and product quality in organic ways ensuring a long-term relationship between the suppliers and the guest house. Verite does a lot of research before selecting its suppliers. If the products don’t reach the sustainability standards, they change the suppliers but this rarely happened in Verite. It has satisfied all conditions for a successful sustainable supply chain management by long-term partnership and giving consistent business thereby obtaining fair pricing by its suppliers. Verite has been prosperous for more than three decades by successfully addressing these issues and has become a pioneer as a sustainable accommodation provider.

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IMPROVING THE COMPETITIVENESS OF THE AGRICULTURAL SECTOR AS A FACTOR OF FOOD SECURITY IN THE REGION

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ABSTRACT.

The role of competitiveness in ensuring the food security of the country is great. The article discusses various ability of companies, industries, regions, nations, and supranational regions to generate, while being and remaining exposed to international competition. The article focuses on the factors and of the competitiveness of the agricultural and agri-food sectors as improving of food security in Uzbekistan. Competitiveness would then be the ability to sell products that meet demand requirements (price, quality, quantity) and at the same time, ensure profits over time that enable the firm to thrive. The most advantageous for the enterprise are those market opportunities that provide the enterprise with the maximum profit growth, that is, in which the enterprise acquires competitive advantages, as well as those that are financially acceptable for the enterprise. According to international experts, Uzbekistan has a competitive advantage in the export of fruits such as apricots, cherries, plums, pomegranates, vegetables such as tomatoes, onions, etc. And one of the main directions of ensuring the competitiveness and development of fruit and vegetable production should be the solution of problems associated with the underdevelopment of the network of storage and refrigerators, logistics and road costs. For deep processing of agricultural raw materials and adding value, Uzbekistan has the opportunity to attract investments in the amount of 7-14 billion dollars. At the same time, as world experience shows, there is a large reserve in the development of horticulture in the region, which is to prevent large losses of food crops, especially vegetables, fruits and grapes, on the way from the field to the consumer.

KEYWORDS: *Competition, Competitiveness Of The Region, Competitiveness Factors, Competitive Forces, Employment, Food Security, Agriculture And Agri-Food Sectors, Productivity, Sustainable Development Of Farms, Threats.*

INTRODUCTION

Competitiveness of the enterprise in the conditions of market economy is the generalizing characteristic of activity of the economic entity reflecting the level of efficiency of use of economic resources by the economic entity concerning efficiency of use of economic resources by competitors which means ability of the enterprise to let out competitive, in-demand production, and also stability of the enterprise and possibility of its adaptation to the changing conditions of competition, as well as the ability of the enterprise to make a profit on the invested capital in the short term is not lower than the specified profitability with the effective use of available economic resources [1, 17-19]. Competitiveness would then be the ability to sell products that meet demand requirements (price, quality, quantity) and at the same time, ensure profits over time that enable the firm to thrive.

DATA AND METHODS

In the process of research, theoretical methods of induction, deduction, generalization and comparison were used. The necessary materials are investigated on the basis of the methods of typological analysis, the synthesis of statistical data.

Main results

Under the competitiveness of the region refers to the ability of the region to ensure the production of competitive goods and services in the effective use of existing economic potential, the use of existing and the creation of new competitive advantages and, as a result, an increase in the standard of living of the population. The study of competitors and the conditions of competition in the industry requires the company primarily to determine its advantages and disadvantages over its competitors, and to draw conclusions for the enterprise to develop its own successful competitive strategy and maintain a competitive advantage [2, 74-91]. The Organization for Economic Co-operation and Development (OECD) defines competitiveness as the “ability of companies, industries, regions, nations, and supranational regions to generate, while being and remaining exposed to international competition, relatively high factor income and factor employment levels on a sustainable basis” [3]. The European Commission uses the following definition: “a sustained raise in the standards of living of a nation or region and as low a level of involuntary unemployment as possible” [4].

Definition of competitiveness is necessary for assessing the progress of economic transformations and analyzing the socio-economic development of regions, for using the results of competitiveness for the republican level authorities and for territorial authorities for developing regional development concepts, for using information on regional competitiveness and analytical material for domestic and foreign enterprises, banks, stock exchanges, etc., which work out the strategy of placing their own capital in a particular region for the formulation of regional policy at each individual stage of economic transformation. The priority is also the in-depth processing of local raw materials through the further development of the chemical, light, textile, food and other industries.

The condition of competition in a particular market can be characterized as a result of the interaction of five competitive forces: the threat of invasion of new competitors, the threat of substitute products, the economic potential of suppliers, the economic potential of buyers, and competition among existing competitors. On the other hand, in addition to the factors of the competitive environment, the level of competitiveness of the enterprise largely depends on the factors of its basing: on the conditions of factors of production, on the conditions of demand, from related, supporting and related enterprises, on the strategy and structure of the enterprise. Assessment of the competitiveness of the enterprise is necessary in order to determine the position of the enterprise in the market under study, the development of measures to improve competitiveness, the choice of contractors for joint activities, the preparation of a program for entering new markets, the implementation of investment activities, the implementation of state regulation of the economy. Assessing the capabilities of the enterprise and ranking their attractiveness, it is necessary to remember that the interests of the enterprise should meet the interests of consumers. Not every enterprise has a good enough position to take advantage of all the opportunities on the market - some enterprises are more competitive than others, and some may be hopelessly out of the fight. The strengths and weaknesses of the enterprise, as well as its ability to compete, allow it to make better use of some opportunities than others. The most advantageous for the enterprise are those market opportunities that provide the enterprise with the maximum profit growth, that is, in which the enterprise acquires competitive advantages, as well as those that are financially acceptable for the enterprise.

The formulated goals allow achieving a dynamic method of assessing the competitiveness of the enterprise. It got its name due to the fact that it allows you to very effectively assess the competitiveness not only in statics, but also in dynamics. Implementation of the assessment of the competitiveness of the enterprise aims: to determine the position of the enterprise in the market under study.

It should be noted that the achievement of sustainable competitiveness of an enterprise is provided not at the expense of an advantage in one of the considered determinants, but by virtue of priority in several factors of competitiveness. Sustainable improvement of the competitiveness of an enterprise can be ensured only with the condition of long-term, continuous and progressive improvement of all considered determinants of competitiveness.

Competitiveness depends on the advantages it gains over its current competitors and is divided into three levels: operational, tactical and strategic. The operational level involves ensuring the competitiveness of products or services provided. The tactical level is the General condition of the enterprise. The strategic level implies the formation of investment attractiveness of the enterprise.

Competitiveness factors can be divided into external and internal. External factors include: institutional (legal, political, economic); the degree of privatization and the level of competition in the industry and the country; market conditions – the ratio between supply and demand, which are formed under the influence of competition, prices, scientific and technological progress, structural changes in the economy, the cyclical nature of reproduction, social, political and climatic factors; features of the formation of prices for production resources; forms and methods of state regulation of the economy; the level of tariff and non-tariff regulation of foreign trade. Factors of the company's external environment determine the level of consumers ' attitude to the enterprise itself, as well as the products and services provided to them, while internal factors are factors that have a regulatory impact on the enterprise's activities, which, in turn, can also affect them. Factors affecting the competitiveness of the enterprise, in turn, can be divided into three groups: technical and economic, commercial, regulatory.

Technical and economic factors are: quality, selling price; costs of use, consumption of products or services. This largely depends on productivity and production costs.

Commercial factors form the criteria for the sale of goods in this market and include: market conditions, the service provided; advertising, the company's image.

Regulatory and legal factors determine the need for environmental, technical or other safety of the product in a particular market.

In Uzbekistan’s agricultural sector, medium-sized individual farms currently coexist with small household producers (personal subsidiary). While the production of cotton and wheat dominates on individual farms, high-value crops and livestock are concentrated in households-dekhkan (personal subsidiary) farms, where land productivity is much higher. Currently in Uzbekistan there are small farms in agriculture - more than 4,200 thousand dekhkan farms with a total land area of 670 thousand hectares of land and 8 million labor force, more than 77 thousand individual farms, with a total land area of 3,100 thousand hectares of land. In 2018, in Uzbekistan agricultural products were produced in the amount of 192.7 trillion. soums, crop production volume was 102.5 trillion soums, or amounted to 53.2%, while livestock products - 90.2 trillion. soums, or 46.8%. Analysis by categories of farms showed that by small farms-dekhkan (personal subsidiary) farms were 70.0% of total volume of agricultural production, by farms 27.3%. In distribution analysis of shares of gross agricultural output by categories of farms in terms of regions, the highest rates were observed in dekhkan farms (personal subsidiary) in all regions. Dekhkan farms (personal subsidiary) are the main producers of the major types of crop production. So, they produced 88.4% of total volume of potatoes, 74.3% of vegetables, 60.8% of melons, 62.6% of fruits and berries, 55.0% of grapes. Analyzing indicators of livestock production by categories of farms, it should be noted that 92.6% of total volume of meat in live weight accounted for dekhkan farms (personal subsidiary), as well as 95.6% of milk, 58.4% of eggs also accounted for dekhkan farms (personal subsidiary). Analyzing the data on livestock of bovine animals by categories of farms as of January 1, 2019, it should be noted that 93.6% of cattle accounted for dekhkan (personal subsidiary) farms, for farms - 5.0%, respectively of total number of sheep and goats, 84.1 % accounted for dekhkan (personal subsidiary) farms, for farms - 10.9 %, and of total number of poultry, 58.0% account for dekhkan (personal subsidiary) farms, for farms - 14.1% [5]. Whereas the former face strong government regulation, the latter lack access to value chains and essential services and may prefer better off-farm employment options altogether. Medium-sized individual farms are the most internally diverse of all farm types, usually employ family labour and include urban and suburban holdings, especially in cattle, sheep, goats and poultry and some dairy production. Uzbekistan produces enough fruits, vegetables, and meat to satisfy the current domestic demand for these products. There is already a need to import dairy products, sugar, and vegetable oil.

However, there are threats to the sustainable development of small farms, which significantly affect food security: Change in climate conditions; Lack of cultivated lands, pastures, fodder due to high salinity and soil erosion; Lack of water resources against the backdrop of a growing population and wasteful use of water, Infrastructure problems also exist –exhaustion of the working capacity of the irrigation system; Low agricultural productivity (USD 2,247 per agricultural worker); Losses during storage and transportation of vegetables and fruits; High regulatory barriers for the development of entrepreneurship in agriculture; Lack of credit resources. The yield of croplands used to grow various fruits and vegetables in Uzbekistan lags behind the indicators of developed countries. In Karakalpakstan, the soil salinization ratio is 90%, in the Khorezm region, 65%, in the Bukhara region, 75–80%. Desertification made pollution pose a significant risk. The research will allow determining the optimal approach to the crops being the most efficient in the conditions of the country.

In the ranking of the Food Security Index 2018, Uzbekistan's ranks 80th. The index calculates the availability and quality of food resources in terms of financial capacity and the availability of healthy food in 113 countries [6, p.17]. About 10% of the population of Uzbekistan live in conditions of extreme poverty (less than USD 1.95 /day), and the estimated level of unregistered unemployment is 35%. Number of children involved in forced labor consists 2 million people. The prevalence of malnutrition in Uzbekistan is 2–3 times higher than in Western countries, Turkey, and Russia, and includes 1.9 million people. The deficiency of certain micronutrients is also greater than in other countries.

At the same time, poverty is mainly common in agricultural areas and the income of the population which depends on the yield, which in turn has a high volatility associated with the natural conditions of the region. In this case, the role of the state is to support family farms and small-scale agricultural production in order to spur productivity growth by increasing productivity. Well-functioning markets are important for sustainable development of small farms and food security. While large or rich farms can often hedge against volatile prices, using financial resources to cushion a downturn in prices or entering into long-term contracts with food processors to reduce risk, small-scale farmers do not have the means to hedge their risks.

Taking into account natural, historical, production factors, fruit and vegetable the products have the greatest export prospects for Uzbekistan. At the same time, not only the state, but also agricultural producers are motivated to increase the production and export of fruits and vegetables. Implement the needs of the population in fresh and processed fruits and vegetables requires studying the trends in the development of production of fruits and vegetables on a global scale and in our country, as well as getting acquainted with the reserves and opportunities to expand production of vegetables, horticulture and viticulture not only in Uzbekistan but also in the world market.

It is particularly worth noting that the main traded goods on the world food market are cereals and their products, vegetable oils, fats, vegetables and fruits, meat and meat products, dairy products, coffee, cocoa, tea, sugar, fish and seafood. In recent years, the trend of rapid growth in trade in ready-to-eat food has been increasing. The importance of fruits and vegetables in international trade did not matter as much as cereals. But in recent years, the importance of vegetables and fruits in the modern human diet is constantly growing, which leads to an increase in the area of their cultivation and expansion of the range, especially in areas of large industrial agglomerations. The main drivers of the growth of world trade in fruits and vegetables are the improvement of marketing and technologies of transportation and storage of products, as well as the growth of year-round demand for all types of products due to changes in consumer preferences.

The main producers of fruit crops, first of all, provide high volumes of production and exports by increasing the yield of these crops. China is the undisputed leader in the production of fruit crops in the world and occupies 46.6% of the total world production. Also, the main producers of fruit crops are India (12%), USA (4%), Brazil (7%). The highest yield was achieved in France (424 C/ha), Italy (398 C/ha). Note that in the EU 90% of fruits are consumed fresh, 4% in canned form, 1% in frozen and freshly cut form, and 4%in other forms of processing [7].

The world market of vegetables and melons also shows a constant trend of growth in production volumes and an increase in acreage. According to various estimates, the growth rate of vegetable production is 4.5-5% per year. China, India, Brazil, as well as the United States have been the permanent leaders in the production of vegetable crops for more than a decade. The growth of world vegetable production is significantly influenced by the growth of the world population, as well as changes in conventional consumer preferences, the growth of consumption of vegetables as a healthy food against the backdrop of the fight against obesity in developed countries. The largest imports of vegetables are tomatoes, peppers, potatoes and onions. Among the prominent trends contributing to the growth of imports, it should be noted the increase in population, increase of welfare of the population, and campaigns to improve nutrition.

It should also be noted that through the use of the latest resource-saving technologies, full automation and mechanization of the production process, advanced agricultural countries such as the United States, Canada, the EU and the Mediterranean countries provide large-scale production of vegetables with high added value. Major market players from these countries are investing in the production of vegetables in less developed countries, where a high margin is provided by cheap labor, better natural and climatic conditions. This explains the significant decrease in the share of world vegetable production in developed countries.

The solution of urgent problems and challenges in the field of food supply of the population requires intensified efforts to eliminate the imbalances in the supply and demand of food, the creation of conditions in all countries and regions to expand the production of fruits and vegetables. To do this, first of all, the potential of those territories and countries that have traditions of agriculture, fertile soil and favorable natural and climatic conditions that are most organically suitable for expanding the production of vegetables and fruits should be used. In 2018, the Republic of Uzbekistan produced 6.4 million tons of grain, more than 18.5 million tons of fruits and vegetables, including about 2.8 million tons of potatoes, 9.6 million tons of vegetables, 1.9 million tons of melons, 1.6 million tons of grapes and 2.6 million tons of fruits and berries, during the years of independence, consumption of potatoes increased - 1.7 times, vegetables – more than 3 times, fruits – almost 4 times. The share of agricultural products in the form of raw materials in exports is 22 % of foreign exchange earnings. For deep processing of agricultural raw materials and adding value, Uzbekistan has the opportunity to attract investments in the amount of 7-14 billion dollars. At the same time, as world experience shows, there is a large reserve in the development of horticulture in the region, which is to prevent large losses of food crops, especially vegetables, fruits and grapes, on the way from the field to the consumer. According to international experts, Uzbekistan has a competitive advantage in the export of fruits such as apricots, cherries, plums, pomegranates, vegetables such as tomatoes, onions, etc. And one of the main directions of ensuring the competitiveness and development of fruit and vegetable production should be the solution of problems associated with the underdevelopment of the network of storage and refrigerators, logistics and road costs. The transition to an innovative type of development is due not only to the need to solve the accumulated problems in the agricultural sector of the economy of Uzbekistan, but also to the challenges facing this industry. Innovative activity in modern conditions is the main factor in the development of agriculture, the maximum use of which in our country is the only way to ensure sustainable development of agriculture. In the context of the growing dynamism of socio-economic changes and increasing pressure of the world economy, our country should in the shortest possible time to implement an accelerated transition to an innovative way of development of agriculture, to restore this strategically important sector of the economy on a qualitatively new technical and technological basis that meets modern trends. Otherwise, our agricultural sector will fall behind hopelessly and finally lose competitiveness. The need for the transition of Uzbekistan's economy to an innovative path of development is beyond doubt and is recognized as a top priority at all levels of government. The agricultural sector of the Republic faces an extremely difficult task of transition from technological degradation to post-industrial mode of production. Currently, the innovative potential of Uzbekistan's agricultural economy is used only in the range of 4-5 %, although in the US this figure exceeds 50 %. Scientific and technological progress and the use of advanced technologies in combination with a set of organizational and economic measures serve as the basis for further development of agriculture in our country.

CONCLUSION

Improving the competitiveness of the agricultural and agri-food sectors in Uzbekistan is closely linked to such factors as:

-implementation of an active investment policy aimed at the development of industries, deepening the processes of modernization, technical and technological renewal of production, dynamic and expanded production of environmentally friendly products with high added value, a significant increase in export potential;

-further optimization of acreage, aimed at reducing the acreage for cotton and cereals, with the placement of potatoes, vegetables, fodder and oilseeds, as well as new intensive orchards and vineyards on the released lands;

-stimulation and creation of favorable conditions for the development of farms, especially multi-profile, engaged in both the production of fruits, vegetables and grapes, and processing, harvesting, storage, marketing;

-implementation of investment projects for the construction of new, reconstruction and modernization of existing processing plants, equipped with the most modern high-tech equipment for deeper processing of fruits, vegetables and grapes, the production of semi-finished and finished food products, as well as packaging products;

-further expansion of the infrastructure for storage, logistics and marketing of agricultural products, agrochemical, financial and other modern market services;

-further improvement of irrigated lands reclamation state, development of reclamation and irrigation facilities network, wide introduction of intensive methods into agricultural production, first of all modern water-and resource-saving agricultural technologies, use of high-performance agricultural machinery;

-expansion of research work on the creation and introduction into production of new breeding varieties of fruits, vegetables and grapes resistant to diseases and pests, adapted to local soil and climatic and environmental conditions.

Achieving this goal would require the implementation of reforms to diversify and broaden the economy, strengthen the human capital and improve competitiveness; first and foremost in the agriculture sector whose potential has remained largely untapped and which is due to play a key role in terms of employment, income generation and food security.

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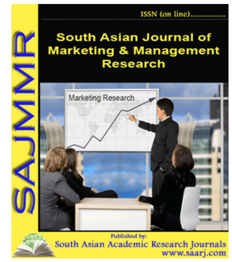

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CUSTOMER DELIGHT: AN ANTECEDENT OF BRAND LOYALTY IN ONLINE SHOPPING

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ABSTRACT

The relationship of Brand Loyalty with customer delight have always been concentrated upon due to the changing buying patterns as different brands come into the market. Customer satisfaction is the best indicator of customer making purchase in the future which helps the firm gain competitive advantage and increase market share. In order to gain competitive advantage marketers are not only concentrating on satisfying their customers but taking a step ahead in delighting or ecstasies their customers by providing something in addition of what is expected. In addition, long term relationships with customers often means a greater resulting profitability as their economic positions improve over time. Providing satisfactory service most of the time and delightful service in the right moment is often enough for any company to make their brand and service stand out in customers mind. Satisfaction has also been linked with purchase intentions. Customers purchase a brand which they feel will make the most of their satisfaction; therefore they are more likely to purchase it, if their expectations of a particular brand are high. In this study, total 200 customers were selected from Indore city. The result indicated that there is a relationship between customer delight and brand loyalty.

KEYWORDS: *Customer Delight, Brand Loyalty, Delightful Services, Long term Relationship, Profitability, Repeatedly Purchases.*

INTRODUCTION

Brand loyalty

Brand loyalty represents a favourable attitude toward a brand resulting in consistent purchase of the brand over time. It is the result of consumers' learning that only the particular brand can satisfy their needs. In this context several definitions have given to define the brand loyalty. Here some definitions have been presented on brand loyalty:

"Brand loyalty is a configuration of consumer behavior where consumers make repeat purchases over time after committed to the specific brand".

"Brand loyalty is regardless of a competitor's actions or changes in the environment defined as positive feelings towards brand and dedication to buy the same product or service repeatedly now and in the future from the same brand".

"**Brand loyalty** is the tendency of consumers to continuously purchase one brand's products over another. Consumer behavior patterns demonstrate from a company that has fostered a trusting relationship that consumers will continue to buy products".

"**Brand loyalty** is the tendency of consumers to continue to buy products from the same brand over its competitors".

Two approaches are required to the study of brand loyalty have dominated marketing literature. The first, a behavioural approach to brand loyalty, views consistent purchasing of one brand over time as an indication of brand loyalty. Behavioural measures have defined loyalty by the sequence of purchases and the proportion of purchases. Repeat purchasing behaviour is assumed to reflect reinforcement and a strong stimulus-to-response link. But, such loyalty may lack commitment to the brand and reflect repeat buying based on inertia. The second, a cognitive approach to brand loyalty, underlines that behaviour alone does not reflect brand loyalty. Loyalty by just measuring continuous behaviour implies a commitment to a brand that may not be reflected. The more modified description divided loyalty into two- interactive and attitudinal loyal. Behavioural loyalty is takes only the dimensions correspondent to the behaviour only while the attitudinal loyalty relates the attitude towards the product. In a nutshell, A person who purchases same thing is behaviourally loyal while if he tells about the positivity of the brand to others is attitudinal loyal. Now both these parts forming the brand loyalty relies on the company's devotion to its customers.

(Aaker, 1992) Brand loyalty is a complex phenomenon. At least seven different types of brand loyalty can be distinguished. In emotional loyalty, unique, memorable, reinforcing experiences create a strong emotional bond with a brand. Positive word-of-mouth is likely to be very high. On the similar grounds, Kapferer in 2005 posited "Brand loyalty is Marketer's Holy Grail". Based on the studies customer satisfaction, delight and ecstasy were identified as antecedents of Brand loyalty. Oliver(1999) defined Brand loyalty as –" a deeply held commitment to buy re-buy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite the potential to cause switching behaviour according to situational influences and marketing efforts".

Brand loyalty – generates value mainly which can reflect a range from the habitual buyer to the satisfied buyer to those that like the brand to the truly committed –by reducing marketing costs: retaining existing customers is much less costly than attracting new ones. It is also difficult for competitors to communicate to satisfied brand users because they have little motivation to learn about alternatives. The burden on the competitor brand is substantial.

Customer delight *which relates the emotion of the customer after being delivered is mirror of the company's services, profitability and future scenario. It is the key aspect to which next step of the marketing strategy depends as it goes beyond the satisfaction level.*

Global competitiveness and expanding economies has made the term "customer satisfaction" thing of the past while customer delight, customer joy, customer surprise and customer ecstasy became the new buzzword, companies who are practicing these have already started calling themselves customer –focused, or customer driven organizations.

Analysing the rate at which new competitors providing the same services are emerging, there is dire need to build brand loyalty to survive in the market in which customer's happiness is the focus. Repurchase intention is implied through the level of contentment of the buyers. Customers will less likely to switch if he gets at least threshold loyalty from the company thus defining the target at which company has to maintain itself above to play safe in the market.

Amazon's customer services are counted as one of the best services in the world which is also one of the reasons to make Amazon as a billion dollar company. As of 2014, it was estimated that there were 93% impressive customer engagements which is more sufficient to escalate towards the pinnacle of the success. The 0.16 percent strategy i.e payback of few cents back to the customers for the product they purchased is one of the examples to gain the customer trust and delight. Flipkart also released the statement that they have wider focus on NPS(Net Promoter Score)i.e. how likely the customer is going to recommend the website to others for shopping which indicates the loyalty towards the company thus giving the rough estimate of the strength and the loopholes. Similarly there are many examples of other online giants which apart from managing its operations relies heavily on the customer experience. Apart from customer satisfaction and delight, Customer ecstasy is also of prime aspect of pondering as how to make customers feel extremely happy and special. Many online sites try to build personal attachment with the customers by surprising them or providing unexpected gift if they came to know about the certain situation. It is important for future of the company to have a informal relationship with the customers which can only be achieved if they do more than just to content the customers with their products as that is also been carried out by other competitors.

Brand loyalty not only relates the customer physically but also psychologically which plays an imperative role in building company's image in the longer run. Amazon is the epitome of Customer satisfaction and ecstasy as from the beginning it followed the motto "Customer is King" thus evolving itself as the number one ecommerce site whose just name infuses the sense of trust and each customer gets loyal and tied to its services firmly. Similarly many companies are thriving to derive the ways to encompass all the factors relating to the happiness of customers. Enhancing customer loyalty with customer satisfaction, delight and ecstasy will serve as the recipe of long term success of the company.

Researchers are exhaustively working on the customer relationship management model to segregate the aspects and define the individual relationships among them to increase the engagement of brand with the customers. Even psychological researchers like Vroom collaborated with the marketing one's to understand how this relationship is so entrenched. Evaluation of the brand is circumscribed with the three options- Confirmation, Positive disconfirmation and Negative disconfirmation. If the performance of the brand is neutral then it falls in confirmation category. If it high or low than the neutral, then it falls in positive disconfirmation and negative disconfirmation category respectively. So it is obvious that to tick in the particular category it is essential that the factors based on the customer's experience have to be taken.

Furthermore it has been observed that there is relation between surprise and delight of the customer too. There exist many hidden factors which make the brand image of the company. Positive surprise proportionately increases the customer satisfaction while the negative surprise will degrade it. Working on all the antecedents and keeping in mind their impact factor is studied rigorously by the company folks in order to check their status and their competitors'. Before devising any marketing strategy requirement analysis and customer analysis is done in many levels to make sure that brand value graph never decreases beyond the threshold. With the advancement of online shopping in different arenas, there is more of psychological involvement of customers with the company and once the image is set then there is no way that it changes easily in the short term. Amazon, Flipkart, and many other great players in the market follows some set of rules that there is negligible possibility of customer getting ditched in any way but practically it is not always 100%.

REVIEW OF LITERATURE

Rawat (2006) has examined customer delight in his study for the context of fashion retailing. He found that the antecedents and outcomes of delightful shopping experiences for these customers in the highly competitive and dynamic world of fashion retailing, developing and retaining loyal customers is a requirement for survival.

Wang, (2011) aimed to find out how unrelated supporting service quality affects customer delight and customer satisfaction in lieu of intentions of purchasing. The result found that repurchase intentions influenced by unrelated supported service by affecting customer delight rather than satisfaction. When the service quality is high then unrelated supported service quality influences consumers' intentions to repurchase. On the other hand, if service quality is low than unrelated supported service quality does not influence consumers' repurchase intentions. The study mainly emphasized on service quality to delight customers.

Kyungae and Soonim (2013) identified the delight elements in online shopping malls and analysed the steps involved in online purchases. Delight elements were categorized into price services, delivery, package, quality etc. The results that customer delights included free gifts, offers, kindness of employees, easy return policy etc. exerted effects on repeatedly purchasing. The results revealed that by various marketing elements. Customer delight is online shopping were experienced in various purchase steps.

Noyana, (2014) aimed to build a conceptual model to provide clear understanding of customer loyalty. The results of this study indicated that customer satisfaction among others is the most important antecedent of customer loyalty. Customer loyalty is influenced by comparative price, discount and exerted impact on customer satisfaction in terms of service quality, product quality, value added perceptions.

Jiradilok et al (2014) examined customer satisfaction leading to online purchase intentions for online users, experienced online purchasing and inexperienced online purchases in terms of customer delight and brand loyalty. The findings revealed that online customers depend on empathy, fair price, assurance, website information quality but those who do not purchase online they do not consider these attributes and these provided them a sense of delight. The study found that when customer repeatedly make purchasing online they become more experienced and thus be treated as a brand loyalty towards online shopping.

Dib and Al-Msallam (2015) explored the effects of three customer perceptions (perceived quality, brand image, price fairness) on customer satisfaction and Brand loyalty. The results illustrate that customer satisfaction significantly affects customer loyalty. Also, the factors of perceived quality, brand image and price fairness affect Brand loyalty. Customer perception of perceived quality, brand image and price fairness are almost equally to build up the satisfaction. The study suggested that managers should consider perceived quality and price fairness as foundations to build up customer satisfaction, Brand loyalty and, also to improve brand image as an added on value for customers.

Badr ElD (2015) analyzed the antecedents of customer loyalty namely; corporate image, customer satisfaction, and service quality. Findings revealed a positive relationship between corporate image and customer loyalty, customer satisfaction and customer loyalty and service quality and customer loyalty. Results revealed the presence of a positive relationship between corporate image and customer loyalty, with a strong significant impact on affective loyalty. A positive relationship was also found between customer satisfaction and customer loyalty, with a strong impact on cognitive loyalty.

Sudhakar and Devi Kumari (2016) discussed that majority of customers reflected online shopping for on time delivery, payment security, time saving on the other hand, some customers are satisfied for warranty, choice, availability, door delivery, discount offers, price and convenience. But after sale service found no association with customer satisfaction as customers were dissatisfied with the after sale services.

Ali and Sankaran (2016) analyzed the customer satisfaction and loyalty of the online customers. The study has discussed briefly about the effects of customer loyalty and retention on customer satisfaction. The results of the survey reveal that while a good percentage of Norwegians are satisfied with online shopping only less than half of them stay loyal to their online sellers.

Finn (2017) investigated these two customer satisfaction and customer delight perspectives by examining the linearity of how satisfaction influences behavioural aspects while controlling for customer delight as a distinct response. The study suggested that customer delight is a performance metric of service which needs to be monitored and managed just as customers satisfaction.

Gupta and Schivinski (2017)reviewed, systematize, and summarize empirical research on the antecedents and consequences of brand loyalty. The study has identified five categories of antecedents to brand loyalty associated with consumer, brand, social, corporate and relational factors. Furthermore, findings have proposed that bogus loyalty can result in behavioural consequences, premium loyalty in both behavioural and attitudinal consequences and latent loyalty in attitudinal consequences.

Rationale of the Study

The online shopping trends are increasing day by day at a very fast rate due to the convenience and offers provided by ecommerce sites to the customers. So it has become imperative to retain the customers as the competitors in the market are also increasing proportionately. According to a survey- Asian Market is expected to cross a billion mark in digital purchasing in 2018. The prime focus is to lure customers and retain them which can only be possible if there is sense of trust and loyalty between the services and the customers. New business tactics and ways indulge the customers for a short period time as other competitors start giving the similar offers. Retention of the customers is through customer satisfaction, delight and ecstasy. Before the era of online shopping, predictions of the customer behaviour were very rare among brick and mortar stores. Even after online world came into existence, the importance of the customer's priority have been realized very late when data analytics emerged as the successful hand in the growth of the business.

To thrive in the digital era, one has to go extra mile to sustain itself in the market. The rationale behind the study is to explore whether customer satisfaction, delight and ecstasy individually have similar impact in creating brand loyalty in the online sites.

Objectives of the Study

- To study the impact of customer delight on brand loyalty.
- To give suggestions for future improvements in brands.
- To open up new vistas of research and develop a base for application of the findings in terms of implications of the study.

Research Design

In this study, the descriptive research is adopted related to customer delight because of the variables are already exist in the phenomena and are essential for brand loyalty.

Collection on Data

The primary data was collected from the customers including students, professionals, households, service class, business class etc. though the questionnaire.

Research Area: The study was carried out in Indore city.

Universe: Population in the study referred to the segment of customers who go for online shopping.

Sampling Method: For the purpose of this research, convenience was used. It involved selecting sample elements that was most readily available to participate in the research and who provided the information required to support the research according to the convenience.

Sample Size: Sample size selected for the purpose of this study was comprised of 200 customers.

Tools for data collection: For the study only primary data was used through the questionnaire. For this study following standard scale was used:

Customer Delight: Self-developed scale

Brand Loyalty: Seven scales measurement is adopted from Serkan & Gökhan (2005).

Analysis of Data: For this study partial regression was used in analysing the data.

Hypotheses of the Study

H_{01}: There is no significant impact of customer delight on brand loyalty.

TABLE 1 MODEL SUMMARY[B] ON CUSTOMER DELIGHT AND BRAND LOYALTY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.840[a]	.705	.704	2.33510	.705	950.124	1	198	.000

a. Predictors: (Constant), Customer Delight

b. Dependent Variable: Brand Loyalty

The above table shows the model summary on customer delight and brand loyalty in online shopping, It is found that the vale of correlation is .840 which is significant at 0.05 between these two factors andthe value of R Square is .705 means that 70.5 per cent variance in brand loyalty is explained by the customer delight. Hence, the null hypothesis stated 'there is no significant impact of customer delight on brand loyalty' is rejected and it is conclude dthat customer delight has positive impact on brand loyalty.

CONCLUSION

The study found that Customer Delight is comprised of empathy, expectation, emotion, elegance, justice, esteem, engagement, economics, equivalence, service quality etc. Customer delight is related with providing something unexpected to the customer and thus creating a positive emotional reaction. Customer delight is something what a customer notices and remembers throughout his life. Customer delight demands consistency in providing quality to their customers, Fix chronic problems and Get the basics right every time. Customer delight provides a remarkable experience to their customers that focuses on their needs, interests and wishes and leaves them so satisfied that they can't stop to sing the praises of a brand or a product or any service.

SUGGESTIONS:

- The quality should be matched as per the changing expectations of the consumers.
- Customers should be involved by offering discounts, free samples etc.
- Product should be more appealing so that ads directly motivate them to purchase.
- The products should have a sense of appeal to attract a large number of segment of customers.
- Prompt response makes customers loyal and they associate their inner sense with brand.

Implications

The study will be applied in determining the effect of these three antecedents as; satisfaction, delight and ecstasy on brand loyalty so that a lot of efforts have to make for the improvements in products or services. This study will be helpful to marketers in creating powerful strategies to create a niche in the market.

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FINANCIAL AND ECONOMIC ANALYSIS OF INDUSTRIAL PRODUCTION OF THE REGION

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ABSTRACT

Theoretical justification of the restructuring process, revealing its regional features and improvement of mechanisms for its implementation in the regions. The economic content of the concept of restructuring is defined; development of scientific approaches, practical suggestions and recommendations on improvement of the enterprises restructuring mechanisms in the regions. At the same time, the more recent and more universal conceptions of restructuring have been undermined by new research that has not been fully implemented into production, with management requirements or the current level of technology and technology. For group financially sustainable businesses, it is advisable to do a quick or partially strategic restructuring. Restructuring at the level of individual regions means optimizing their economic potential and resource mobilization, mitigating the social and economic tensions in the region, eliminating environmental tension, and making optimal structural changes. Often, due to the changing internal and external factors in the regions, there is a decline in production competitiveness, a decline in the market share of enterprises, and a decline in profitability. The policy of restructuring should be implemented step by step, based on a differentiated approach, based on the financial and economic performance of enterprises in the regions. At the same time, the results of each of these activities should be regularly monitored and monitored. In this regard, it is proposed to improve the practice of conducting the "technical audit" in our country and to carry out this practice not only in the area of networks but also in the regions.

KEYWORDS: *Region, enterprise restructuring, structural changes, theproject of restructuring, the factors of restructuring, operational restructuring, strategic restructuring, emerging risk factors in the restructuring process.*

INTRODUCTION

The effectiveness of structural reforms in the economy is largely dependent on the extent to which these reforms occur in the economic structures. Particularly, the regional structures are of particular importance, firstly, for each region to be "an independent organized economic system as a separate operating part of the national economy" and secondly, a high geographical factor in increasing resource mobilization in the economy. It is explained by the fact that the state policy in the sphere of reforming and developing economic sectors is always regional. At the same time, reforms in the regional classification mean not only the development of an independent economic system formed within the regional context, but also the management of micro processes.[1]

At the present stage of the Uzbek economy, the post-crisis development situation requires full use of the production capacity to achieve its growth and increase its efficiency. Therefore, restructuring in the system of deep structural changes in the national economy is given priority as a priority to improve production. "Modernization, technical and technological re-equipment of production, accelerated modernization of the leading sectors of the economy will continue to be our most important priority in the face of ever-increasing competition in the global market."

Often, due to the changing internal and external factors in the regions, there is a decline in production competitiveness, a decline in the market share of enterprises, and a decline in profitability. This makes it necessary to improve their organizational and economic structure, methods and methods of management at the lowest cost to improve their activity. In these conditions, restructuring is one of the key market forces to increase the efficiency of regional production. The challenge is to create two environments, namely, reforming and adapting regional economic structures, and creating the necessary conditions and conditions for restructuring specialized enterprises in the region.

Regional differentiation of industrial development indicators (sectoral specialization, industrial units volume, regional units' share in gross industrial production, number of industrial enterprises, including large enterprises, infrastructure, etc.) allows you to

These categories show that the high level of industrial production in the regions is determined by the high diversification of the structure of the industrial sector and the provision of infrastructure facilities.

One of the trends in industrial production in the region over the past three years is that the economic growth rates in the industrial sectors are closely linked to the government's investment programs for the development of certain sectors. In 2016-2018, growth rates in the mining industry - 0.6%, electrical equipment - 0.7%, food industry - 6.4%, light industry - 1.3%, chemical industry - 8.3%. and non-metallic minerals - by 8.6%, machine-building and metalworking enterprises - by 9.7%, and pharmaceuticals - by 21.5%. This shows, on the one hand, that the industrialization of the region has a high level of capitalization and accelerated diversification due to new sectors, while, on the other hand, the fact that the existing traditional enterprises of the industry remain highly dependent on external mechanisms (additional investments, benefits, programs).

An analysis of the financial and economic performance of industrial enterprises in the region also suggests that they have the potential to promote sustainable economic growth in the region by enhancing their competitiveness and economic position through restructuring.

LITERATURE REVIEW

The study of restructuring and related processes is reflected in the scientific work of a number of domestic and foreign scientists. Methodological approaches to the problem of restructuring R. Andersen, D. Braun, L. Vodachek, P. Gerhard, A. Alpatov, A. Bachurin, V. Mitskevich, II Mazur, V.D Shapiro, A. Tutundjyan, N. Ekimova, AK Nagoeva [2-7].

In our country, theoretical, methodological and practical aspects of restructuring were carried out by economists GK Saidova, MN Abdullaeva, B. Berkinov, A. Berdikulov [8-11] and others. However, in these studies, the problem is generally treated as a microeconomic category for restructuring and has not been thoroughly researched at the level of dissertation research. To date, the theoretical and methodological model of restructuring has not been fully developed and acceptable for practical application. At the same time, the more recent and more universal conceptions of restructuring have been undermined by new research that has not been fully implemented into production, with management requirements or the current level of technology and technology. This work differs from the above studies by identifying the role of restructuring in regional economic growth and enhancing its effectiveness, justifying and improving its regional features and mechanisms.

RESEARCH METHODOLOGY

Systematic analysis, mathematical and statistical methods, comparisons, grouping, graphs were used during the research.

Analysis and results

According to the statistical analysis, the region's share of GRP in GDP by 2011 (Table 2.1) is also characterized by a decrease in production capacity and profitability, and an increase in accounts receivable and payables (Table 1).

Table data show that profitability of large industrial enterprises, which ended the year with profits, declined by more than 1.5% annually on average during 2006-2010 and to 7.9% (16.1 to 8.5%) over the entire period studied. The profitability rate of all large industrial enterprises decreased from year to year and in 2010 only reached the level of 2006 (difference - 0.8%).

The analysis shows that the group accounts receivable and accounts payable in 2006-2010 was large and only showed a slight decline in 2009-2010. In particular, the ratio of accounts receivable to their annual output amounted to more than 1,368 times in 2006, down to 1.3 times by 2010. The amount of overdue accounts receivable in the amount of industrial products decreased by more than 10 times during the analyzed period (Table 1).

The same trend was observed in the dynamics of the ratio of payables to the value of industrial products. Only the ratio of these types of overdue loans to the value of industrial output exceeded 2007 and then declined again in 2009. Overall, this type of debt increased almost 1.9 times in 2006-2010 (Table 1).

TABLE 1 PROFITABILITY (%) OF LARGE INDUSTRIAL ENTERPRISES IN NAMANGAN REGION, DYNAMICS OF ACCOUNTS RECEIVABLE AND PAYABLES

Indicators	**Years**					**Change (+/–)**
	2006	**2007**	**2008**	**2009**	**2010**	
Profitability of industrial enterprises that have completed the year with profits	16,1	7,2	10,2	10,0	8,5	– 7,6
Profitability of all industrial enterprises	9,3	1,3	2,6	5,5	8,5	– 0,8
The ratio of receivables to the value of industrial products	1368,2	1579,5	944,8	1000,3	1037,6	– 1,3 марта
Of these, the expired	149,7	29,7	27,9	21,9	14,8	– 10,1 марта
The ratio of payables to the value of industrial products	2350,5	2395,4	1829,6	1616,6	1585,8	– 1,5 марта
Of these, the expired	181,5	268,9	501,6	433,5	338,6	1,87 марта

Decrease in accounts receivable and accounts payable in the post-2009 period was approved by the Government anti-crisis program of measures aimed at mitigating the effects of the global financial and economic crisis of 2008 and resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated August 14, 2009 # 232. as a result of activities implemented under the Industrial Development and Modernization Program ”.

Another negative trend in the activities of large industrial enterprises in the Namangan region is that during the period under review, the per unit product's profit was not only diminished, but also its absolute size.

Another disadvantage in the activities of large industrial enterprises in the Namangan region is that while the study period, their share in the unit of production declines, their absolute size is unstable.

The share of the industry in GRP prevailed over 2006, with the pre-tax profit adjusted for 122.5%, and the remaining portion after losses increased by more than 2.1 times. The absolute amount of profit before income tax was increased by 180.0 percent compared to the same period in 2012 only in recent years (Table 2). The rest of the damage after its release was reduced to 2012 and then increased.

The per capita profit of the industrial enterprises of the region declined by both indicators.

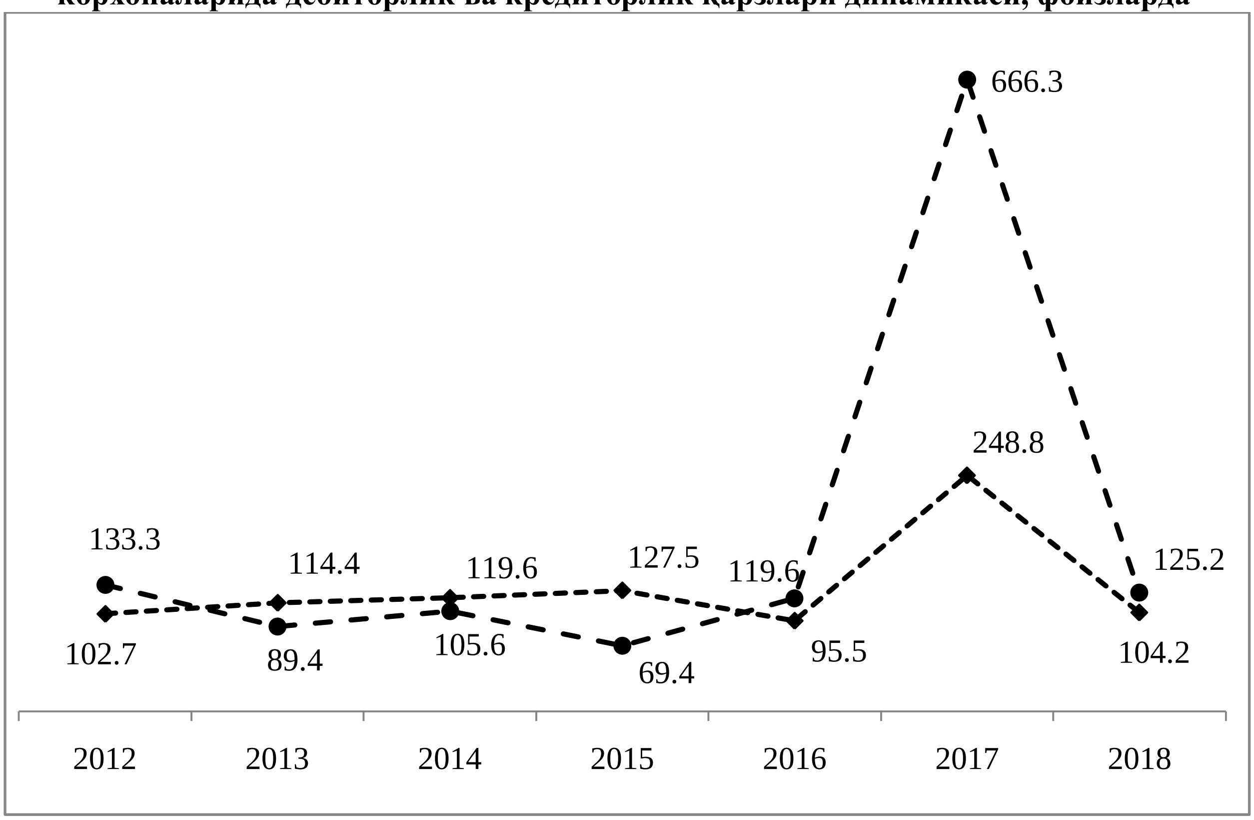
Decrease in gross profit per unit of product was 47.2% for 5 years and 8.4% after loss (Table 2).

TABLE 2 CHANGES IN THE SIZE AND PROFITABILITY OF LARGE INDUSTRIAL ENTERPRISES IN NAMANGAN REGION, IN PERCENT[1]

Indicators	Years					
	2006	2009	2012	2015	2018	Change
1. Changes in the amount of profits determined before income tax is paid						
a) in relation to the previous period	88,8	54,1	180,0	122,2	103,0	X
b) in comparison with the previous period of 2010	122,5	226,7	125,9	103,0	x	X
2. Profit per 1,000 Soums per Industrial Product						
a) gross profit	161,3	71,8	102,4	99,8	85,2	52,8
b) profit after damage	93,0	13,2	26,5	55,2	85,2	91,6

However, accounts receivable and accounts payable, although post-2011 growth rates have been high (average annual growth rate was 12.8%) and the sector's share in GRP (average 12.5%). it has a negative impact on the development of industrial production.

Figure 1 2011-2018 йилларда Наманган вилоятидаги йирик саноат корхоналарида дебиторлик ва кредиторлик қарзлари динамикаси, фоизларда[2]



Thus, with the exception of 2017, current accounts receivable at regional prices increased by an average of 10.5% per annum in 2011-2018, and accounts payable increased by 7.1%. In 2017, within the framework of fundamentally new economic policy programs, accounts receivable increased by almost 2.5 times, and credit indebtedness increased by 6.7 times within the framework of radical liberalization of the monetary system and financial and economic activities.

In the period from 2011 to 2016, the volume of overdue receivables (11.3 times) and accounts payable (460 times) significantly increased from 2017, with the decrease.

Table 3 below shows that the share of overdue accounts receivable steadily declined. The overdue accounts receivable in the analyzed 2000–2018 industry enterprises was virtually non-observable in 2000–2003 and 2015–2016, with 12.9% of total debt in 2005, 9.9% in 2006, and 2.6% in 2012; In 2018, it had a 0.7% stake.

Also, over the period under review, the share of overdue accounts payables was unstable. Thus, while the share was 2.4% in 2000, it was 13.0% in 2006, 5.4% in 2009 and 0.5% in 2018, although not in 2003 (Table 3).

TABLE 3 CHANGE IN THE AMOUNT AND RATIO OF ACCOUNTS RECEIVABLE AND PAYABLES OF INDUSTRIAL ENTERPRISES OF THE REGION, IN PERCENT

Indicators	Years						
	2000	**2003**	**2006**	**2009**	**2012**	**2015**	**2018**
Share of overdue debts in accounts receivable,	0,0	0,0	9,9	4,7	2,6	0,0	0,7
Share of overdue part in accounts payable	2,4	0,0	13,0	5,4	2,8	0,0	0,5
Repayment of accounts payable with accounts receivable	165,1	49,1	50,7	66,6	79,4	168,6	52,4
Repayment of overdue accounts payable with accounts receivable	-	-	38,8	58,5	73,3	-	73,9

Although it is possible to positively assess the decrease in the share of overdue accounts payable, it is important to note that the dependence on external environment (volatility in the economy, institutional reforms, etc.) remains high.

From 2000 to 2018, the average annual level of repayment of accounts payable by industrial enterprises of the region is 90.3%, and there is a tendency for instability. Thus, the possibility of repayment of accounts receivable was positive in 2000 and 2017, at 165.1 and 168.6 percent, respectively, at 50.7 in 2006 and 52.4 percent in 2018.

At the same time, the lowest level of repayment of overdue accounts payable due to appropriate accounts receivable was 12.1% in 2007, compared to 25.3% in 2013, 37% in 2011 and 38.8% in 2006. Also, the high level of coverage was observed in 2017 and was 6.9 times, 73.9% in 2018 (Table 3).

The results of the analysis indicate the need for urgent measures for restructuring accounts receivable and payables of large industrial enterprises in Namangan region.

Any restructuring policy requires a gradual implementation, regardless of its form and method, based on individual approaches, depending on the financial and economic condition of the enterprise. At the same time, strategic restructuring, which is envisaged by economically insolvent enterprises, does not exclude partial restructuring of other financially stable enterprises.

In Namangan region 25 bankrupt enterprises were affected by 25 bankrupt enterprises, four of which have undergone the process of financial restructuring with the participation of the banking and credit system. As a result, the losses of this group of businesses for the analyzed period decreased by more than 11 times (from 677.3 million to 59.6 million soums), their profit increased almost 1.6 times, and by 2018 the number of large industrial enterprises in the region will reach 41. and 39 of them ended that year with a profit.

In total, there are 2908 industrial enterprises in the region in 2015, 3252 in 2016, 3884 in 2017, and 4471 industrial enterprises in 2018, of which 32 are large enterprises (1.1%) in 2015, 37 - in 2016. 1%), 33 in 2017 (0.8%) and 41 in 2018 (0.9%).

If 10 large industrial enterprises decreased production in 2015, then 12 in 2016, 8 in 2017, and 7 in 2018, the number of large industrial enterprises decreased.

The activities of large industrial enterprises in the region have been analyzed in groups according to the profitability of these enterprises based on the assessment of the near-term financial situation and forecasting of financial and economic development and the development of planning programs on the basis of individual approaches.

The results of the analysis show that in 2003, 86.0% of the regional industrial enterprises made up US $ 100 million. soums, 14.0% up to 100 mln. In the last few years, the situation has changed for the better, or their share has reached 97.3% in 2016, 93.9% in 2017 and 95.1% in 2018.

25.0 mln. Soum (group 1) decreased from 58.0% in 2003 to 32.0% in 2018. However, the average profit per enterprise group also declined (from 8.1 million in 2003 to 6.8 million in 2018).

In the period under review, the second group of enterprises (with profit from 25.1 to 50.0 million soums) maintained relative stability in terms of quantity and amount of profit. During this period, the number of enterprises of this group increased by 2 (from 6 to 8), with an average income of 30.0 to 38.1 million. soums.

During the period 2003-2018, the region has increased from 50.1 to 100 million The number of enterprises, which received profit from them, decreased by 1/3 (from 8 to 5), and also the average profit per share decreased (from 73.4 to 66.8 million soums).

The most significant positive trend in the financial and economic situation is observed in the industrial group of 4 groups (with profit from 100.1 to 1000.0 million soums). During the analyzed period, the number of this category increased 2.2 times (from 10% to 29.7% of the total number of enterprises), and the average profit per one company also increased by 1.5 times.

The number of the largest industrial enterprises in the region included in the 5th group was only 1-2 in 2003-2018, and the category of enterprises with this status has also changed.

The results of the analysis of the financial condition of large profitable industrial enterprises in the Namangan region indicate that the proportion of enterprises with low financial returns in each group is high, and that it is necessary to develop a separate approach to their restructuring policies. In particular, within the 1st group of enterprises, their average profit was below 50% for the entire period, with their share increasing from 51.7% in 2003 to 66.7% in 2018. The same principle is observed in Group 2 enterprises. In Group 3, those with less than average financial results were only below 50% in 2014-2015 (44.4% and 40.0%), retaining a higher share in the remaining years. The share of such enterprises in the 4th group increased from 40.0% in 2003 to 72.7% in 2018.

CONCLUSION/RECOMMENDATIONS

Based on the results of the analysis, we believe that it is advisable to prioritize enterprises that have received below average group profit in the process of restructuring in the region. For them, the development of a restructuring program can be highly effective in the use of comprehensive strategic forms, with the goal of full financial recovery. For group financially sustainable businesses, it is advisable to do a quick or partially strategic restructuring. Restructuring at the level of individual regions means optimizing their economic potential and resource mobilization, mitigating the social and economic tensions in the region, eliminating environmental tension, and making optimal structural changes. Restructuring at the level of enterprises and networks will ultimately be aimed at ensuring their and their regional priorities in social work sharing. This, in turn, will create conditions for the development of highly competitive industries to become a "growth point" in the socio-economic development of the regions. The effectiveness of the restructuring depends on the effective functioning of its implementation mechanisms in the regions. This requires the harmonization of resources, factors, infrastructure, and methods of restructuring.

Government support for the effective implementation of the restructuring, the legal basis for this process and their improvement are important. At the same time, the improvement of the legislative framework should focus on the development of inter-regional relations, the effectiveness of restructuring and financial rehabilitation of economically insolvent enterprises, the conservation of unused property and facilities in progress, accelerating the privatization of state property and free transfer of investment obligations.

The policy of restructuring should be implemented step by step, based on a differentiated approach, based on the financial and economic performance of enterprises in the regions. At the same time, the results of each of these activities should be regularly monitored and monitored. In this regard, it is proposed to improve the practice of conducting the “technical audit” in our country and to carry out this practice not only in the area of networks but also in the regions.

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FEATURES OF THE FOOD MARKET IN THE FERGANA VALLEY

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ABSTRACT

The article explores the peculiarities of the Ferghana Valley food market in a systematic manner. The objective features are analyzed. The potential of agricultural land and transport systems is revealed. Estimated the value of the nutritional value of the population. The analysis of cluster formation and investment attraction to ensure efficient functioning of the food market is analyzed. Such investments will be directed to the activities of business entities and production infrastructure. The development of infrastructure is largely the responsibility of the state. For example, it is not possible to transfer the construction and operation of irrigation facilities to private equity. The climatic conditions of the Fergana Valley allow us to produce the main products offered in the food market. The main resource of agricultural producers is irrigated land. They will be placed in machinery, food and livestock feed crops. For example, in the North, beef is preferable, while in the Ferghana Valley, mutton is more valued and highly priced on the market. In recent years, poultry has become increasingly important in consumer consumption. Measures should be taken to ensure that agricultural entities can play a role in the credit market. It should be noted that in recent years, loans to households for purchasing livestock, poultry, and greenhouses have had a positive impact on the food market. Of course, the offer of the food market should be focused primarily on local consumers. The role of bread and bakery products in local food consumption remains high. During the years of independence the consumption of potatoes has increased significantly. During the years of independence, the diet of the people of the Fergana Valley is reflected in the weight and height of the children and the results achieved in various sports. In particular, the cost of a feeding calorie of 3,200 kcal in the Ferghana Valley is on average 19,200 sums.

KEYWORDS: *Fergana valley, food market, agriculture, nutrition, region, cluster, investment.*

INTRODUCTION

From a macroeconomic standpoint, the food market operates as a holistic mechanism across the country. At the same time, each region has its own food market due to its significant regional differences in economic development, uneven natural and climatic conditions, and national labor division and participation.

The formation and development of the Ferghana Valley food market is influenced by macroeconomic factors that are characteristic of all regions of Uzbekistan, on the one hand, and on the other. It is advisable to study the characteristics of the food market in the Fergana Valley in a systematic manner by the causes and nature of their occurrence.

Objective characteristics are formed by the climatic conditions of the economy, availability and accessibility of surface and transport routes, storage and timely delivery of the produce to the buyer, the diet of the regular population and the high proportion of food in it.

The climatic conditions of the Fergana Valley allow us to produce the main products offered in the food market. The main resource of agricultural producers is irrigated land. They will be placed in machinery, food and livestock feed crops. Although cotton and wheat are in the forefront, food production, gardening and viticulture (especially intensive orchards) are growing rapidly, which are in demand and in demand in foreign markets. In terms of food production, certain regions of the Ferghana Valley have their own natural, historical and traditional advantages.

The share of mountains in the Fergana Valley region of Uzbekistan is lower than in Kyrgyzstan or Tajikistan. However, most of the region's territory consists of piedmont areas. It is precisely in the piedmont regions that the agricultural production is dominated by food products, which are highly demanded on the world market.

Analysis and results

Agricultural land in the Fergana Valley is expected to be 966,400 hectares in 2018, with 0.102 hectares per capita. This indicator was 0.143 hectares in Andijan region in 1990, 0.251 hectares in Namangan region and 0.145 hectares in Ferghana region. This necessitates the efficient use of available land resources in the future, given the future population growth.

About 80.0% of the agricultural land in the Ferghana Valley is irrigated. Irrigated areas are located in the central valley and in foothills and hills. The Adir zones are irrigated through the 4-stage lifting pumps, which increases the cost of the product. The development of irrigation systems in the region and the presence of major canals in the region guarantee the agricultural water supply adequately.

In recent years, work has begun to build modern logistics systems in the Ferghana Valley. Along with automobile transport, rail transport plays an important role. The increase in rail weight in freight traffic has been significantly affected by the launch of the railway tunnel and the Angren-Pap railway in the Kamchik period. High density of railways in the Fergana Valley. However, it is advisable to bring the railways closer to large enterprises and consignors. Regular establishment of the railway communication and its provision with state-of-the-art trucks play an important role in ensuring the quality of food products.

The state of the Fergana Valley food market and the increase in supply also depend on how much market participants actually have access to markets in other regions of the country and in foreign markets. In particular, the abolition of a number of interior posts at the checkpoints of regions and districts by the President of the country in 2017 has led to a greater movement of goods in the national markets. The abolition of serious barriers to agricultural exports further expanded the ability of exporters. At present, the problems with logistics preclude the production of a number of products that are highly competitive on the external market and dramatically increase the efficiency of these industries.

Of course, the offer of the food market should be focused primarily on local consumers. The role of bread and bakery products in local food consumption remains high. During the years of independence the consumption of potatoes has increased significantly. At the same time, consumption of fruits and vegetables increased particularly rapidly. These processes indicate that the welfare of the population has reached a high level in quantity and quality.

Although the regions of the Fergana Valley are not significantly different in terms of the quantitative and structural structure of food consumption, there are significant differences in the free prices of livestock products and fruits. We believe that this alone is not enough to explain income differences. This situation indicates that logistics is underdeveloped and there are certain difficulties in the movement of inter-regional goods.

The food market should conform to the traditional diet of the population. Despite the fact that bread and bakery products and vegetable oil are the main ingredients in the diet, rice, meat and potatoes are among the main products in the years of independence.

It is well-known that, depending on the region's climatic conditions, the population needs to consume 2800-3500 kcal of nutrients a day. At the same time, each family, depending on its financial and economic potential, provides nutrients at the expense of cheaper or more expensive products. In particular, during the years of independence the consumption of meat and eggs is not only high, but also due to the high demand for these products.

Of course, the diet of the population on the one hand should be balanced with the necessary elements, and the balanced diet on the other hand is expensive. Therefore, it is necessary to take measures to mitigate the unbalanced diet for the poor. During the years of independence, the diet of the people of the Fergana Valley is reflected in the weight and height of the children and the results achieved in various sports. In particular, the cost of a feeding calorie of 3,200 kcal in the Ferghana Valley is on average 19,200 sums. Comparing the average wage with this value indicates that the purchasing power of the population is high.

Energy consumption and the cost of 100 grams of food in Fergana Valley [1]

№	Optional product type	Daily energy consumption, kcal	Average price for 2018, som
1.	1 grade wheat flour	220	1500
2.	Honey	314	3000
3.	Tvorog	232	1400
4.	Beef	218	4000
5.	Fish with a fish	121	2500
6.	Eggs	157	600
7.	Cotton and sunflower oil	899	900
8.	Cabbage	27	300
9.	Onions	41	200

10	Tomato	23	300
11	Carrots	30	200
12	Apricot dandruff	297	600
13	Apples	45	600
14	Raisins	289	1500
15	Rice	330	1600
	Total	**3243**	**19200**

In the general approach, the diet of the population is formed as a summarized expression of the influence of natural needs, income levels, energy and commodity prices, the supply of essential elements, national and religious customs and traditions, changes in the way of life and the like. For example, in the North, beef is preferable, while in the Ferghana Valley, mutton is more valued and highly priced on the market. In recent years, poultry has become increasingly important in consumer consumption. In the first years of independence, poultry meat was predominantly imported, but now domestic production is showing its benefits and fully capturing the domestic market. Livestock development is intensified in the Ferghana Valley.

The diet composition of the population in different regions of the Ferghana Valley has not been studied separately. However, there are significant differences in the diet of the piedmont region, the adyr region, the plain region (Central Fergana) and the industrial cities, which are also apparent in market prices. In particular, higher-priced foods are more expensive in the plain regions of Andijan, and cheaper in the foothills. The reason for this is the level of income, and as the population grows, the demand for expensive food products grows faster and is reflected in these prices. In geographically elemental conditions of the market (which, in turn, is associated with difficulties in the interregional movement of goods), prices vary significantly in different regions. This can be seen in the example of meat prices in the Ferghana Valley.

It should be noted that specific clusters of food production and sale are formed. This is reflected in the spatial concentration of individual production in certain regions. In the Fergana Valley, there are pre-existing small clusters for logistics development. Because clusters have labor resources that are highly responsive to the industry's production needs, and most importantly, entrepreneurial resources, or more quickly to solve problems.

Cluster formation in the region is based on favorable climatic conditions. However, in the conditions of a free-flowing economy, the entrepreneurial potential of the region is a key factor. The formation and development of the cluster begins with the initiative, enthusiasm and dedication of the individual entrepreneur. In the Ferghana Valley, at the beginning of each sub-cluster, there are individual entrepreneurs.

Economic policy and agrarian policy, which is an integral part of the state, play a very important role in the formation and development of food clusters. In the past, artificial restraint on clusters formation and development was dominated by cotton over other agricultural sectors, giving it a monopoly, and the consolidation of all resources contrary to market principles. The reduction of cotton fields, which is currently underway, will lead to a significant increase in supply in the Ferghana Valley food market in the near future. This will stimulate production in existing clusters and form new clusters. As a result, employment will be provided to the population, thus increasing the demand and quality of the domestic food market.

The formation of supply in the Ferghana Valley food market is related to farms, which are relatively large producers of food. In recent years, the objective has been to transform farms, including cotton, into diversified farms. As a result, farms in these areas have the opportunity to produce and process large quantities of food.

At present, intensive agriculture, especially in the greenhouse, is actively developing in the food-processing sector of agriculture. In the Ferghana Valley, this approach allows for several times higher yields in smaller areas with relatively low costs. In addition, agriculture is developing in a diversification harness. You can often change the product range.

CONCLUSION/RECOMMENDATIONS

One of the most important issues in food production in the Ferghana Valley is the attraction of investments. Foreign investments are attracted to agricultural processing companies, but they are not significant. The state capital prevails in grain processing and in vegetable oil production.

While private enterprises do not have a large production capacity, they produce a wide range of products. Particularly, in fruit and vegetable and livestock production, certain results are achieved. The ease with which the bank obtains credit resources has opened the way for investment.

Foreign direct investment in agricultural production is virtually non-existent. This, of course, is due to the land relations that have developed in our country. Changing land ownership relations at the discretion of foreign investors does not meet the objectives of the country's development strategy. In this regard, we have to rely on public investment in agricultural production.

Such investments will be directed to the activities of business entities and production infrastructure. The development of infrastructure is largely the responsibility of the state. For example, it is not possible to transfer the construction and operation of irrigation facilities to private equity. The establishment of the Ministry of Water Resources by the Decree of the President of the Republic of Uzbekistan in 2018 has also demonstrated the need for state-owned irrigation infrastructure.

Private investments now play a crucial role in the agricultural production of the food market. However, setting up modern production, such as the establishment of intensive gardens, requires significant investment. It is natural that in such a large production, the results will not be immediate, and the funds will remain motionless. Generally, one of the best solutions is to attract bank loans. Measures should be taken to ensure that agricultural entities can play a role in the credit market. It should be noted that in recent years, loans to households for purchasing livestock, poultry, and greenhouses have had a positive impact on the food market. Exemption from income tax on production and processing of products by population and dehkan farms is also an important factor of investment incentives in the food market.

In general, the food market in the Ferghana Valley is expanding on both demand and supply. Where market demand is linked to increased income, the supply in the market depends on the development of the food industry, the support of dehkan and farms, and household farms.

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ECONOMIC DIAGNOSTICS OF THE QUALITY OF HIGHER EDUCATION AND THE BASICS OF ITS MODELING

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ABSTRACT

The article analyzes the quality of higher education and its economic diagnosis. Defined methods for modeling economic diagnostics. There are scientific conclusions and practical recommendations on the economic assessment of the quality of higher education. In this regard, the President of the Republic of Uzbekistan Sh.Mirziyoyev noted: "... we need to logically complete our adopted national programs on education. To achieve this goal, of course, the main directions of financial and economic policy will be used. Diagnostics is one of the important tools in pursuing this policy. Diagnostic results can be compared to the position of the HEI in society or to assess changes in its status at different intervals. In particular, N. Mirkurbanov believes that regardless of the type and stage of national economy and education, its existence and functioning in a market economy is based on the quality criteria. Quality assurance in higher education contributes to the training of qualified staff in the region. Clearly, the financial and economic potential and sustainability of the university is of particular importance, and it is becoming increasingly important to develop measures for assessing the quality of education through economic diagnostics. It is possible to construct a model, to study the model, and to draw conclusions about the actual state of the object based on the model.One of the most challenging tasks in modeling economic economics in universities is to select and summarize specific indicators or indicators. When describing learning outcomes, factors may not be represented by only one indicator or may be combined with different factors.

KEYWORDS: *Quality Of Higher Education, Economic Diagnostics, Higher Education Institution, Model, Professor-Teacher, Unit Of Measure, Final Indicators.*

INTRODUCTION

Radical changes are taking place in the system of higher education in Uzbekistan. The measures taken in this system are aimed at dramatically improving the quality of education, substantially strengthening the material and technical and financial base, expanding economic resources, increasing the independence and initiative of higher education institutions (HEIs) as economic entities. Modern systems of higher education are based on the widespread use of market mechanisms. At the same time, the main goal is to achieve higher quality and higher quality of higher education through the effective use of economic resources.

In this regard, the President of the Republic of Uzbekistan Sh.Mirziyoyev noted: "… we need to logically complete our adopted national programs on education. To this end, the most important task of the Government, relevant ministries and agencies, and the entire education system, our respected teachers and professors is to educate the younger generation and educate them physically and spiritually. It is time to move our work to a new level, creating modern jobs for our children and ensuring their rightful place in life "[1].

To do this, it is necessary to develop management decisions based on what resources are required to achieve the results required for the activities of the HEIs and the causes of change. In this regard, the relevance of the chosen topic determines the quality of higher education outcomes and the development of scientific proposals and practical recommendations for improving the mechanism of economic diagnostics.

LITERATURE REVIEW

The economics of higher education has been studied by foreign and domestic scientists. Research areas can be divided into several groups: theoretical and methodological studies; issues of public administration; organizational and legal and institutional aspects; educational services market; marketing and quality management in higher education; social responsibility of higher education and so on. In these studies, the development of universal and economic relations, as well as the quality, regularities, theories, and concepts of education, were developed.

The notion of quality of higher education has been widely adopted by stakeholders and various competent organizations. Sources of international importance include information on its three components: education; normative documents of education; learning environment [3]. In the study of L. Wlaskin and L. Grinberg, the quality of higher education is multidimensional, multi-level and dynamic, depending on the contextual unity of the educational model, the mission and objectives of the institution, and the specific standards. V.Levshina's research presents many controversial points, namely two aspects of the quality of higher education: the quality of the educational process; Description of quality assurance systems. This requires a comprehensive analysis of the content of education, the process of preparing applicants, teaching staff, information and methodological support, educational technologies and research activities [5].

In Uzbekistan, there is a research on economic aspects of the quality of higher education. Financing and management of higher education are widely covered. In particular, N. Mirkurbanov believes that regardless of the type and stage of national economy and education, its existence and functioning in a market economy is based on the quality criteria. Quality assurance in higher education contributes to the training of qualified staff in the region. This is an axiom that does not require evidence, and has become a major issue for the Government of the Republic of Uzbekistan, the Ministry of Higher and Secondary Special Education, and higher education institutions. According to A. Karimov, L. Peregudov and M. Saidov, the quality of higher education is a multi-faceted concept. It should cover all activities and activities in the field of education - academic and academic programs, research and scholarships, full staffing, training of students, buildings, logistics and equipment, welfare of the community and academic environment.].

These studies do not comprehensively investigate such issues as the optimal quality of higher education, social impact, and the use of resources to ensure the quality of higher education. From this point of view, economic diagnostics of the quality of higher education, development of methodological approaches and determination of strategic objectives are of great importance.

RESEARCH METHODOLOGY

This study used several economic, mathematical, and modeling methods that characterize the quality of higher education and its economic diagnosis. In particular, the economic analysis was performed using only statistical data without direct access to the system. It evaluates the extent to which resources are mobilized through the Black Box model of economic diagnostics. Such methods have revealed the peculiarities of economic diagnostics of higher education quality and its modeling processes.

Analysis and results

As the world experience shows, as a result of the liberalization of the economy, the positive role of market relations in the socio-economic life occurs. The market form of social relations promotes the efficient use of resources available to the public, saving and at the same time improving their quality.

Socio-economic development of the 20th century and the present is caused by the sharp increase of human factor in the structure of resources. On the one hand, this resource has been raised to a qualitatively new level, and, on the other hand, the public's investments in its creation are increasingly being channeled.

Higher education plays a special role in the formation of human capital. There is an increase in the share of highly educated specialists in total employment in the national economy. Such necessity is also characteristic for Uzbekistan. Therefore, the Strategy of Actions for the Further Development of the Republic of Uzbekistan in 2017-2021 sets out to significantly increase the admission quota for undergraduate and graduate programs in higher educational institutions of the country.

Currently, higher education institutions (HEIs) have to operate in a broad and deep market environment. That is why the importance of the financial sustainability of HEIs is growing. Rational arrangement of the economic processes will promote consistent and high-quality educational and research activities in HEIs, effective use of scientific and pedagogical potential and material and technical base. Clearly, the financial and economic potential and sustainability of the university is of particular importance, and it is becoming increasingly important to develop measures for assessing the quality of education through economic diagnostics.

In our view, the economic diagnosis of higher education and its elements can be explained as follows (Figure 1):

The content of the diagnostic process - to conduct research aimed at identifying the impact of costs on the quality of education and comparing it with the expected effect; diagnostic object - the higher educational institution or its departments;

The purpose of diagnostics is to evaluate the position and changes in the institution of higher education in society or in the system of higher education; diagnostic tasks - development of measures to ensure and improve the compatibility of elements in the system, control of deficiencies based on certain criteria.

The use of economic diagnostics for the quality of higher education requires the following methods of economic analysis: research using direct statistical data and sophisticated methods of economic analysis without directly entering the system; examination of systematized data; research using mathematical and statistical methods; use of dynamic programming and mathematical models; use linear programming that provides optimization to achieve quantitative expression goals.

As can be seen from the above, a comprehensive economic diagnosis of HEIs can be viewed as a five-step analytical process. These stages are interconnected and organized so that an optimal result can be achieved. Each step is based on the previous one.

The main purpose of the diagnostics is to assess the financial and economic condition of the university and to identify sustainability and to identify opportunities and resources for development. To achieve this goal, of course, the main directions of financial and economic policy will be used. Diagnostics is one of the important tools in pursuing this policy. Diagnostic results can be compared to the position of the HEI in society or to assess changes in its status at different intervals.

At present, we believe that diagnosis based on financial ratios analysis can be applied to HEIs as well. Of course, it should take into account the specifics of educational services. In many developed countries, the activities of universities are quite commercial. The commercialization of higher education institutions is measured by the potential that market mechanisms can provide, and can be seen as conditions for improving the quality and scope of education. It is also assumed that the quality of higher education is the first factor that determines the country's competitiveness. Therefore, the activities of HEIs in Uzbekistan should also be seen as a natural process of increasing commercialization.

Full regulation of the financial and economic activity of higher educational institutions by the higher state authorities or the low level of freedom as an economic subject limits its economic responsibility and initiative. Under these conditions, there is no need to diagnose the economic condition and quality of higher education.

The need for efficient use of economic resources in the context of the limited independence of higher education institutions cannot be ruled out. However, in this situation, the rule "we will work according to how many resources we have been provided" applies. Efficient use of resources is not a priority. Even resource savings can lead to less segregation. In this context, HEIs as economic entities do not need economic diagnostics. This task is passed to the higher governing body of higher education. However, the upper body also has a position similar to that of the HEI before the higher body. Generally, it is difficult to find a governing body that needs economic evaluation of higher education and needs it.

In the context of the liberalization of socio-economic life, the role of the university in the society will change dramatically. At the same time, it is necessary to provide the society with a highly skilled, creative and initiative person in line with the requirements of the knowledge economy, and on the other hand, to carry out the activities of HEIs using market mechanisms. Higher education will need to function as a component of the services sector, provide its services and receive a corresponding fee. This will increase the competitiveness of higher education services and result in pricing services based on market principles. In this context, it is crucial that HEIs use economic resources wisely and achieve high results.

In particular, in order to radically improve the quality of education in higher education institutions, to ensure their active participation in the wide-scale reforms implemented in the country, consistent implementation of the tasks set in the Strategy of Action on the five priority directions of development of the Republic of Uzbekistan in 2017-2021. improving the quality of education and their active participation in large-scale reforms in the country Decree of the President of the Republic of Uzbekistan “On additional measures to ensure the safety”. As part of this Decree, a Roadmap was developed to improve the quality of education in higher education institutions and to ensure their active participation in large-scale reforms in the country. [2]

1. Improving the legal framework for improving the quality of education in higher education institutions;

2. Organizational measures to improve the quality and effectiveness of education in higher education institutions;

3. Increasing the participation and initiative of higher education institutions in large-scale reforms in the country;

4. To inform the general public on the content and essence of the ongoing reforms in the state and society, and on the fundamental reforms underway in the public domain, through television and other media;

5. Effective organization of the implementation of research results and innovative development of faculty, young scientists and students of higher educational institutions;

6. Increase the responsibility of higher education institutions for their active participation in the country's reform process.

These measures determine the economic approach to the quality of higher education, radically change its place in the society of higher education, and ensure the rational use of economic resources and achieving high results.

In this context, economic diagnostics of the quality of higher education is an important element of management in the field. In turn, economic diagnostics can successfully fulfill the set objectives if implemented consistently using the basic principles of systematic analysis.

It is well known that decisions that make up the core content of governance are made based on the problem. The problem is the imbalance between the situation and the result that needs to be achieved. A diagnosis should be made to determine this discrepancy. This requires quantitative assessment of various aspects of the situation. Quantitative recording of economic indicators will determine how well they meet certain criteria (goals, norms, forecasts, etc.). Hence, the diagnosis is based on a model that is expressed in quantities. At the same time, the quantitative data obtained should be explored in meaning. Therefore, the diagnostic model is of analytical nature. Generally, economic diagnostics is based on a model that is based on quantitative evaluation and content analysis.

Diagnostics is performed using direct statistical data and sophisticated methods of economic analysis without direct access to the system. One of the most common rules for economic diagnostics is the Black Box model [8]. This includes the inputs (outputs) and outputs or outputs into the black box. It is believed that there is no faith in the analysis of the processes occurring in the black box. Economic diagnostics assesses how much inflow flows into outputs or how efficiently the resources are involved. Number and quality of students (pre-higher education level) as inputs or resources in HEIs, number of faculty members, quality and teaching load, available material and technical resources (educational and support buildings, laboratories, technical equipment, materials) - communication, financial resources appear. The HEI prepares highly qualified personnel and conducts research activities using the attracted resources (Fig1).

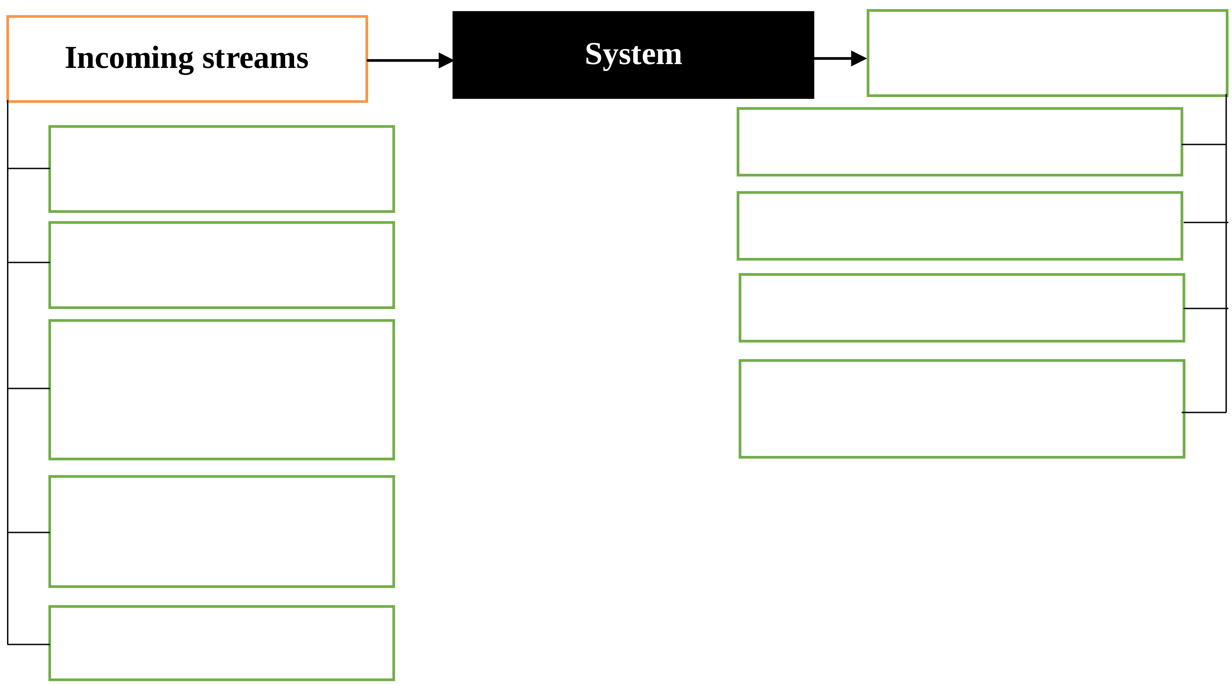

Fig 1. Economic Diagnosis of Higher Education Quality and its Black Box Model[1]

Although the "black box" model is quite simple from the outside, its application is complicated. This is because inputs must be expressed by any indicator. For example, one of the indicators that characterizes the material and technical base of the HEI is the size of the study areas measured in square meters. However, this indicator does not indicate that the learning areas are appropriate for the learning objectives. Many universities operate in customized buildings. Of course, those who work in specialized buildings have the advantage.

In a simple approach, the activities of the faculty at the HEI are seen as transparent and provide a two-hour academic course. Uses advanced pedagogical technology or “achieves high results with minimal effort”. If we approach the teaching staff through the Black Box module, our conclusions will change slightly. The teaching load of an assistant or teacher is set at around 1000 hours. This means that the teacher has 1,000 hours of direct communication with students. In the academic year, classroom classes last for an average of 36 weeks, during which the instructor must conduct 1,000: 36 = 28 hours of instruction per week. The higher education labor law provides for a six-day working week and six-hour working hours. This means that 36 hours a week (6 days * 6 hours), 36-28 = 8 hours a week for teacher preparation work, which is not enough. Applying the “black box” model, the 1,000-hour load does not provide the required quality of education and the financial and other resources involved are not justified (Table 1).

TABLE 1 CURRICULUM LOAD AND PREPARATORY WORK OF THE FACULTY OF THE UNIVERSITY[2]

№	The teaching staff	Annual academic load, hours (36 weeks)	Study load per week, hours (1 week (36 weeks)	Preparation works for a week,hours((36 hours) -2)	Percentage of preparatory work per week,% (3: 2x100)
		1	2	3	4
1	Head of the department	770	21	15	68
2	Professor	800	22	14	62
3	Associate Professor	850	24	12	52
4	Senior teacher	900	25	11	44
5	Teacher-assistant	1000	28	8	30

Through the Black Box model, the approach allows decision-making to prioritize the content of the result, ie the quality. At the same time, teaching faculty in academic groups is regarded as an educational process. One acupuncture group can accommodate up to 25 students. In some cases, depending on the complexity of the educational process, academic groups are divided into 2 subgroups. Thus, the average number of students per faculty of 10.5 is considered appropriate for higher education and the number of states is calculated. This approach does not take into account the quality of education, and is determined by how many students a faculty member is engaged in, or who may be involved in teaching. In addition, the key performance indicator of the faculty is how many hours they have completed the academic load. In fact, the quality of education is, on the one hand, measured by the way the faculty prepares for the course and organizes it. On the other hand, it is reflected in the combined scientific and pedagogical potential of the faculty. The high scientific and pedagogical potential is a reflection of the accumulation process in the university. Generally, it is possible to generate quantitative indicators of how many students the faculty can cover, how much the teaching load, and the scientific and pedagogical potential. These indicators do not represent the expected outcome of education - the quality of each academic hour.

In world practice, the number of students a faculty member is a quality indicator. Because groups or currents are voluntarily labeled by students based on the quality of the faculty, the curriculum is formed. To this end, the Regulation of the Ministry of Higher and Secondary Special Education of the Republic of Uzbekistan “On the Assessment of Students' Skills in Higher Education Institutions” has been developed [9], which aims to provide an impartial and accurate assessment of academic performance. It aims to harmonize international experience, increase students' interest in science, increase the authority and responsibility of professors and teachers, and compare the quality of education with the results achieved.

Financial resources play a special role among the resources in the “black box”. Currently, funding for higher education institutions is based on established standards per student, and it is assumed that the official figure does not differ significantly across universities. This standard represents the minimum costs for the educational process of the university. The rate is mainly set up, taking into account the salary costs of universities. At the same time, there is a clear need for a significant increase in financial resources for logistics and R&D.

The above analyzes are based on the use of indirect measurements, which define the methods of modeling economic diagnostics. Therefore, a systematic review of system data, research using statistical techniques, the use of economic and mathematical models, and the use of linear programming to achieve quantitative expression goals are required. The economic diagnostics of higher education can be divided into three stages:

1. Quantitative evaluation. Analytical procedures are used to measure quantitative indicators (to make them acceptable for analysis) and to make decisions. It also reveals the existence of object-specific quantitative links and regularities.

2. Creating a mathematical model. Mathematical processing of indicators is represented by object-specific regularities and mathematical links. Typically, data is presented in the form of tables or formulas that give an indication of how close an object's activity is to expected results and its meaningful analysis.

3. Finding solutions to optimize the operation of the facility. In the mathematical model, the factors affecting the activity of an object are represented as variables. The analysis provides an integral indicator of the number of variables (which is targeted at the object).

Thus, mathematical modeling allows optimizing the path in the "resource-result" chain by quantifying the expected results. In this regard, economic and mathematical modeling appears to be an important part of the economic diagnosis of HEIs. Generally, models can be built on a variety of bases: 1) the characteristics of the actual existing object or the models that simulate activity; 2) modeling or other models of any theoretical imagination. Both types of models can be used in the economic diagnosis of HEIs. It is possible to construct a model, to study the model, and to draw conclusions about the actual state of the object based on the model.One of the most challenging tasks in modeling economic economics in universities is to select and summarize specific indicators or indicators. When describing learning outcomes, factors may not be represented by only one indicator or may be combined with different factors. In these cases, there is a difficulty in identifying the indicators, that is, choosing a factor to interpret the result.

Therefore, the quality of higher education cannot be described by one indicator or it is necessary to summarize several indicators. From a mathematical point of view, these indicators are known as multidimensional points in space. When creating a model of the result, a multidimensional point is required. In this case, the results appear as integral amounts and the individual elements do not have the same weight. At the same time it is necessary to study the formative factors of the result according to the weight and dynamics of the different elements. Or, the behavior of factors is modeled and their relation to the outcome elements is investigated.

In general, the performance indicators that characterize the activities of the HEIs should be chosen in such a way that they are significantly related to the financial, economic and other resources and provide sound reasoning. The existing statistics on higher education are not sufficiently well established. Statistical data on the financial and economic resources of higher education are of a general nature and are not sufficient to make reasonable judgments about the actual dynamics of resources.

CONCLUSION/RECOMMENDATIONS

1. Development of higher education is determined by the priorities of the national strategy. In the division of labor, quality of higher education and capacity building are required. This will ensure full participation of people in the developing innovation economy and thus, their well-being.

2. Higher education today requires the ability to create high value added in science and technology and innovation. At the same time, the quality of higher education is a guarantee of economic stability.

3. The economic analysis of the quality of higher education, the identification of financial, economic and management problems, the assessment and forecasting of the ability of HEIs to achieve their goals in the context of constant external and internal factors requires strict adherence to the principles of economic diagnostics. In this regard, it is important to determine the impact of economic diagnostic costs on the quality of education and to compare the expected effects.

4. Economic diagnostics and modeling of the quality of higher education is a complex process. This process involves the combination of indicators of different contents (eg the volume of educational services and the volume of scientific products). In this case, it is necessary to find the unit of measure that is common to different indicators. In these cases, indicators that do not participate in the formulation may also be included in the list. Therefore, the formation of performance indicators is a complex task that is both horizontal (overall assessment of individual teacher activities) and vertical (generalized by department, faculty, and university).

5. Aggregation in the field of material production is often carried out using prices. However, there is a partial loss of information in the aggregation process. This is because even prices do not fully represent all the results of production. In education, the situation is much more complicated. It is not a mistake to summarize the income for education services as a single integral result by summing up the income for scientific products. However, in this process, the qualitative improvement of faculty, the accumulation of knowledge resources in higher education institutions, and the positive impact of HEIs on many processes in society are ignored. Therefore, qualitative analysis is always necessary when examining the results.

6. The quality of education is one of the key factors that ensure the economic sustainability of higher education in the context of market relations. From this point of view, economic diagnostics may be considered as an important component of the quality of higher education, and its widespread implementation will contribute to a more reliable and effective diagnosis of the HEI.

7. Reliable and effective economic diagnostics of the quality of higher education depends on the following activities:

Defining the official classification of resources that support the activities of universities and maintaining their statistics; Development of a system of indicators and statistics on the quality of education; To rely on official statistics when determining the rankings of universities;

Development and implementation of integrated indicators based on the volume and quality of educational services of the university, the scientific and pedagogical potential of the faculty and the results of scientific activity.

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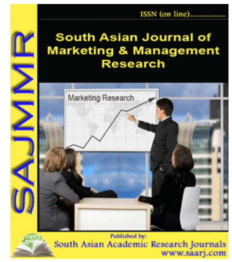

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ECONOMETRIC MODELS OF SECTORAL DISTRIBUTION OF INVESTMENTS IN THE ECONOMY OF UZBEKISTAN

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ABSTRACT

In this article, determining the boundaries of the investment distributions through the economic branches in the Republic of Uzbekistan, analysis of the harmless points of investment that are being distributed, developing through the branches are learned, moreover there are given an account of conclusions and invitations about their results. Learning several effective factors play an important role in increasing fruitfulness of investments being distributed to economic sectors and using from them effectively. Reimbursement period should be paid attention in any business, especially, in allocating investments. The smallest squares method is used effectively to analyze the functions of the extremity and to create unknown functions by approximation. Here's how we put the text of this method regarding the connection of two variables xandy. Current state of investment in the economic sectors of the Republic of Uzbekistan is taken as a research subject of the article. The subjects of the research are improving the methodology for econometric modeling investments division through economic sectors and effective usage processes of them. In order to use produced algorithmic program, firstly, statistical indicators of objects chosen in the same period are determined, then, they are put into MS EXCEL program. And average arithmetic value by years is determined in the last column.

KEYWORDS: *Inter-sectorial investment, distribution of investments, manufacturing, and distribution degree on investments, empiric formulas, centralized sources, and econometric model, small squares method.*

INTRODUCTION

Econometric modeling or implementation of the mathematical statistical approach to it is desirable in analyzing the ongoing reforms, making conclusions and developing scientific proposals and recommendations. In the same way according to the econometric modeling requirements of distribution laws taking into account the fact that the observations cannot be less than 30 (according to central limit theory), mathematical statistical approach is needed to analyze the distribution of investment in the country's economic sectors.

The value of investments actually attached to various sectors has multiple factors in the same period. So first and foremost, at the same time in order to determine the allocation levels of distribution in the sectors by specified circumstances as too bad, bad, medium, good, and very good (in the following it is referred to as the specified circumstances), initially, the average arithmetic, average squared differences (limitations) and variation coefficient by average squared difference are determines by years.

Analysis of Topical Literatures

Valuation indicators of investment project on the form of inaccurate numbers were taken. On the basis of taken inaccurate costs, indicators of pure present value and inner income norm of investment project in issues of forming optimal investment were learnt by Y.Chui and D.Kuchta.

Improving investment climate in the country, effective usage methods of investment and their improvement, moreover modeling directions of these processes ca be seen in the works of scientists like S.S.Gulomov, B.Y.Khodiyev, Sh.Shodiyev, B.B.Berkinov, R.X.Alimov, B.T.Salimov, N.M.Makhmudov, D.M.Rasulev and others.

RESEARCH METHODOLOGY

Current state of investment in the economic sectors of the Republic of Uzbekistan is taken as a research subject of the article. The subjects of the research are improving the methodology for econometric modeling investments division through economic sectors and effective usage processes of them. The article deals with the comparative, analysis, selective observation, statistical and multidimensional econometric analysis methods, economic mathematical theory and the theory of uncertain collections of modeling processes and other methods.

Analysis and results

During the study of economic and social processes and optimal economic modeling, experimental formulas that are made according to the information collected on the basis of the tests are used. One of the most effective ways to create experimental formulas is the smallest squares method. The smallest squares method is used effectively to analyze the functions of the extremity and to create unknown functions by approximation. Here's how we put the text of this method regarding the connection of two variables $x$and$y$.

As a result of the observations made, the$x_1, x_2, x_3 \dots x_n$ values of x are generated. In these observations, the valuesy_1,y_2,y_3,…,y_n corresponding to y have been found too. If the points constructed from these values are distributed around a straight line in the coordinate system in the plane of $M_1(x_1, y_1)$, $M_2(x_2, y_2)$, … , $M_n(x_n, y_n)$, then we can get the polynomial $y = \cdots \dots \dots$ as the approximation function. In these only $a_1, a_2, a_3,\ and a_n$ are currently unknown parameters.

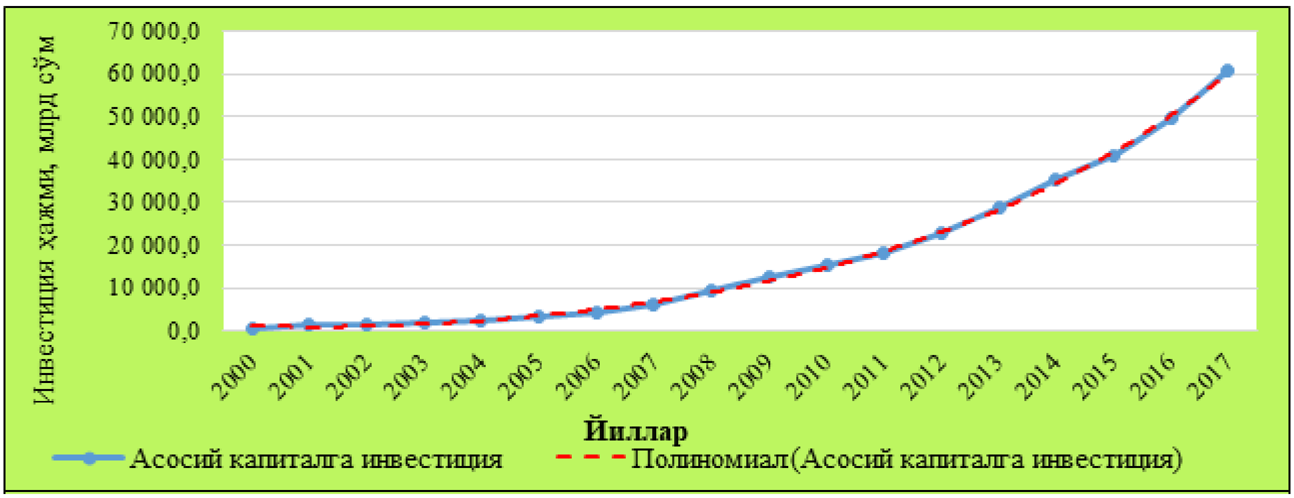
In order to find the values of parameters $a_0, a_1, a_2, a_3 and a_n$ in this functional link, the normal equation system is used. To determine the regression equation of changes in investment in fixed capital of the Republic of Uzbekistan on the basis of the known equations system, it is reasonable to make scientifically econometric analysis of the dynamics of statistics data for 2000-2017 years using economical mathematical tools. The normalized regression model for the change in fixed capital with $R^2 = 0{,}9987$is characterized by the following:

$$Y_{inv.fix.cap} = 0.0311x^4 + 7.3082x^3 + 39.909x^2 - 114.47x + 1096.5 \quad (1)$$

Here: Y- amount of investment in fixed capital

x-time (years).

Here the identified graph of the model can be compared with the change of the graph of actual investments in fixed capital, while there is an opportunity to observe some boundaries that are not visible through economic analysis and this also will help to make scientifically-motivated decisions (Picture 1).



Picture1.Dynamics of changes in investment in fixed capital

According to the results of the 6[th] model, based on the data presented in the picture1, it can be observed that the value in reality has increased to 968.4 billion soums (9556 billion soums) in 2008 year, 1270.1 billion soums (12532 billion soums) in 2009 years, and 485.3 billion soums (852.8 billion soums) in 2010 against the scientifically-based value. This condition indicates the implementation of the anti-crisis program of the country for prevention and elimination of the consequences of the global economic crisis in 2009-2012 years, and on this basis, it indicates the long-term sustained economic growth rates and the achievement of the objectives of ensuring the balanced development of the economy.

The value in reality increased to 3078 billion soums (49476.8 billion soums) in 2016 and 2928.4 billion soums (607192 billion soums) in 2017 year compared to the scientifically-based value, and this is in its turn, the peculiarity of the investment policy implemented in the republic of Uzbekistan. Moreover, it is evident in the priority of the investment projects that provide deep processing of local raw materials and aimed at creating new manufacturing based on high technology.

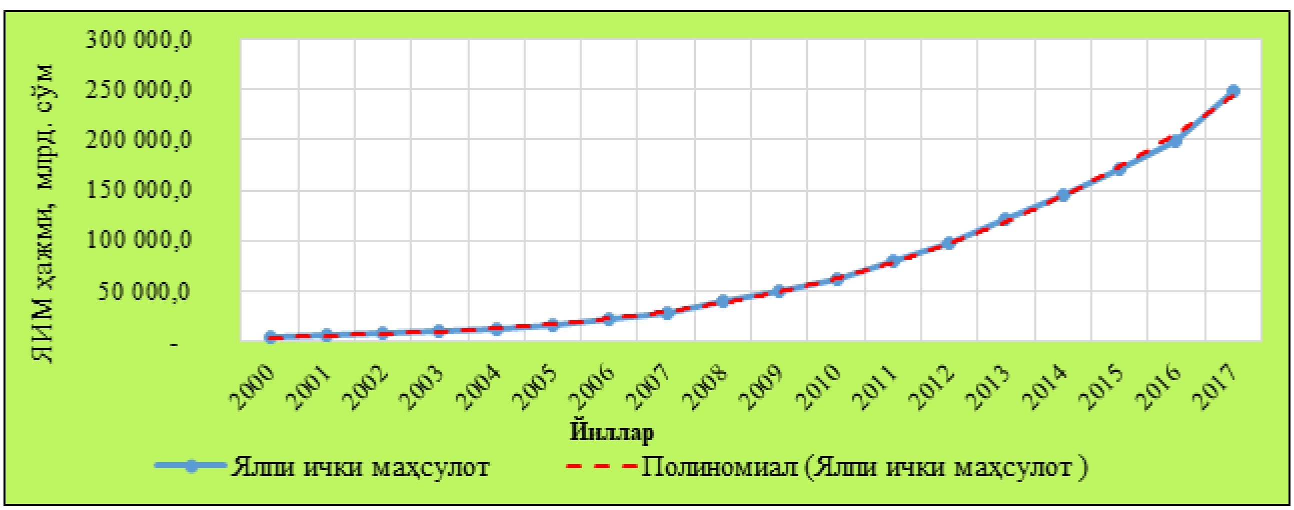
However, for a number of years, including the year 2000, the volume of investment in fixed capital in the republic of Uzbekistan differ from the scientifically adequate value amounting to 281.9 billionsoums. That is, in the condition of 1026.3 billion soums should be included according to the model, the real amount in fixed capital was 745 billion soums. Similarly, with the amount of 192.0 billion soums (3165.3 billion soums) in 2005, 644.1 billion soums (4041.0 billion soums) in 2006, 508.6 billion soums (5903.5 billion soums) and 357.8 billion soums (17953.4 billion soums) in 2011, it was found that less investment was made compared to the figures calculated in the model 1. It should be noted that, it is reasonable to explain the current state of the decline in the context of spiral development, which is derived from the dialectic laws of social development, by transition from simple to complexity and from quantity to quality. In this, especially the share of centralized sources declined sharply, at the same time non-centralized sources, first of all, the share of enterprises' own funds has increased, exceeding 43% of total investment. The attraction of foreign direct investments in the economy has grown significantly – by 1.5 times. As a result of this, the capacity of the county's production of gross domestic product (GDP) is growing year by year. In this regard, it is expedient to develop an econometric model that reflects the change in the volume of gross domestic product (GDP) of the Republic of Uzbekistan. For this, as mentioned above, it is used thesystem of normal equations of the smallest squares method based on the statistical data. From the specified model for $a_0 = 4427.9,\ a_1 = 119.88,\ a_2 = 152.52\ and a_3 = 31.511$the following model is detected by the state of$R^2 = 0.9997$.

$$Y_{GDP} = 31.511x^3 + 152.52x^2 - 119.88x + 4427.9 \qquad (2)$$

Here: Y_{GDP} - gross domestic product value;

x-time (years).

It is desirable to figure out the differences between the graphic based on the values of the model 2 and the graph of change in the gross domestic product (picture 2).



Picture 2. Growth dynamics of gross domestic product

The data presented in Figure 2 are based on the author's own research. According to him, the volume of the actual output made up 1236.5 billion soums (3255.6 billion soums) in 2000. In 2006, the volume of remittances amounted to 745.6 billion soums (21124.9 billion soums), in

2007 UZS 1173.8 billion (28,190 billion). In the next reporting period 2010 it was 1117.0 billion soums(62388.3 billion soums). In 2011, the volume of credits made up 639.0 billionsoums (78764.2 billion soums) and 1956.7 billion soums (199325.1 billion soums) in 2016. Products that are less than the design value (7) have been manufactured for UZS.

This is due to the fact that this change is natural, given the change in the number of investments, the change in the amount of investments, and the change in the model (2) of the model schedule depends on the selected factors and events, as noted above.

In the first case, it is necessary to allocate the investment in fixed assets over the norm. At the same time, the increase in investment in fixed capital will, of course, lead to the growth of the gross domestic product, but if we take into account the degree of constraints or saturation, excess investment will be useless.

According to the results of the research, in the first case, the total amount was 3375.3 billion soums or averagely UZS 482.2 billion for years. In the second condition we can see the investment climate in which the amounts of investments in fixed capital were less than standards. If additional investments with the numbers of 741.8 billion soums (4041 billion soums) in 2006, 771.1 billion soums (17953.4 billion soums) in 2012 and 689.8 billion soums(22797.3 billion soums)in 2013 were made, the volume of gross domestic product could reach an average of 6.2%.

The third case is likely to have unexpected consequences in either of the above cases. Init, although more than 14.8 billion soums(3,165.3 billion soums) were invested in 2005, the actual volume of gross domestic product (GDP) decreased by 357 billion soums (15923.4 billion soums) compared to the 5th model of gross domestic product determined on the basis of research.

The fourth case was achieved in 2002. According to it, despite the fact that the investment into fixed capital was less than the amount calculated in the 1st model by 147.8 billion soums, the gross domestic product created in the country was UZS 7275.3 billion instead of 7450.2 billion soums (calculation of the 1st model).

It is desirable to refer directly to mathematical tools in order to make general analysis of the above information. For this, you need to learn about the modeling processes, to have concepts and conclusions about mathematical formulas. In this it is referred about communication of information with each other, their relationships and connections.

Variation – X (the scope of investments in the industry during the research period) is a change in that sign. Variants are the true expression of the variable x_1, x_2, …,$x_n$and variation coefficient (V) is a relative indicator representing the change in the X character, expressed in percentages.

In determining the optimal value of the linear width, the variation limit (R) of x_1, x_2, …,$x_n$variation range, to be more precise the difference in its extreme values subdivided into$n$ which is the optimal interval value:

$$i = \frac{x_{max} - x_{min}}{n},$$

Here $n = 1 + 3{,}22*lgN \approx 1 + 5{,}31 \approx 6{,}31$ and this represents the value of Sterdjess. It is an experimental rule to determine the optimal number of intervals, and its intensity density determines the observable intervals of a random variable in creating a histogram(table 1).

TABLE 1 THE VALUE OF CALCULATED MATHEMATICAL STATISTICS

Indicators and their identification	**Calculated values**	**Indicators and their identification**	**Calculated values**
Average value- $\bar{X}$	3893,5	Minimum value -X_{min}	172,4
Default deduction- σ	3778,4	Maximum value -X_{max}	12843
Variation coefficient -V	97%	The number of calculated intervals in the Sterdjess formula -n	6

Source: development of the authors based on the data of the State Committee on Statistics of the Republic of Uzbekistan.

By using mathematic-statistic models on the aim of reaching fast accuracy and increasing labor productivity, algorithmic program has been created in order to analyze condition of distributing investments through sectors on MS EXCEL program of Computer.

In order to use produced algorithmic program, firstly, statistical indicators of objects chosen in the same period are determined, then, they are put into MS EXCEL program. And average arithmetic value by years is determined in the last column.

According to data of Uzbekistan Republic State Statistical Committee, investment volume in agriculture and construction sectors was 10-15 times lower than the investment volume in industrial and service sectors. During the years between 2000 and 2017, soums of average annual value of investments put into economic sectors reached to 3893,5 billion. And this gives a chance to determine some indicators of this condition.

In particular, the charts by linear scale of periodical distribution of investments in economic sectors are drawn up. To do this, firstly, by using average values identified on the basis of annual dynamic indicators of distributing by sectors, investments are grouped by their boundary values. In terms of aims, calculations are carried out by fixed every condition and determined models.

Data of the following 2nd table means that the 2nd, 3rd and 4th columns are distributed on the basis of fixed terms by 5 conditions between annual average values of investments. 5th column describes number of periods separated on the basis of suitable values by conditions and 6th column describes percentage of number of separated periods regarding to total. The main one is the 7th column. And in this column, distribution norms by conditions of every sector of investments were determined. (Table 3)

TABLE 2 PERIODICALLY DISTRIBUTING OF INVESTMENTS IN SECTORS BY LINEAR SCALE

№	**Periodical amount of investments (billion soums)**			**Number of periods**		**Limit of distribution**
T/p	**≥**	**<**	**«from - to»**	**In unit**	**%**	**%**
Very bad	**1**	**850**	**1 -850**	**6**	**33,3%**	**5,9%**
Bad	**850**	**1700**	**850 - 1700**	**2**	**11,1%**	**7,1%**
Average	**1700**	**3400**	**1700 -3400**	**2**	**11,1%**	**16,7%**
Good	**3400**	**6800**	**3400 -6800**	**4**	**22,2%**	**33,1%**
Very good	**6800**	**13600**	**6800 -13600**	**4**	**22,2%**	**21,6%**

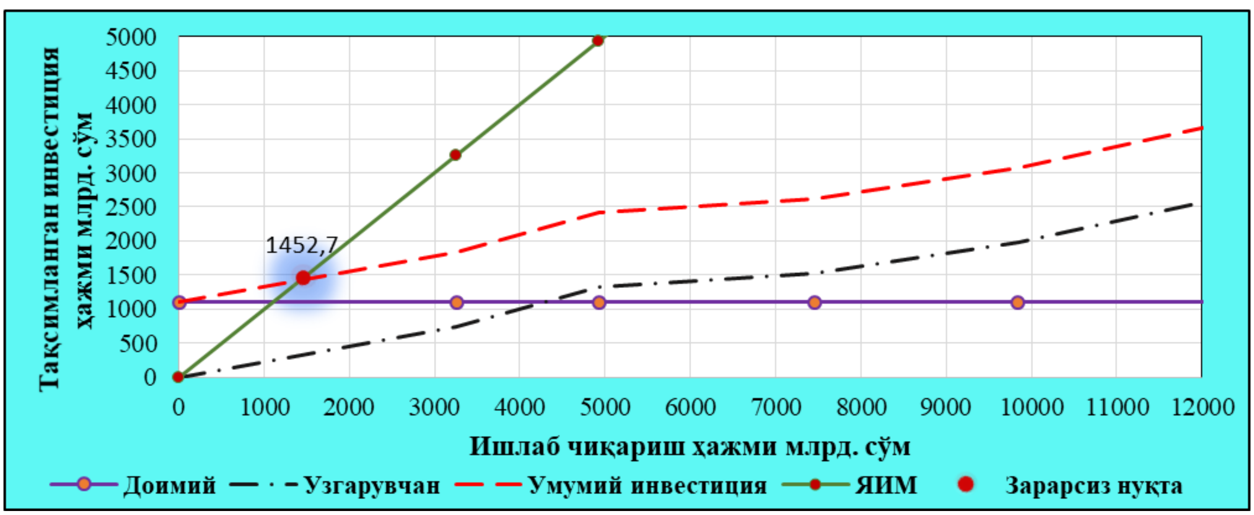
total by periods	**18**	**100%**	**84,3%**
X square test of comparing actual and normal distribution of investments			**85,1%**

According to data in Table 2, investments by sectors were distributed 27.4% and 4.0% more than the limit planned for the first and second cases. At the Third and fourth conditions, they were distributed 5.6% and 10.9% less than limit. And at the fifth condition, instead of 21.6% marked by limit, investment was 22.2% which means that it was 0.6% more than the limit. Generally, during the years between 2000 and 2017, the volume of investments divided into sectors was 15.7% more than the volume of investment that need have been distributed.

This means that 15.7 percent of investment stayed useless. Generally, by selected conditions in the current sectors (especially 1 and 2), fruitfully using of distributed investments could also be carried out with 131491.0 billion soums which is 14.0 percent less than norm instead of 155060.1 billion soums. Because, in terms of calculation results, it is noticed that the volume of investments distributed in real was 100 percent and rate of plan was 84.3 percent.

Learning several effective factors play an important role in increasing fruitfulness of investments being distributed to economic sectors and using from them effectively. Reimbursement period should be paid attention in any business, especially, in allocating investments. In this case, it is necessary to identify the harmless point of the investment or network that would cover the entire loss of the enterprise and bring real income. On identifying harmless point, crossed point of factor graphics of the volume of gross product produced in a country or sector, the volume of regular investment (constant value in regression equation which describes change of dynamic rows) and the volume of investments actually allocated to a country or sector should be paid attention.

The harmless point can be identified by using data of Uzbekistan Republic State Statistical Committee and constant number a_0=1096,5 which is given on the first model from developed algorithmic program. (Figure 3)



Source: work of authors on the basis of data of Uzbekistan Republic State Statistical Committee.

Figure 3.The harmless point of investments allocated to main capital

It is better to use median of chosen dynamic rows in order to identify harmless point. The Interval between the median distribution is determined by the variable sequence tool formula. Row median of harmless point is determined by the following formula:

$$\boldsymbol{BEP = \frac{M_d}{(1-M_e)/M_c} = 1452,7}$$

There: M_d- regular investment

M_e- variable (actually allocated) investment

M_c- the volume of GDP

It is found out that harmless point of investment allocated to main capital is 1452,7 billion soums. This means that investment of Uzbekistan Republic allocated to main capital has been bringing income to country's economy since the 2002nd year.

Determining optimal values of investments plays an important role in rightly distributing investments to sectors. In this meaning, in optimizing investment fruitfulness being allocated between economic sectors, putting the issue of decreasing expenditure and maximizing commodity circulation by increasing volume of product being manufactured is appropriate. In this, total expenditure value is defined by $X_p^2 = \sum_i \sum_k \upsilon_i \upsilon_k X_{ik}$ model. There: υ_i, υ_k – respectively types of manufacturing product in the condition of *i*and *k; X_{ik}* – investment allocated to manufacturing product in the condition of *i*and*k.*

It is important to note that certain parameter should be put in finding the optimal value of the product's output and the allocation of investments into sectors. By decreasing or increasing it, it becomes possible to bring the balance of the sectors. In this sense, we have introduced the variable λ to the models. In this case, the issue of minimizing costs will be described as follows:

$$\left.\begin{array}{l} X_p^2 = \sum_i \sum_k \upsilon_i \upsilon_k X_{ik} \to \min \\ L(I_i(t), K(t)) \ge Q \\ K \ge 0, I_i \ge 0 \end{array}\right\} \Rightarrow \left\{\begin{array}{l} \upsilon_i \dfrac{\partial L(\upsilon,\lambda)}{\partial \upsilon_i} = \upsilon_i \left(\sum_k 2\upsilon_i X_{ik} - \lambda_1 q_i - \lambda_2 \right) = 0 \\ \lambda_1 \dfrac{\partial L(\upsilon,\lambda)}{\partial \lambda_1} = \lambda_1 \left(q_p - \sum_i \upsilon_i q_i \right) = 0 \\ \lambda_2 \dfrac{\partial L(\upsilon,\lambda)}{\partial \lambda_2} = \lambda_2 \left(1 - \sum_i \upsilon_i \right) = 0 \end{array}\right. \quad (4)$$

There: *$L(I_i(t),K(t))$* – connection of investment being allocated and labor resources by functionality;

q_i- anticipated productivity of total investment fund allocated to sectors.

Quantity of manufactured product as a result of investment allocated in order to put an issue of optimizing quantity of manufacturing product is *$D_i(t)=L(I_i(t),K(t))$*. It is relevant to mark it as *$D_i(I_i)$*by determining manufacturing at the expense of only investments being allocated. Based on these markings, an issue of maximizing income is as following:

$$\left.\begin{array}{c} L(I,\lambda)=\sum_{i=1}^{n}D_i(I_i)-\lambda(\sum_{i=1}^{n}I_i-F)\to\max \\ I\geq 0 \\ \lambda\geq 0 \end{array}\right\} => \begin{cases} I_i\dfrac{\partial L(I,\lambda)}{\partial I_i}=I_i(\dfrac{dD_i}{dI_i}-\lambda)=0 \\ \lambda\dfrac{\partial L(I,\lambda)}{\partial\lambda}=\lambda(-\sum_{i=1}^{n}I_i+F)=0 \end{cases} \quad (5)$$

It is also natural to demand that manufacturing quantity should not be less than the quantity given. $\sum_i \upsilon_i q_i = q_p,\ \sum_i \upsilon_i = 1,\ \upsilon_i \geq 0$.

By using these models, based on features of investments that will be allocated in order to optimize distribution of investments that will be allocated to economic sectors of Uzbekistan Republic, the following markings will be done: for technically reequipping them – X_1,for expanding enterprises – X_2, for new buildings – X_3, amounts of investments that will be allocated to some parts of enterprises- X_4.And recourse data which is demanded will be used in order to carry out calculations.

Checking is demanded on the basis of criteria for an improved model to be adequate. According checking results, by the following equations, rates of reliability are marked: $\gamma=0,95$, technically reequipping them – X_1=0,99, expanding enterprises – X_2=0,95, new buildings – X_3=0,87 and , amounts of investments that will be allocated to some parts of enterprises- X_4=0,82. Twisted issue was made on the basis of above (4) and (5) models. Then its quantitative solutions were taken (Table 3).

TABLE 3 OPTIMAL VALUES OF INVESTMENTS DISTRIBUTION (BILLION SOUM)

Indicators	**Result value**	**Twisted cost**	**Values of limitable terms**	**Possibly increasing limit of values of limitable terms**	**Possibly decreasing limit of values of limitable terms**
For technically reequipping	45956	0	45956	86437	38805
For expanding enterprises	39353	0	39353	148205	11794
For new buildings	52010	0	52010	28815	42080
For some parts of enterprises	9284	0	27562	impossible	18278

Source: work of authors on the basis of data of Uzbekistan Republic State Statistical Committee.

It can be seen from the Table 3 that nearly all of investments distributed to new buildings and expanding enterprises of economic sectors have been fully spent. But, it is noticed that just 43,7 percent of amounts of investments distributed to some parts of enterprises have been spent and the rest 66,3 percent that is 18277,5 billion soums have not been spent. This means that investments distributed to this sector should be decreased and should be redistributed those investments to other sector.

According to possibly decreasing limit of values of limitable terms in the table 3, it is found out that it is possible to decrease amount of investment being distributed by sectors in technically reequipping to 7151 billion soums, in expanding enterprises to 27559 billion soums and in new buildings to 9930 billion soums.

Based on determined solution of issue of optimizing income quantity in sectors, it was found out that one volume investment additionally allocated to every sector of industrial sectors, building sectors and service sectors will perhaps bring an income as the following: in industry- 0,12 unit, in building sector – 22,3 unit and in service sector – 0,74 unit.

CONCLUSION AND SUGGESTIONS

In conclusion, in terms of present condition in agriculture, investments must be distributed based on plan which is scientifically based obvious and perfect. In this case, it is important to take such as issues into account: in improving reclamation status of irrigating land, an accurate study of land bonus; in creating new intensive gardens, quality, fruitfulness and durability of seedlings that are brought; crop must be appropriate for international standards and investment allocated to agriculture must be long-lasting.

In addition to this, as regards that agriculture provides country's population with food and other sectors with resources, attention to this sector must be increased. In our opinion, it is desirable to ensure proximity to all economic sectors.

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RELATIONSHIP BETWEEN SELF CONCEPT, GENDER, CLASS OF STUDY AND SOCIO-ECONOMIC BACKGROUND ON VALUES ORIENTATION OF SECONDARY SCHOOL STUDENTS IN OBIO AKPOR LOCAL GOVERNMENT AREA

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ABSTRACT

This study investigated the relationship between self-concept, gender, class of study and socio-economic background on values orientation of secondary school students in Obio/Akpor Local Government Area of Rivers State. Four research questions and four hypotheses guided the study. The research design for the study was survey and correlational designs. The population of the *study consisted of all the secondary school students in Obio/Akpor Local Government Area. Stratified random sampling technique was used in selecting a sample size of two hundred and fifty (250) students. "Students' Self-concept Scale (SSCS)" and "Students' values Orientation Questionnaire (SVOQ)" were used for data collection. SSCS contained 30 items, while SVOQ consisted of 22 items that measured students' values orientation. SSCS and SVOQ was used. The reliability coefficient of SSCS and SVOQ were established through the test-retest method. The correlation coefficient index of the instruments were; SSCS (r = 0.77) and SVOQ (r = 0.81) respectively. Pearson Product Moment Correlation, independent t-test and ANOVA were used for data analysis to answer research questions and test hypotheses. The data were tested for statistical significance at 0.05 level of significance. The summary of the findings showed that self-concept was positively related to students' values orientation, gender had significant influence on students' values orientation, while class of study and socio-economic background had no significant influence on students' values orientation. Based on these findings, some recommendations were made.*

KEYWORDS: *Gender, Class of study, Socio-economic Background.*

INTRODUCTION

Background to the Study

Most secondary school students in our society today are suffering from negative self-concept and poor Value orientation which have drastically affected their academic performance, social life and total well-being. This can be attributed to: (a) child's developmental stage. The theories of child's development, is classified into three; psychodynamic, behaviouristic and cognitive. According to Sigmund Freud in his psychosexual theory of development, adverse experiences at any particular stage of development may lead to fixation. It may also lead to the individual resorting to certain behavioural patterns of that stage later in adult life as a way of reducing tension. Lawrence Kohlberg's theory of moral development (level of conventional morality 5-16 years) talks about morality, maintaining good relationship with peers, loyalty to authority, norms and socialization. (b) Family socio-economic status. (c) School factors.

Students being the future of the society are supposed to be given Value orientation about themselves, the society, and making them to be conversant with the norms and traditions of where they come from. A positive self-concept about secondary school students will go a long way helping the society to curb cultism, social vices, illiteracy, robbery, etc. All hands should be on deck to remedy the menace of poor Value orientation on school students. It is observed that some of them do not know how to greet, dress properly and even to behave or talk in the public. However, because of some poor family socio-economic background, some students who would have become public figures today would not because of negative and low self-concept. They felt they cannot make it since it was not inculcated into them at early stage in life or maybe the financial state of their parents.

Self-concept can be defined as a person's beliefs about his or her abilities. It can be said as collection of beliefs about oneself that are related to a variety of elements. Self-concepts emanates from two different sources, firstly, an internal source that has to do with an individual's self-perception and secondly, evaluation of the individuals by others. Self-concept comprises three components; self-image (physical/psychological), self-esteem, and self-ideal which takes shape in childhood 1-13 years, but it can continue to change and develop throughout one's life time. Researchers observed that it is relatively high during childhood which is the primary stage where a child is confident, very positive about himself. In adolescence which is known as secondary stage, it is lower because they worry about how others feel about them and how to make others like them. Therefore, a well-structured and planned education by parents, care-givers, teachers and guidance counsellors is expected to promote a high self-concept in the student and subverting all tendencies of low self-concept.

The development of self-concept depends on heredity and environment, Carl Rogers opines that the drive within an individual as major factors motivates him to set life goals and drive for self-actualization. He also asserted that the factors which can affect development of self-concept are; individual family and individual's community.

Carl Rogers as referred to by Chauhan (1985) and Anabogu (1991) in Nkwocha, Onyemerekeya, Emeada and Ogwudire (1997), clarified that if an unlikely self-concept is built up, the individual creates inward clash and winds up maladjusted as he acts as someone else. A positive self-concept is a standout amongst the most important endowments an individual ought to have, improving self-concept is a profoundly alluring objective and an essential key to well creatures. It is trusted that improvement of positive self-concepts is a significant result of tutoring. It has additionally been exhibited to be a significant intervening element that encourages the achievement of other alluring mental, conduct and instructive results that support human possibilities (Craven, 2008).

Sigmund Freud, a standout amongst the most conspicuous therapists proposed numerous speculations that discussion about our inside mental procedures. His hypothesis holds that we have these fundamental viewpoints with us, the id (joy situated), sense of self (balance among id and super inner self) and the super personality (soul driven) which may impact the manner in which we consider ourselves. Iwuji (1996) characterized self-concept as an individual self-picture and exportations which the individual endeavors to acclimate. It is simply the conviction an individual has and his general surroundings.

Famiyide (1982) pointed out that self-concept is a theory that an individual has constructed about himself as an experiencing, functioning individual and consists of beliefs, hypotheses and assumptions that he has developed about himself. The general theory according to him states that "self-concept is developed through, interaction with significant persons in the child's life". These significant others include parents, teachers as well as others whose love and approval is important to the child. As the individual grows his self-concept of self though inherent in the personality of every individual varies in quality, they could have a negative or positive, high or low depending on the type of interactions and experiences the individual has acquired from his environment.

Erickson (1968) outlined two types of negative self-concept. In one, the individual perception of himself is quite disorganized. He knows little about himself and therefore expects too little or too much of himself. The second negative self-concept he pointed out is too stable, too rigid possibly as a result of the home background.

In most cases a loveless, excessively strict upbringing causes the student to create a self-image that allows for no deviation from the set of iron laws. An individual with positive self-concept is both stable and diversified. Both negative and positive self-concepts are parts of a circular relationship and constitute the basis on which psychological development is likely to take place. Since self-concept does not develop in isolation but as a result of one's experience and environmental influence, it is then very important to know and understand the relationship between self-concept and Value orientation in order to help the students develop a desired one.

Value Orientation is the way toward guiding collaboration and energy of individual to the ideal socio-social values that advance social improvement and great human connection. It speaks to instructors' instructive convictions with respect to what is educated, how it is instructed and to what degree the substance is found out. Kluckhohn and Strodtbecks Value orientation theory (1961) recommends that every single human culture must answer a predetermined number of general issues that the value-based solutions are constrained in number and all around known, yet that distinctive culture have various inclinations among them.

It is proved that Value orientations are the result of assimilation by the person of the dominant social content of value and normative samples. Therefore, the content of value orientations allows in the basic form to express the main idea of it sensible existence. The idea of relatedness of society and culture with the individual, personal significance of cultural values, certainty and focus of various types of spiritual and practical activities, all of this is formed in process of mastering of knowledge, social values, ideals, belief, social norms, customs, traditions, etc. It is found that the execution of multiplicity of social roles in different social groups, Value orientation of students begin to transform and influence the behaviour of students in a particular situation.

According to Demidova (2011), it is proved that the structure of value orientation consist of three components. The first component is cognitive one. It is formed by accumulated and systematized individual knowledge about the various material and spiritual values of society. The second component is emotional one; it is characterized by the extent of emotional experiences of the person of their attitude towards different values. The third component is behavioural. It contains plans of actions, specific deeds that are tied to particular social roles, projected to complete by the students.

Consequently, when a student or an individual has good content of value orientation of morals, academic beliefs, social norms, etc, he/she will be accepted to promote a high positive self-concept, not inferiority complex, anti-social vices or anxiety disorders in future challenges.

Hence, it is against such background that the researcher conceived the idea to investigate the relationship between self-concept and value orientation of secondary school students.

Statement of the Problem

Value orientation in secondary school students goes a long way to shape their lives or personality traits in them, and a positive self-concept. All efforts made by the government, non-governmental organizations, faith based communities, educational institutions, counsellors and parents are yet to pay off. Inadequate or lack of good value orientation by many parents, mostly from the primary stage of self-concept to the children has posed a lot of problem to the society. Most parents have little time to attend to their children's emotional and physical needs. Children are left in the care of house-helps, drivers and teachers. The teacher, because of over population in the class, is unable to pay individual attention to all the children.

Consequently, some children may drop out of school or resort to drugs for relief. Such children's problems worsen and when drugs fail to produce the expected relief, they increase the intake and may become addicted to drugs. Some students/individuals from the age of 14 years face a lot of pressure at the secondary stage of self-concept because of the numerous challenges emanating from social living. For instance, in educational activities, personal-social relationships as in the area of identity crisis can cause some of them to take drugs in order to escape from anxiety and frustration.

Among the female gender, poor socio-economic background has caused many of them to become sex workers even from age 13. The inability of their parents to provide their primary and secondary needs like; clothing, make-ups, toiletries, undies is a major factor, though some are being misled by peers and friends. Parents should plan for their children/wards and play their roles in the lives of their children to avoid low and negative self-concept among them for a better society.

In Obio/Akpor Local Government Area, most secondary school students, because of lack of value orientation suffer from low self-esteem, negative self-concept of their worth. This has given rise to cultism, high rate of school dropout; may be because of examination malpractice or truancy, drug addiction, juvenile delinquencies and other anti-social vices which have resulted to some psychological disorders, affective disorders (depression) and some personality disorders (schizotypal, histrionic), psychosexual disorder (paraphilias, transsexuals, Lesbian/Gay/Trans-gender).

Purpose of the Study

The research centres on the relationship between self-concept, values orientation and demographic factors of secondary school students in Obio/Akpor LGA of Rivers State. The study intends specifically to achieve the following objectives:

1. Determine the relationship between self-concept and values orientation.
2. Examine the extent gender influences the value orientation of secondary school students.
3. Examine the extent class of study influences the value orientation of secondary school students.
4. Examine the extent socio-economic background influences the values orientation of secondary school students.

Research Questions

1. To what extent does self-concept relate to value orientation of secondary school students?
2. To what extent does gender influence values orientation of secondary school students?
3. To what extent does class of study influence value orientation of secondary school students?
4. To what extent does socio-economic background influence value orientation of secondary school students?

Research Hypotheses

The following null hypotheses testable at 0.05 level of significance have been formulated to guide the study:

Ho$_1$: There is no significant relationship between self-concept and value orientation of secondary school students in Obio/Akpor L.G.A. of Rivers State.

Ho$_2$: There is no significant relationship between gender and value orientation of secondary school students.

Ho$_3$: There is no significant relationship between class of study and values orientation of secondary school students.

Ho_4: There is no significant relationship between socio-economic background and value orientation of secondary schools students.

Significance of the Study

This study finding would be of benefit to the following category of persons:

Parents

The study would be of immense help to parents who need to realize that socialization starts primarily at home where the student will develop first his/her general self-concept, by inculcating into the student good morals, ethics, which is the basis of value orientation. It would also aid parents/caregivers to understand that they are students' first teacher. That it is their duty to help the students develop a positive and high view of self-worth, indoctrinating into them that there is no challenge of life that is insurmountable so long as they carefully and adequately prepare to face it.

Students

The research findings would help the students of secondary schools in Obio/Akpor Local Government Area of Rivers State to understand that their views on value orientation would play vital role on their self-worth. That the students consequently may from the findings, develop a positive and high self-concepts which will aid them fulfil their potentials in life instead of becoming societal misfit or menace that could hamper their purpose in life.

School Administrators/Teachers

Most school Administrators/Teachers have been observed to exhibit some traces of maladjusted behaviours. For instance, in one school, some teachers/school administrators in the process of disciplining a student who forgot his homework at home, will begin to nickname the student goat, mumu (fool), etc. They will even make the student lie down on the table while his hands and legs will be held by his mates while the teacher uses a big stick to hit the student's buttocks as if the student is an animal. They give students punishment that is not commensurate to the offense committed. This goes a long way affecting the student's self-worth and at the same time gives a bad orientation to the student that this world is a wicked one.

The findings of this study would help school administrators/teachers understand that they have big role to play in the destiny of every student by exhibiting a good relationship (teacher-student friendly), by making the student to know that he can be the best he wishes himself. That God created him in His own image and likeness so that he is very important to his creator. He should not destroy him/herself.

In this regard, other researchers intending to carry out related research will also benefit from the findings of the study as it will expound to them principles, procedures and sources of literatures used on this topic. This study will be useful to guidance counsellors by exposing them to the challenges of secondary school students based on negative self-concept and wrong value orientation. It will help guidance counsellors to understand the need to help secondary school students develop positive self-concept and right value orientation.

REVIEW OF RELATED LITERATURE

This chapter will review literature with regard to self-concept and value orientation of secondary school students in Obio-Akpor Local Government Area of Rivers State. Specifically, literature will be reviewed under the following subheadings; conceptual framework, theoretical review and empirical review.

Conceptual Review

Self-Concept

Self-concept refers to the way an individual perceives himself and how he perceives others perceiving him. In order words it represents the sum of an individual belief about his or her own attributes. This sequence of perception influences the attitudes, value and motivation of the individual especially, during the formative years as an adolescent. Adolescence has been briefly described by Nwankwo (2003) as a period when an individual is neither a child nor an adult but rather somewhere in between.

Kinanee in Gogo (2015) referred self-concept as the way an individual perceives himself, how he evaluates himself. That is to say that you can have an overall judgement about yourself or judgement about your specific ability or qualities. Demoulin in Ngoladi (2007) defined self-concept as the total of all experiences we have been exposed to overtime and the negative or positive weight we assign to those experiences. Hunter in Nwachukwu (2007) asserted that self-concept as complex configuration of beliefs and basic attitudes about the self, constitutes a basic structure of personality, with important interactional, motivational, and cognitive attributes. The term generally refers to the self as object of the individual's knowledge and evaluation.

Self-concept is a nonstop advancement wherein we will in general let go of things, and thoughts that are not consistent to our self-concept. Also, we clutch those that we believe are useful in structure a progressively positive view of our own reality. In the theory of self-concept, there are three essential presumptions: First; that no individual is brought into the world with self-concept. It is found out self-concept. It is accepted to create as an individual develops in light of the fact that it is found out. Second, self-concept is composed. One may have various perspectives on himself. He may imagine that he is delicate, cherishing, kind-hearted or selfish and discourteous independent of what one may think he is. For example a young lady who feels she is pretty and dependably catwalk at whatever point she is strolling. The discernment she has about herself encourages her knowledge, making her self-concept be composed. This would make her opposes changing her conviction. She will in general adhere to her present perspective on herself for quit a long-term, however change is doable. The third supposition of the theory of self-concepts is that it is dynamic. Change is said to be performed regardless of what an individual faces in life as a test, ones recognition about oneself may change, this is subject to your condition, how you react to it and how one may see himself in such circumstance.

As per a few researchers, self-concept alludes to the totality of a complex, and dynamic solution of scholarly convictions, frames of mind and sentiments that an individual has about his reality. There are a few looks into which demonstrate that self-concept is, maybe the reason for all spurred conduct. Shavelson, Hubner, and Stanton (1976) declared that self-concept is having an accumulation conviction about oneself that are identified with an assortment of components, for example, scholastic execution. Self-concept does not seem, by all accounts, to be intuitive, it is a social item created through involvement, it has generally unlimited potential for improvement and completion. The present observation and previous encounters people see about themselves in manners unique in relation to the manners in which others see them. Self-concept can impact how individuals act. As understudy gather encounters, a few parts of their old self-concept are reinforced while others fall away and new ones have their spot.

There are two essential persuasive components; self-regard and self-consistency, imbedded in the structure of self-concept. Self-regard, as a component of the self-concept, alludes to the worldwide assessment of one's own qualities and traits. Rosenberg (1979) placed that self-regard likewise has inspirational power. Those with high self-regard work to look after it. Those with low self-regard work to improve it. Subsequently, individuals are spurred to act in a manner that is harmonious with their comprehension of themselves and in this way keep up self-consistency. Rosenberg (1979:57), expressed; "As an inspiration at that point, self-consistency includes the drive to act as per the self-concept and to look after it, flawless notwithstanding possibly testing proof". Notwithstanding, an analyst saw self-saw self-consistency as an essential helper by filling in as an exceedingly wanted end, an objective which one hopes for and which one achieves through progressive approximations. As indicated by Rosenberg (1979), young people with conflicting self-concepts demonstrated more prominent mental pain and expanded inclination to introverted conduct than those with a firm comprehension of what they resembled.

There are some situational factors that can play a vital role in the life of an adolescent in achieving inconsistent self-concepts. They are: broken families, abusive parents, natural disasters and other stressful environmental stimuli. Theses can also be called road-block.

Concept of Value Orientation

Value orientation can be defined as a way of directing interaction and passion of individual to an acceptable socio-cultural values which can promote social development and acceptable human relations. The value orientation theory (VOT) as indicated by Gallager (2001) was created during the 1940s by three Anthropologists working with the Harvard Values Project-Florence Kluckhohn, Clyde Kluckhohn, and Frederick Strodtbeck. They were endeavoring to address the "predetermined number of regular human issues for which all social orders consistently should discover some solution, since "how a gathering is inclined to comprehend offer importance to, and take care of these basic issues is an outward sign of its deepest values.

Values fundamentally have numerous definitions in social mental field alone. Values are alluded to as expansive mentalities, conception of the attractive, convictions about alluring or unfortunate methods for carrying on or alluring end or deliberative basic leadership. In spite of the fact that there are numerous defenders of value theory. The all-inclusive values hypotheses defenders known as Rokeach, Schwartz and Hofstede have their one of a kind methods for characterizing value. For example, Schwartz (1992) characterized value as: "an alluring trans situational objective shifting in significance, which fills in as a core value in the life of an individual or other social substance (1992:21). While Rokeach (1973:12) characterized a value as "a suffering conviction that a particular method of direct or end-reality is actually or socially desirable over an inverse or banter method of lead". Allport (1963:454) opined that "A value is a conviction whereupon a man demonstrations by inclination".

Value Orientation is key to building up understudies' prosperity, connections, adding to an absence of coordinated socio-social investigation. Schwartz (2012), researched that singular values bunch into more extensive orientations that are complicatedly bound up with how individuals come to consider themselves, their commitment, and social universes, filling in as dynamic controlling powers inside their lives. Values are intellectual portrayals of conceptual objectives, e.g a world settled or unique methods for acting e.g being useful, that change in attractive quality or significance. Value orientation are vital in building up youthful's close to home, social and social lives, altogether affecting their connections, character, prosperity, and life prospects crosswise over time and spot. Schwartz (1994), explored that multifaceted grant recommends that when value sets are extraneously tied or outer objective situated, they identify with expanded pressure and maladjustment, lower dimensions of sympathy and destructive intergroup demeanors and practices, and environmentally inconvenient method of living.

Kasser (2011), opined that value orientation foresee kids' present and imminent prosperity at the national-level when adjusted toward libertarian and amicable relations, according to the last solution of inborn values, rather than various leveled and predominance value orientation. Schwartz (1996) in detailing values incorporates some key highlights of value in value writing. Right off the bat, he said that value is a conviction on the allure or nuisance of a specific finishes state. Besides values are viewed as rather conceptual and in this manner they rise above explicit circumstances. Thirdly, values fill in as a core value for the choice or assessment of conduct, individuals and occasions. Lastly, values are requested in an solution of value needs.

Inglehart (1997) saw that value orientation of welfare social orders are for the most part impacted by the zeitgeist of post-innovation, which is spoken to by high inclinations for post-realist values. Realist values, for example, riches/lavishness or influence/initiative are losing their significance as people decline the thoughts of persecution, influence, and expert. They become resolved to post-realist values, (for example, serene world, genuine fellowship, imagination, differed beneficial encounters and an intriguing life) in the meantime. Notwithstanding, the most persuasive out of the operationalised hypothetical way to deal with the values concept is the one created by Clyde Kluckhohn. It is on this note he built up an evaluation measure known as Value Orientation Method (VOM). He characterized a value as; "a conception express or certain, unmistakable of an individual or normal for a gathering, of the attractive which impacts the determination from accessible modes, means and finishes of activity" (Kluckhohn 1951:395).

Batson and Powell, (2003) attested that the qualities of values outlines why it is imperative to ponder values. Initially, it has been hypothetically contemplated just as experimentally approved that values assume a significant job in clarifying demeanors, expectations and conduct. Values may influence convictions about the results of mentality, objects for things a person's demeanors and conduct. Stern, Dietz, Kalof and Guagnano, (1995) contended that "the connection to value is significant on the grounds that frames of mind towards new items must be based on something progressively steady and generally persevering. Value orientations may give this establishment" (1995:1615). Besides, in respect to different precursors of conduct (for example frames of mind) there are just couple of values to consider. Hence, value filter give a financial productive instrument to depicting and clarifying likenesses and contrasts between individual, gatherings, societies, countries, and so on. The third one is that value concept is focal crosswise over various types of logical controls. It rose above the control of brain science and are viewed as being generally very few yet Rokeach (1979) proposed that there are at most thirty six (36) values held by individuals and postulations are considered as all inclusive concepts, for example, trustworthiness, fearlessness, harmony and knowledge they are perceived in every human culture. Shemy and Verama (1980) opined that value is a concept of alluring finishes, objectives, thoughts or method of activities which make human conduct particular. Dietz (2000) contended that three distinct value orientations may influence convictions and conduct identified with the earth: a prideful, a philanthropic and a biospheric value orientation.

In a nutshell, values sharpens the personality of an individual, enhances the finer side of our potential. They are concepts that conserve life, comfort life, promote and protect life, they foster peace, order, dignity, beauty, grace, etc. It can be seen as the divine side of human being. One may also say that values attributes spring from the sublimity of soul, they are like truth, reflection of reality that is not obstructed by any kind of prejudice. They are like justice, moral constituents of state that confer on everyone what is due him. It can also be seen as sentiment like feelings which are strong, and deep.

Every society or organisation has its own organised ways of doing things cherished by the people, which are passed from one generation to another. These include the mores, customs, rules, laws, fashion, language, music, standards and distractive characteristics of the communal group (Holmes, 1998). The dos and don'ts of every society constitutes the values of the society. These values are transferred from generation to generation.

As children grow into adolescence they associate with their peers in form of age grade even as the introduction of Western Education system has brought adolescent students to live together as groups. These adolescents peer groups have their peer values or norms into which members socialize and internalize. However, the adolescents have their own cherished ways of dressing, talking, dancing, behaving, eating and drinking. Schwartz(1996) opined that peer values competes with societal norms or values for students' loyalty and conformity. It is on this note that their members are given a new orientation to imbide and internalize their values through social process. Hence, the oddities in fashion, dressing, slangs, etc. This may sometimes put them at war with parents, society, school administrators/teachers, government, etc.

Theoretical Review

Self-Concept

The concept of self was propounded by one of the first Psychologists known as William James, in the year 1890. Though it has a long history, it is so determined and pervasive in human reasoning where inquiries regarding its temperament have been raised every now and then. He proposed two crucial parts of the self-the 'I' and 'me'. The 'I' was the Knower, as opposed to the 'me', which spoke to an exact total of things equitably known as the self. Harter (1996) &James (1892) opined that the contention of the distinctive Me's-the material self, the social self and the profound self-came about when an individual's desires or "demands surpassed his or her apparent achievement throughout everyday life".

William James' Self-Concept Theory

The concept of self has a long history and is so relentless and predominant in human reasoning where inquiries regarding its inclination have been raised now and again. Mathai (1988), declared that individuals are brought into the world free and equivalent, yet are looked with dubious prospects. In any case, some beyond words some might be prevented from claiming their privileges of life. Numerous additionally develop without the adoration and care they do merit, the nourishment they have to develop, and furthermore the open door for them to learn and create. These goes far influencing their self-worth and self-regard. James (1890), further clarified that self-regard which is one of the segments of self-concept identifies with one's assessment. It is simply the way one feels. Comprehensively, he said that a significant piece of what makes people think and act the manner in which they do is controlled by the early encounters that makes their feeling of self and self-regard

In 1892, he gave his first definition that self-regard rises to progress partitioned by claims, which means feeling of self-worth originates from the triumphs an individual accomplishes tempered by what the individual had expected to accomplish. On the off chance that the individual expected to progress nicely and, at that point scored 'D' his self-regard ought to be low. William James further affirmed that endeavoring does as a lot to ease self-regard issues as real achievement. He went further to state that once the individual is persuaded that defining an objective and endeavoring instead of not attempting by any means, it takes to like oneself, the individual is really while in transit to having high self-regard.

Value Orientation Theories

Kluckhohn and Strodtbeck's Values theory

Kluckhohn and Strodtbeck (1961) proposed a theory that people share organic qualities and attributes which structure the reason for the improvement of societies estimating that individuals regularly feel their very own social convictions and practices are ordinary and normal, and those of others are odd, or anomalous.

The theory put a few standards without hesitation which were in three essential suspicions:

- "There is a set number of regular human issues which all people groups should now and again discover some solution"
- While there is changeability in solutions of the considerable number of issues, it is neither boundless nor irregular however is certainly factor inside a scope of conceivable solution"
- "All choices of all solutions are available in all social orders consistently yet are diversely liked".
- Kluckhohn and Strodtbeck (1961) subsequently recommended five essential kinds of issue to be comprehended by each general public:
- On what part of time would it be advisable for us to basically center – past, present or future?
- What is the connection among humankind and its regular habitat – dominance, accommodation or agreement?
- How should people relate with others in progressively which they called ("lineal"), as equivalents ("guarantee") or as per their individual legitimacy?
- What is the prime inspiration for conduct to express one's self ("Being"), to develop ("Being-in-getting to be"), or to accomplish?
- What is the idea of human instinct – great, awful ("Evil") or a blend?

The analysts likewise recommended a 6th value measurement of room (Here, there, or far away). They couldn't investigate it further. Anyway they spelt out the potential responses to every one of the inquiries, contending that the favored answer is any general public mirrors the fundamental orientation of the general public to the part of its condition.

In any case, in their proposing orientations to the idea of human regular inquiry, they recommended two measurements included – great, terrible or blended, and that of impermanence, or whether we are brought into the world the manner in which we are and can't change, or can figure out how to change (in either heading). They likewise recommended that "blended" could mean either both great and awful or unbiased.

In addition, Kluckhohn and Strodtbeck (1961) likewise attested that the genuine circumstances utilized must be fitting to the way of life of the general population being considered. Moreso, in their theory of value orientation, the enthusiasm for values estimation crosswise over societies which was started keeps on quickening however a century ago when it has produced a lot further research which additionally has created new speculations.

Milton Rokeach's Value Theory

Rockeach (1973:197), in his all-inclusive value theory characterized it as "a framework or hierarch that empowers to think about social orders and people as far as explicit values and regarding value needs and recommended a value theory dependent on various groupings that were pervasive at his time". He inspected the general significance of values since he expected that it isn't the supreme nearness or nonappearance of a value that is of premium, however their relative significance.

Rokeach proposed a rundown of thirty-six values, these were separated into eighteen instrumental and eighteen terminal values. Instrumental values allude to convictions concerning alluring methods of lead or, all together words, implies terminal values speak to best end realities. The refinements of instrumental and terminal values were significant. His thinking about qualifications of values made him to distinguish two sorts of instrumental and terminal values. These were accomplished through a values order instrument he created known as Rokeach Value Survey (RVS). This instrument is intended for rank-request scaling of 36 values. (https://en.m.wikipedia.org>wiki>). In (1973:5) Rokeach distributed The Nature of Human Values, in which he characterized a value as a "suffering conviction that a particular method of lead or end-reality is actually or socially desirable over an inverse or talk method of direct or end-reality. Rokeach (1973) expressed that in his value framework, everybody underwrites similar values, yet to various degrees. Specific values are significant when they are wanted to inverse or banter values. Thusly, the criticalness of a value is dictated by its relative significance inside a person's value framework.

His theory says instrumental values could be partitioned into good and ability values. While moral values alludes to instrumental values that have a relational center which stir lament of heart or sentiments of blame while abusing these values, ability values have an individual core interest. Terminal values were separated into individual versus social values, or intrapersonal versus relational ones. Be that as it may, one might say that people differ in how much they value individual values, for example self-regard or an energizing life, and social values, for example, harmony, and so forth.

METHODOLOGY

This chapter discusses the methodology and procedures used by the researcher for the study. The chapter is centred on the following subheadings; research design, population of the study, sample, sampling technique, instrument for data collection, validation of the instrument, reliability of the instrument, Administration of the instrument, method of data analysis.

Research Design

The correlation research design was adopted for the study to determine the relationship between self-concept and value orientation of secondary school students. Ajoku (2006) asserted that the correlation research design determines the extent or degree of relationship existing between two or more variables and major variables under consideration and to use such relations in making future predictions.

Population of the Study

The population of this study comprised all the students in secondary schools in Obio/Akpor Local Government Area of Rivers State, estimated to be 49,672, (Zonal office: Obio/Akpor Local Government Education Authority – 2018/2019 Academic session).

Sample

The total sample for the study consisted of two hundred and fifty (250) students from 10 secondary schools (private and public) in Obio/Akpor L.G.A. From each of these schools, the researcher selected twenty five (25) students.

Sample Technique

Stratified random sample technique was used to select the sample from the secondary schools in the research area. The stratification was based on the gender, age, class of study, and socio-economic background of the students.

Instruments for Data Collection

Two Instruments developed by the researcher were used to collect data from the respondents; (a) Students' Self-Concept Scale (SSCS) and (b) Students' Value Orientation Questionnaire (SVOQ). The instruments consist of three (3) sections; Section A consists of participants' demographic data such as gender, age, class of study, and socio-economic background. Section B consists of items designed to elicit data on students' self-concept. While section C consists of items raised to elicit information from the respondent to measure their value orientation. The items were responded to on a four point scale viz;

Strongly Agree (SA) = 4; Agree (A) = 3; Disagree (DS) = 2; Strongly Disagree (SD) = 1 respectively.

Validation of the Instrument

The research instruments (SSCS) and (SVOQ) were validated by the researcher's supervisor and other two experts in measurement and evaluation to ascertain their content validity. All the criticism and corrections were made before making the final draft.

Reliability of the Instrument

The reliability of the instrument is the consistency with which an instrument measures the same object when it is often used. A test-retest method was adopted to assess its reliability. The instruments were administered on forty (40) secondary school students outside the area of the study for the exercise. After two weeks, fresh copies of the same instrument were administered to the same subject. The scores of the two set of test were correlated to determine its reliability, using the Pearson Product Moment Correlation Coefficient. The correlation index showed that SSCS (r=0.77) while SVOQ (r=0.81) respectively.

Administration of the Instrument

The two instruments for data collection, the Students Self-Concept (SSCS) questionnaire and the Students' Value Orientation (SVOQ) questionnaire was administered to the respondents in the selected secondary schools and the completed questionnaires was collected from the respondents same day with the aid of teachers, counsellors, and research attendants.

Method of Data Analysis

Mean score and Standard Deviation was used for research questions, Pearson Product Moment Correlation Coefficient was used to analyze research question one, hypothesis one, Independent t-test was used to analyze hypotheses two and four while ANOVA was used for the analysis of hypotheses three and five using statistical package for social science (SPSS) at 0.05 level of significance.

DATA ANALYSIS AND DISCUSSION OF FINDINGS

This chapter discussed data presentation, analysis of data and discussion of findings. Each research questions and their correspondent hypothesis presented in tables respectively.

Research Questions

Research Questions 1: To what extent does self-concept relate to value orientation among secondary school students?

H0$_1$: There is no significant relationship between self-concept and value orientation among secondary school students in Obio-Akpor LGA.

TABLE 1: PEARSON PRODUCT MOMENT CORRELATION ANALYSIS OF THE RELATIONSHIP BETWEEN SELF-CONCEPT AND VALUE ORIENTATION

Variable		Value orientation	Self-concept
Value	Pearson Correl.	1	0.396
Orientation	Sign (2-tail)		0.000
	N	250	250

Table 1 shows that the relationship between self-concept and value orientation is r = 0.396$\simeq$ 0.4. This means that there is a moderate positive relationship between self-concept and value orientation.

The significant 2-tail = 0.00. Since the p-value is less than 0.05, it implies that there is a significant relationship between self-concept and value orientation. Therefore HO$_1$ is rejected.

Research Questions 2: To what extent does gender influence value orientation of secondary school students?

H0$_2$: There is no significant difference in the value orientation of secondary school students based on Gender.

TABLE 2A: MEAN ANALYSIS OF THE INFLUENCE OF GENDER ON VALUE ORIENTATION

Variables	Student Gender	n	$\overline{x}$	Sd
Value	Male	107	2.106	0.346
Orientation	Female	143	1.972	0.291

Table 2a shows that males have relatively higher mean (2.106) than females (1.972) on the value orientation scale.

TABLE 2B: INDEPENDENT T-TEST ANALYSIS OF THE INFLUENCE OF GENDER ON VALUE ORIENTATION

Variable	Student Gender	N	$\bar{x}$	sd	T	df
Value Orientation	Male	107	2.106	0.346	3.28	248
	Female	143	1.972	0.291		

The mean difference gave a t-value of 3.28; df =248; p<0.00. Since the p-value is less than 0.05. It implies that there is a significant difference. That is gender influences value orientation of secondary school students. Therefore, HO_2 is rejected.

Research Question 3: To what extent does class of study influence value orientation of secondary school students?

$H0_3$: There is no significant difference between class of study and value orientation of secondary school students.

TABLE 3A: INDEPENDENT T-TEST ANALYSIS OF THE INFLUENCE OF CLASS OF STUDY ON STUDENTS' VALUE ORIENTATION

Variable	Level of study	N	$\bar{x}$	sd	t	df	Sig
Value Orientation	JSS	77	2057	0.352	0.893	240	0.37
	SSS	173	2018	0.308			

Table 3a shows that students in the Junior secondary school have a higher mean than those in senior secondary school in the value orientation scale. The mean difference gave a t-value of 0.893; df-248 and p<value at 0.373 at 0.05 level of significance. Since the p-value is greater than 0.05; it implies that there is no significant difference. Therefore $H0_4$ is retained.

Research Question 4: To what extent does socio-economic background influence value orientation of secondary school students?

$H0_4$: There is no significance difference between socio-economic background and value orientation.

TABLE 4A: MEAN ANALYSIS OF THE INFLUENCE OF SOCIO-ECONOMIC BACKGROUND ON STUDENTS' VALUE ORIENTATION

Variable		n	$\bar{x}$	sd
Socio-Economic Background	Poor	5	2.10	.368
	Average	175	2.01	.300
	Rich	70	2.05	.371

Table 4a shows that students with poor or low socio-economic background have relatively high mean (2.10) and those with average socio-economic background have mean score (2.01) compared to those with rich or high socio-economic background on the value orientation scale.

TABLE 4B: ONE WAY ANALYSIS OF VARIANCE ON THE INFLUENCE OF SOCIO-ECONOMIC BACKGROUND ON STUDENTS' VALUE ORIENTATION

	Sum of squares	df	Mean square	F	Sig	Dec
Between Groups	082	2	041	.394	.675	NS
Within Groups	25758	247	104			

The difference in the mean scores of the groups gave a df = 2,247 F=0.394; P>0.05. Since the p-value =.675; it implies that there is no significant difference. Therefore Ho_4 is retained.

SUMMARY OF FINDINGS

Analysis of data on hypothesis one (Table 4.1), shows that there is a significant positive relationship between self-concept and value orientation. The implication is that as scores on students' value orientation increases, there is corresponding increase in scores on students' self-concept. This finding is in agreement with Sood (2006) and Eccles' Model of expectancy that self-concept is the sum total of person's perceptions about his physical, social temperamental and academic competence. That it covers belief, conviction and values the person holds. It also includes attitudes of himself as a person, his worth, right to have his own feelings and thoughts and making his own decision.

However, since the mean scores of students' self-concept and students' value orientation are the same, also taking a look from the background of the study, the researcher opined that a good parental care and love during the child's formative age could help a student hold good values about himself, positive self-concept and not to be a misfit in the society. The present finding could be explained based on the fact that the more a person has positive self-concept, it is likely that the person will hold good values that will help him in life.

The finding of hypothesis two (table 4.2), on the influence of gender on value orientation reveals that males have higher value orientation than females. That gender influences value orientation of secondary schools students. This finding lends credence to the findings of Priess et al (2009) in their work on gender stratification/intensification theory, they found that young males heightened gender socialization and anti-egalitarian ideology in contrast to young females who exhibit lowest levels of such phenomena. However, the finding is in disagreement with Szabo (2005) that females had high preferences for emotion-related values (emotional stability, quality of personal relationships). Taking a look at the finding of Priess et al, it could probably mean that the females were not given a free-hand to socialize in order to avoid them being polluted by the bad eggs in the community or society.

The result of analysis of hypothesis four (table 4) shows that students in the Junior Secondary school have a higher mean than those in the senior secondary school in the value orientation. That is, class of study significantly influenced students' value orientation. This present finding did not agree with Arya (1993) who carried out an experimental study on the development of moral values in students on a sample of 70 boys and 70 girls of class seven and class nine from two (2) government schools. The development of moral values in class 7 and class 9 was not significantly different.

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter presents the summary of the study, conclusion, recommendations, limitation of the study, and suggestions for further studies.

5.1 Summary

The study investigated the relationship between self-concept and demographic factors on value orientation of secondary school students in Obio/Akpor Local Government Area of Rivers State. Chapters 1 to 3 consisted the introduction, statement of the problem, purpose of the study, review of related literature (conceptual review, theoretical review, and empirical review) and methodology. While chapters 4 to 5 consisted data analysis, summary, conclusion, recommendation, suggestions for further studies and contribution to knowledge.

Five research questions and five hypotheses were formulated to guide the conduct of the study. Correlational research design and survey were used for the study. The population of the study consisted of secondary school students in Obio/Akpor LGA of Rivers State. The sample size of the study was 250 secondary school students selected through stratified random sampling technique.

The instrument for data collection was designed by the researcher and titled: "Students' Self-concept Scale (SSCS) and Students' Value Orientation Questionnaire (SVOQ)". The instrument was validated by the researcher's supervisor and other experts in Test and Measurement. The reliability index was established through test-retest method, the reliability index was, SSCS (r=0.77) and SVOQ (r=0.81). Pearson Product Moment Correlation Coefficient was used in answering hypothesis one, independent t-test was used in testing hypotheses two, and four, while ANOVA was used in analyzing hypotheses three and five. Data were analyzed using statistical package for social science (SPSS) at 0.05 level of significance. In the course of the study, the researcher observed that lack of good value orientation from significant persons (parents, care-givers, teachers, School Administrators) in the life of a child from the formative stage of life, can hamper the positive self-concept of the individual. This would make some students drop out of school, become drug addicts, cultists, commit suicide, develop psychological disorders which may lead them to becoming societal misfits.

The findings of the study indicate that:

1. There was a positive significant relationship between self-concept and value orientation of secondary school students.

2. There was a significant relationship between gender and value orientation of secondary school students.

3. There was no significant relationship between class of study and value orientation of secondary school students.

4. There was no significant relationship socio-economic background and value orientation of secondary school students.

5.2 CONCLUSION

From the findings of this study, the researcher concludes as follows:

There was positive relationship between self-concept and Value orientation of secondary school students. Gender and age had significant influence on students' Value orientation, while class of study and socio-economic background had no significant influence on students' Value orientation.

5.3 Recommendations

The following recommendations were made based on the findings of the study:

1. Parents/caregivers should learn effective ways of teaching the child from the formative age (3years) values and positive self-concept**.** Hence they are the first teacher of the child; they should plan for their children/wards and play their roles in their children to avoid low and negative self-concept.

2. Government should ensure that Guidance counselors are posted to secondary schools in Nigeria as enshrined in the National Policy on Education.

3. Guidance counselors posted to secondary schools should help students develop positive self-concept and Value orientation.

4. Teachers should assist students to develop positive self-concept and good Value orientation. They should always encourage, reinforce, motivate and in still good values on the students.

5. Seminars should be organised by school Administrators/principals for secondary school students on positive self-concept and good values.

5.4 Limitation of the Study

Most public school students were almost found outside with their teachers preparing for their annual inter-house sports competition. This made it difficult to always get them to fill the questionnaire.

5.5 Suggestions for Further Studies

1. The present study should be replicated in other states of Nigeria.

2. Factors influencing teenagers' Value orientation in Rivers State and their psychological implications.

3. Value orientation and self-concept of tertiary institution students in Rivers State should also be researched on.

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