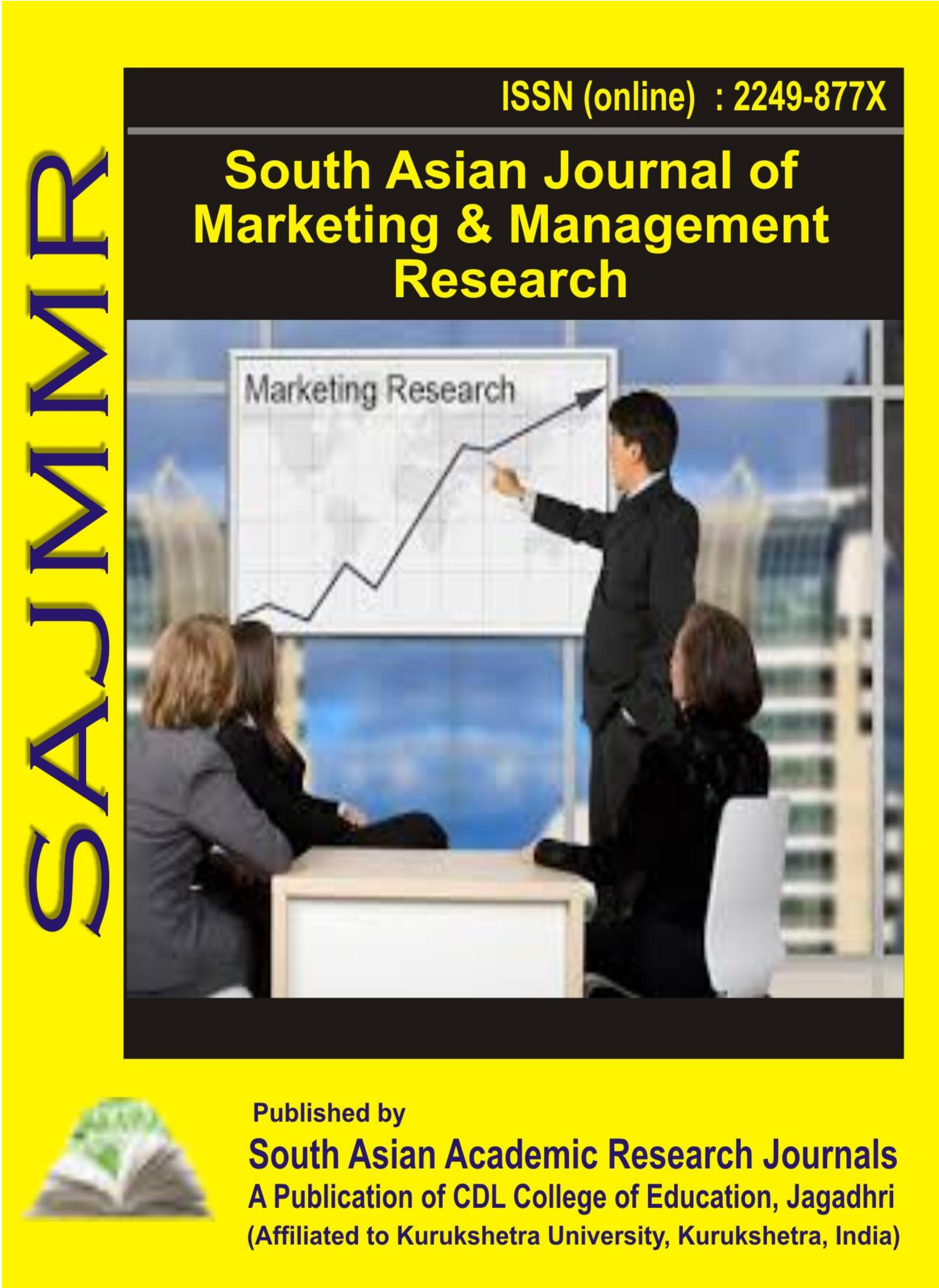
ISSN (online) : 2249-877X
South Asian Journal of Marketing & Management Research
SAJMMR
Marketing Research
Published by
South Asian Academic Research Journals
A Publication of CDL College of Education, Jagadhri
(Affiliated to Kurukshetra University, Kurukshetra, India)

SAJMMR ISSN (online) : 2249 –877X

Editor-in-Chief : Dr. Dalbir Singh

Impact Factor : SJIF 2021 = 7.642

Frequency : Monthly

Country : India

Language : English

Start Year : 2011

Indexed/ Abstracted : Scientific Journal Impact Factor(SJIF 2020 - 7.11), Google Scholar, CNKI Scholar, EBSCO Discovery, Summon(ProQuest), ISC IRAN, Primo and Primo Central, I2OR, ESJI, IIJIF, DRJI, Indian Science and ISRA-JIF.

E-mail id: saarjjournal@gmail.com

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ISSN: 2249-877X Vol. 11, Issue 1, January 2021, Impact Factor: SJIF 2021= 7.642

South Asian Journal of Marketing & Management Research (SAJMMR)

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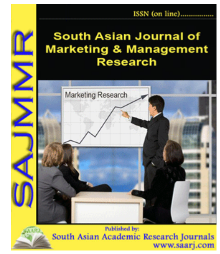

SR. NO.	PARTICULAR	PAGE NO	DOI NUMBER
1.	**ASSESSING THE BILATERAL ECONOMIC RELATIONS OF NEPAL AND INDIA: IT'S ROLE IN NEPALESE ECONOMY** Dr. Khom Raj Kharel,Dhan Raj Chalise,Bishnu Prasad Gyawali	5-21	10.5958/2249-877X.2021.00002.3
2.	**DEVELOPMENT OF MULTIMEDIA PROGRAMS TO IMPROVE THE QUALITY AND EFFICIENCY OF DISTANCE LEARNING** Mirzakarimov Muxabbatxon Maxmudqizi	22-25	10.5958/2249-877X.2021.00008.4
3.	**RURAL MARKET, ROLE OF WOMEN AND POVERTY ELIMINATION** Dr. Runumi Das	26-30	10.5958/2249-877X.2021.00001.1
4.	**STATISTICAL ANALYSIS OF FACTORS AFFECTING THE VOLUME OF GROOM PRODUCTION OF FARMS** Bakhtiyor Xalmuradovich Mamatkulov	31-39	10.5958/2249-877X.2021.00005.9
5.	**CROWD MARKETING IN MARKETING RESEARCH** Laylo Tokhtasinovna Abdukhalilova, Nargiza Elshodovna Alimkhodjaeva	40-46	10.5958/2249-877X.2021.00006.0
6.	**THE MAIN FEATURES OF SOCIAL PROTECTION** Pazliddin Zuhurovich Khoshimov, Shakhnoza Erkinovna Abdullayeva, Izzat Hurmatovich Bekberganov	47-54	10.5958/2249-877X.2021.00007.2

7.	**IMPROVING OF THEORETICAL AND METHO-DOLOGICAL BASICS OF MANAGERIAL ACCOUNTING AT TELE-COMMUNICATIONS SERVICE ENTER-PRISES IN THE REPUBLIC OF UZBEKISTAN** Shodiev E.T	**55-59**	**10.5958/2249-877X.2021.00004.7**
8.	**DIGITAL ECONOMY WITHIN THE CONCEPT OF SUSTAINABLE DEVELOP-MENT OF THE STATE** Nargiza Khaldarovna Umarova, Dilnoza Barnaevna Odilova	**60-67**	**10.5958/2249-877X.2021.00009.6**
9.	**DIRECT AND INTERACTIVE CONNOTATION OF WORK-FAMILY-CONFLICT AND CAREERIST ORIENTATION ON FRUSTRATION WITH WORK** Ganesh Bhattarai	**68-80**	**10.5958/2249-877X.2021.00010.2**

SAJMMR

ISSN: 2249-877X Vol. 11, Issue 1, January 2021, Impact Factor: SJIF 2021= 7.642

South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Peer Reviewed International Journal)

DOI:10.5958/2249-877X.2021.00002.3

ASSESSING THE BILATERAL ECONOMIC RELATIONS OF NEPAL AND INDIA: IT'S ROLE IN NEPALESE ECONOMY

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ABSTRACT

Nepal and India are the nearest neighborhood countries and India is also the biggest development partner of Nepal. Both countries have been enjoying excellent bilateral relations in political, economic, trade and tourism as well as culture and India has been extending economic and technical support to Nepal after 1951.Both countries respect the spirit of real friendship and mutual support. Two countries have enjoyed and fruitful bilateral relations characterized by amity and goodwill, equally and harmony and mutual support and cooperation. They pursuit of social and economic development by exchanging cooperation in trade, tourism, investment and connectivity, building human capital and infrastructure and deepening people to people relations is at the center of Nepal-India bilateral relations. This paper has been conducted to examine the economic impact of bilateral economic relations of Nepal and India. The economic impact of bilateral economic relations of Nepal and India has been analyzed in terms of Indian economic assistance, FDI inflows of Nepal from India, trade of Nepal with India and tourist arrivals from India. Descriptive and analytical research design has been applied to analysis the data by using simple statistical tools by using natural log. The results show that there have been positive influences on Nepalese economy with bilateral economic relations of India.

KEYWORDS: *Economic Impact, Bilateral Relations, Economic Development, Nepal And India*

INTRODUCTION

India is the biggest development partner of Nepal. Both countries have been enjoying excellent bilateral relations in political, economic, trade and tourism as well as culture. India is extending economic and technical support to Nepal for almost for decades since 1951. Two countries established diplomatic relations on 17th June 1947. The unwavering commitment to the principles of peaceful coexistence, sovereign equality and understanding of each other's aspirations and sensitivities has been the firm foundation on which the bilateral relations have been growing further. After the signing the Nepal-India Treaty of Peace and Friendship 1950, there has established the framework for the unique ties between two countries. India has been significantly contributing to the socio-economic development of Nepal (Ministry of Foreign Affairs, MoFA,2020).

India has been a key development partner of Nepal. The Indian economic cooperation started in 1952 with the construction of an air-strip at Gaucharan. Indian has been assisting primarily in the areas of infrastructure development and capacity development of human resources in Nepal. The areas of economic relations mainly cover basic infrastructure such as agriculture, irrigation, airports, roads, bridges, power projects, industrial estates, communication, surveys, forestry, building construction along with some vital social sector areas including health, education, human resource development etc.

There are a number of projects including improving physical facilities and infrastructure at important border customs stations and check-posts, pilot projects in rural and community development, small and medium hydropower projects, milk and dairy development, establishment of information technology institute etc. are under process (Government of Nepal,2020).

Nepal and India bilateral economic relations has established the economic cooperation, trade development, tourism promotion, FDI and other socio-cultural development of Nepal. There has significant growth of trade between Nepal and India, Indian FDI in Nepal, tourist arrivals from India to Nepal and other bilateral relations. The partnership with India in the areas of trade and transit is a matter of utmost importance to Nepal whereas India is the largest trading partner of Nepal. India has provided transit facility to Nepal for third country trade. Both public and private sectors of India have invested in Nepal.

REVIEW OF LITERATURE

Bilateral economic relations can be effective tools for improving economic cooperation and brotherhood between the nations. Promoting relations between the nations focuses on the same areas as protecting their interests, but with a more dynamic approach. Bilateral and multilateral economic relations bring economic cooperation between the nations. Through the bilateral economic relations, there will be expansion of economic activities and support between and among the nations.

Lychowfki(1958) examined international economic relations in the 19th and 20th centuries both with respect to the great powers and countries differing in their respective levels of economic development. The conclusion was that under the capitalist system the economic relations have always played an important role in international relations, nevertheless their decisive influence on the pattern of international political relations before 1930-40, was restricted to only those existing between the highly industrialized and underdeveloped countries.

Fukumoto (2000) has focused on analyzing the economic effects of regional cooperation for all Northeast Asian countries. As remarked by him economic benefits are analyzed based on Economical and Technical Cooperation (ECOTECH) activities which results in economic benefits in all countries, it can stimulate economic cooperation and bring about a consequent increase in regional trade. The more regional trade expands, the better the economic relations become and which enhances greater political stability within countries. Increasing trade based on solely economic benefits does, however, play an important role in building better political ties.

Mares(2000) has found that economic cooperation between Argentina and Chile has not created the type of interdependent relationship between two countries which security analysis has usually looked for consolidating peace. The bilateral economic relationship constitutes a small portion of each country's overall economic activity. Economic cooperation was further stimulated by the adoption of neo-liberal economic development strategies by the two countries. The economic relationship between Chile and Argentina particularly in the financial sphere which was reflected of that new relationship. Significant progress on economic cooperation could only be made after both countries adopted the view that national security dependent upon maintaining the status quo.

Trade and transit treaties with India carry significant meaning particularly to Nepal. The treaties provide guidelines and also scope for furthering bilateral trade. The provisions on the treaty of trade and transit between Nepal and India considerably determine the direction of Nepalese international trade. There had been ups and downs in the structure and trend of Nepalese export and imports. Impact of the subsequent trade and transit treaties provide varying sceneries in the export and import trade of Nepal (Shreshtha, 2003).

Kuhn and Bernauer(2006) has analyzed the effects of general trade openness on national or international environmental policy by developing and testing more specific hypothesis on dynamic trade effects on international policy-outcomes. They concluded that an indicator for general trade openness of each pair of riparian states. Countries open to international trade in general has also affects pollution levels.

Rahman and Amin (2009) attempts to assess the potential economic gains of the regional cooperation initiative in real terms by quantifying the economic effects such as trade creation and trade diversion together with revenue and welfare effects with the help of a partial equilibrium analysis. They concluded that there have large potential for enhancing economic growth by increasing intraregional trade among the member countries and would have a positive impact both on economic and human development.

Nepal and India economic relations have unique relation. There are historical, cultural, linguistic, ethnic, social and family links between people living in India and Nepal. Trade and other related relations between Nepal and India have its own significance. Besides this, Trade and economic relations between two countries often goes beyond the economic reason significantly influenced by socio-ethical norms and values (Singh & Mamta,2011)

Mukherji and Iyengar (2013) concluded that there had been substantial benefits that could be reaped through greater cooperation between India and Sri Lanka in the services sector. This has been recognized by both governments and effects were made to formalize and institutionalize cooperation in the form of CEPA, the negotiations for which began in 2005. The study suggests that the scope for expanded cooperation for goods, investments and services by computing indices suggesting pruning the negatives lists, identifying potential investment on the basis of bilateral intra-industry trade in commodities at the disaggregate level and suggesting policies for expanding cooperation in services.

Davis. Fuchs, and Johnson (2014*)* discussion paper examined the bilateral trade data of China and India by firm ownership type as well as measures of bilateral political relations based on diplomatic events and UN voting to estimate the effect of political relations on import and exports flows. The results support the hypothesis that imports controlled by state-owned enterprises (SOEs) exhibit stronger responsiveness to political relations than imports controlled by private enterprises. For exports, while India’s exports through SOEs were more responsive to political tensions than its flows through private entities, the opposite was true for China. That research holds broader implications for how we should think about the relationship between political and economic relations going forward especially a number of countries with partially state controlled economies gain strength in the global economy.

The European Commission (2017) has negotiated the Comprehensive Economic and Trade Agreement (CETA) with a view of establishing a state of the art and privileged economic relationship with Canada. CETA was expected to significantly improve business opportunities for European companies in Canada. CETA contains a wide range of provisions that would have direct positive impact on the ability of EU and Canadian companies to engage in closer economic relations-notably commitments on the liberalization of tariffs, investment or services, increased access to each other’s public procurement markets, disciplines on intellectual property rights, geographical indications, conformity assessment and subsidies.

Rahman et al (2020) has remarked that the Indo-Pacific could become a powerful regional block if the South and Southeast Asia could be linked through the connectivity, maritime link, improved trade facilitation and other networks that would reduce trade costs. The findings also indicate that South and East Asian improved trade facilitation could bring huge gain as a large part of Indo-Pacific trade has remained unrealized. The trade transaction cost is one of the major trading barriers improvement in infrastructure and connectivity that leads to less trade transportation costs should be a necessary step to realize Indo-Pacific trade potential.

The study paper of economic cooperation between Indonesia and Australia has concluded that bilateral economic cooperation can increase countries’ economic gains, mutual benefit for all and sustainability afterward (Verico,2020).

Many aspects of the Nepal-India relations are unique and these relations are not just confined to state to state relationship.These are connections that cut across the grassroots people. The social, religious and cultural ties between the two countries and their peoples have existed since time immemorial (Saran,2017).

Karki and KC(2020) have remarked that India’s policy needs to be informed by the changes occurring in the societies and politics and politics in the neighborhood. It needs to be flexible enough to incorporate such changes. Despite all the changes in Nepal’s internal politics, India has continued to adopt the same policy of looking only through the lens of its security.

RESEARCH PROBLEMS AND OBJECTIVES

By reviewing the different research papers, it has been found that there is significant contribution and economic impact of bilateral economic relations in Nepalese economy. There has been economic impact of bilateral economic relations on Indian assistance, trade, FDI and tourism in Nepal. The research papers have been conducted different studies on bilateral and multilateral economic cooperation and relations of different country context. There have been conducted many studies toward the economic impact of bilateral economic relations as well regional relations on economy in different countries, in case of Nepal and India such bilateral comprehensive study has not been done. Thus the focus of this study is to analyze the economic impact of bilateral economic relations on Nepalese economy. The general objective of the study is to analyze the Indian assistance of Nepal. The specific objectives of the study are as follows:

i. To analysis the trade relations of Nepal and India.

ii. To analyze the flow of Indian tourist arrivals and foreign direct investment (FDI) in Nepal, their effect on Nepal's foreign exchange earnings and industrial GDP of Nepal respectively.

RESEARCH METHODOLOGY

This study is based on secondary data and descriptive and analytical research design is applied to analysis data. All analysis and discussion have been based in published source of secondary data such as Economic Surveys (2000/01-2019/20), Ministry of Finance, Ministry of Tourism, Department of Industry, Trade Promotion Center, Nepal Rastra Bank, Central Bureau of Statistics (CBS) and other different associations which are related with Relations of Nepal and India. The economic impact of bilateral economic cooperation has been analyzed in terms of tourist arrivals from China, FDI from India and trade between Nepal and India by using descriptive statistics such as table and line graph are also used to explain the data. The economic impact of bilateral economic cooperation is measured in terms of foreign exchange earnings with total tourist arrivals from India and Chinese FDI of industrial GDP of Nepal by using simple regression model.

MODEL SPECIFICATION

Regression method is used to estimate the economic effect of Indian tourist arrivals on foreign exchange earnings and effect of total Indian FDI inflow on industrial GDP of Nepal. As foreign exchange earnings to Nepal are generated due to Indian tourists visiting (ITAs) Nepal, the impact of Indian tourist arrivals (ITAs) on foreign exchange earnings (FEEs) is estimated by a linear regression equation:

$$lnFEEs = \alpha_0+\beta_1 lnITAs+\varepsilon_t \quad \text{(i)}$$

Where, ln is natural logarithm, α_0 is constant, β_1 is coefficient parameter, ε is the error term.

The impact of Indian FDI (IFDI) on industrial GDP (IGDP) is estimated by a linear regression:

$$lnIGDP = \alpha_2+\beta_2 lnTFDI+\varepsilon_t \quad \text{(ii)}$$

Where, 'ln' is natural logarithm, α_2 is constant, β_2 is coefficient parameters, ε is the error term.

RESULTS AND DISCUSSION

India is one of the biggest development partners of Nepal. Indian government has been substantially supporting Nepal's reconstruction efforts. Indian economic cooperation of Nepal has started in 1952 with the construction of air-trip at Gaucharan. India has been supporting primarily in the areas of infrastructure development and capacity development of human resources of Nepal. Indian economic assistance to Nepal has grown manifold in the past decades in the past few decades basically since the restoration of multiparty democracy in Nepal in 1990.

Large and Intermediate Projects undertaken with Indian Economic Assistance

B.P.Koirala Institute of Health Sciences, Dharan, Emergencey and Trauma Center at Bir Hospital, Kathmandu and Manmohan Memorial Polytechnic at Biratnagar are some important flagship projects completed and operationalized under Indian assistance. The integrated check-posts have been proposed at four points on Indo-Nepal border such as (i) Raxaul-Birganj (completed and operationalized from April 2018), (ii) Sunauli-Bhairahawa, (iii) Jogbani-Biratnagar and (iv) Nepalgunj Road-Nepalgunj. The construction of ICP in Biratnagar is ongoing while procedures are underway for Bhairahawa and Nepalgunj.

There was signed of MoU on development of railway infrastructure at five points along the Nepal-India border in 2010. The construction process has been ongoing for Jayanagar-Janakpur-Bardibas-Bijalpura and Jogbani-Biratnagar sectors.For the remaining three links, both sides have started preliminary works. The MoU on the establishment of Nepal Bharat Maitri Polytechnic at Hetauda in Makawanpur district of Nepal was sighed on 16 February 2010 in New Delhi. The project is being implemented.

The government of India pledged a fund of US$ 250 million grant and US$750 million soft loan in the International Conference on Nepal's Reconstruction held in Kathmandu on June 2015.The agreements had already been signed for both grant and loan. The list of projects have been identified for the utilization of the grant while projects were been finalized for the use of line of credit. Similarly, two past lines of credit USS$ 100 million and US$250 million which were announced by the Indian Prime Minister during the visit to Nepal in August 2014 another line of credit of US$1 billion to be utilized to finance development projects chosen by Nepal. Government of Nepal has finalized the projects and the modality of contracting these projects has been worked out.

Nepal-India Cooperation in Water Resources

Nepal is considered to be rich water resources which could be backbone of Nepalese economy. The issue of water resources has always been getting due prominence in the agenda of bilateral cooperation between Nepal and India for a long time. With a view to optimizing the benefits and addressing the problems, both governments have set up three-tier mechanisms which called Joint Ministerial Commission for Water Resources (JMCWR), Joint Committee on Water Resources (JCWR) and Joint Standing Technical Committee (JMTC) to implement agreements and treaties and also address water included problems of flood and inundation. There is also an additional mechanism-Joint Committee on Inundation and Flood Management (JCIFM) which deals explicitly with the issues of inundation, embankments and flood forecasting.

The Power Trade Agreement was signed between the two countries in 2014 paving way for the power developers of the two countries to trade electricity across the border without restrictions. Public and private power developers from India have reached agreements with the Investment Board of Nepal to develop 2 mega hydropower projects-Upper Karnali and ArunII.

Trade and Transit Relationship between Nepal and India

The history of Nepalese trade reveals that India has been the old and biggest trade partner of Nepal.There was no formal agreement between the two countries till 1923. Since more than 95percent of Nepal's trade was confined to India alone, the first trade treaty between Nepal Government and British-India Government was signed in 1923. Although that treaty had the provision to use the British-Indian ports for the development of Nepal-British trade freely, Nepal was restricted to import goods from other overseas countries. Therefore, that treaty had an unfavorable impact on Nepalese industries because instead of encouraging exports, Nepal was compelled to purchase goods manufactured in Britain

The pattern of Nepal’s trade with India remained more or less the same during the 19^{th} century and first half of the 20th century. Exports to India mainly consisted of food grains, raw jute, wool, cotton, hides and skins, musk, medicinal herbs, cardamom, metal goods, ghee, tobacco etc. Imports from India used to consist of mainly the agricultural products such as wheat, rice, gram and pulses, iron, bras, copper, cotton goods, salt and live animals besides others. Nepal exports primary and unprocessed or semi-processed commodities (lower value products) to India, such asthreads, zinc sheet, polyester yarn, vegetables ghee, etc.

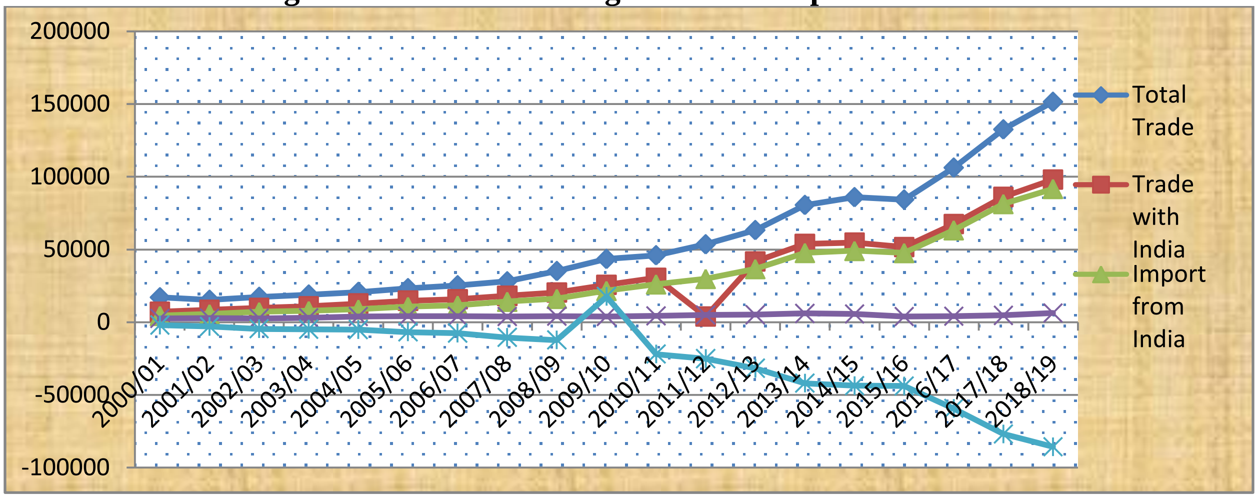
Nepal imports finished products like petroleum products, vehicles and spare parts, machinery parts, chemicals, Medicines, electricity equipment, cement, etc. from India. The volume of trade between Nepal and India is increasing rapidly. Particularly, from the beginning of 21^{st} century, Nepalese export to and import from India soared. Nepal's almost two-third share of trade occurs with India only. In this way, in terms of trade, Nepal is over concentrated and over dependent with India in the latest decade. Nepal's trade both exports and imports, has been heavily concentrated on a single country- India-and a few primary products. Political and economic risks associated with such a heavy dependence have been realized by Nepal's policy makers since long. To overcome risks and vulnerability associated with such dependence and to high growth, export diversification was considered as the primary goals of Nepal's development strategy.

Realizing the significance of the bilateral treaty and its impact on the foreign trade, it had been remarked that the Indo-Nepal bilateral economic cooperation treaties had led to significant policy inferences for future economic cooperation in the South Asian Region (SAR). It was due to the fact that India has emerged as a major trade partner of Nepal as both exports and imports in value terms have been quite high in comparison with Nepal’s major trade partners. The possible reason for that tendency could be the freer trade regime that had existed between India and Nepal.The trade relationship between Nepal and India has been extending in the study period.

Annex-I depicts the growth trends of trade between Nepal and India from 2000/01 to 2018/19. Total trade of Nepal, total trade with India, import trade from India, export trade to India and trade balance of Nepal with India have been expanding. The share of total trade of Nepal with covered between the ranges of 41.6 percent to 66.7 percent during the study period. The minimum ratio was 41.6 percent in 2000/01 and maximum ratio was 66.7 percent in 2013/14. Similarly, it was 64.7 percent in the 2018/19. There has been gradual fluctuation of trade between Nepal and India.

ISSN: 2249-877X Vol. 11, Issue 1, January 2021, Impact Factor: SJIF 2021= 7.642

Figure-1: Trends of Foreign Trade of Nepal with India



Source: *Annex-I.*

Figure-1 shows the foreign trade of Nepal with India which justified that growing trends of total trade, export trade to India and import trade from India. Similarly, the trade deficit of Nepal with India has been expanding during the study periods.

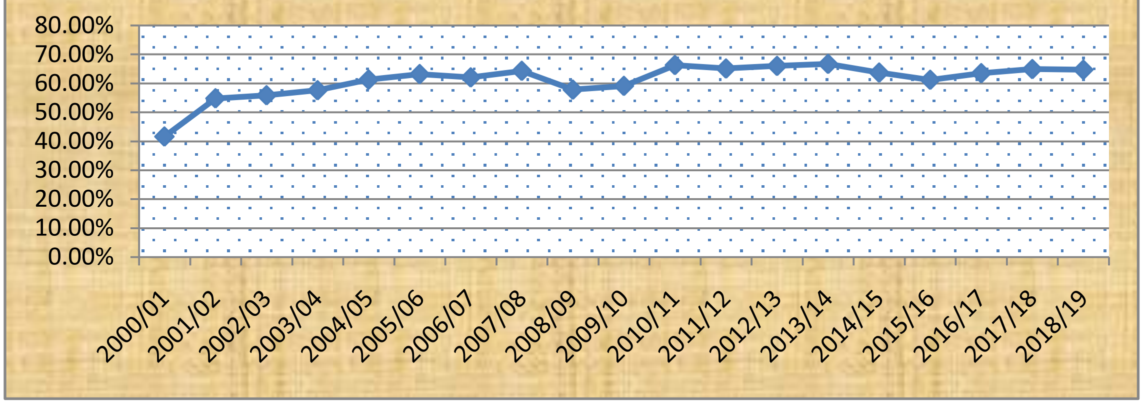


Figure 2: Share of Nepal's Trade with India in Total Trade of Nepal (%)

Source: *Annex-I.*

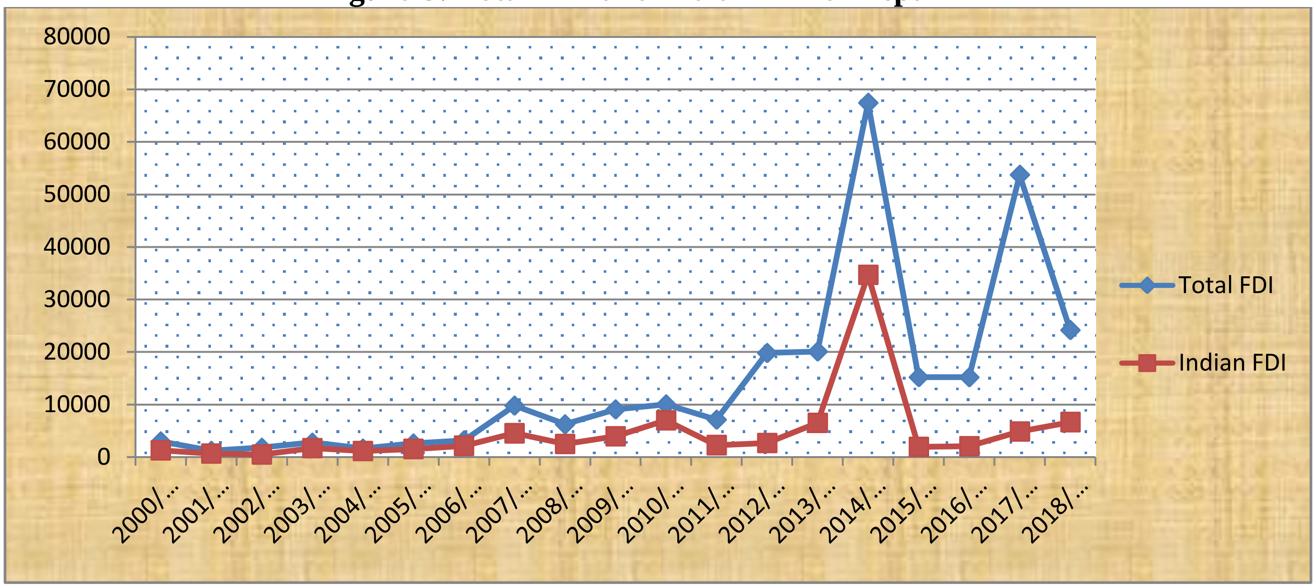
Figure-2 depicts the ratio of trade of Nepal with India to total foreign trade of Nepal. There is significant ratio of trade between Nepal and India during the study period. The ratio stands from the range of above 40 percent and below 70 percent.

Foreign Direct Investment from India

Nepal has opened the doors to foreign investment whereas the Foreign Investment and Technology Transfer Act (FITTA) 1992 laid down the law governing foreign investment and applicable rules and regulations. Foreign direct investment (FDI) is one of the major sources for industrialization of Nepal. Since 1990s, FDI of Nepal has been significantly increasing till the date. India was the largest investment partner of Nepal upto 2010/11.After that Indian FDI takes the place of the second highest position of Nepal. Annex-II presents the trends of GDP, total

FDI, Indian FDI, ratio of Indian FDI to total FDI, ratio of total FDI to GDP and ratio of Indian FDI to GDP of Nepal from 2000/01 to 2018/19.The contribution of total FDI and Indian FDI play a significant role for raising the GDP of Nepal. The share of Indian FDI plays a significant role to total FDI of Nepal which ranges from 9.12 percent to approximately 72 percent during the study periods. The highest total FDI and Indian FDI was in 2014/15 whereas the lowest total FDI and Indian FDI was in 2001/02.

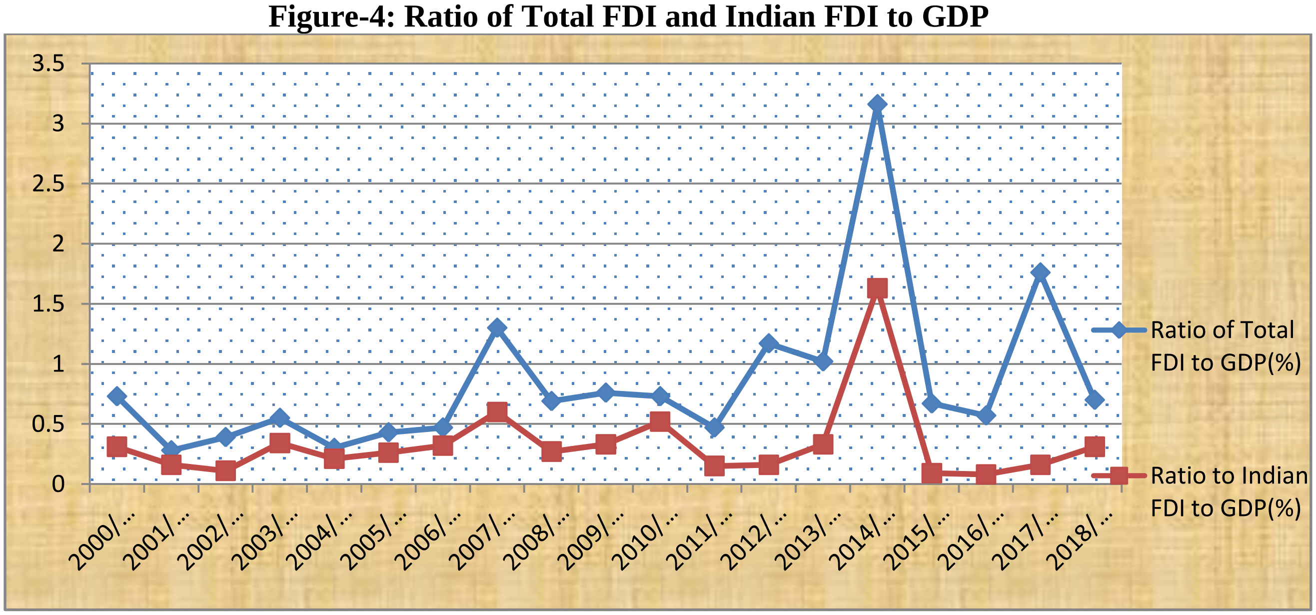
Figure-3: Total FDI and Indian FDI of Nepal



Source: *Annex-II.*

Figure-3 depicts the trends of total FDI and Indian FDI of Nepal from 2000/01 to 2018/19. There has been fluctuation of total FDI and Indian FDI of Nepal.

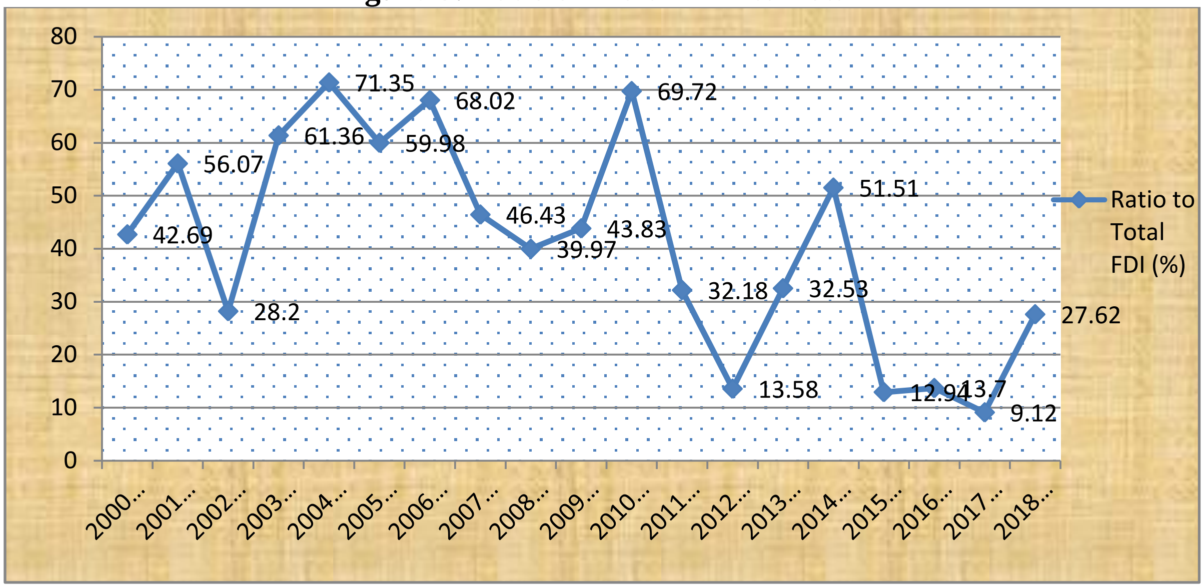
Figure-4: Ratio of Total FDI and Indian FDI to GDP



Source: *Annex-II.*

Figure-4 presents the ratio of total FDI to GDP and Indian FDI to GDP of Nepal. There has been significant contribution of total FDI and Indian FDI to GDP of Nepal.

Figure-5: Ratio of Indian FDI to Total FDI



Source*:* *Annex-II.*

Figure-5 speaks that share of Indian FDI to total FDI of Nepal from 2000/01 to 2018/19. There is significant contribution of Indian FDI to total FDI of Nepal during the study periods. The highest percentage share of Indian FDI on total FDI of Nepal was 71.35 percent in2004/05 whereas the lowest share percentage was 9.12 percent in 2017/18. Though, there have been satisfactory investment flows of Indian FDI in Nepal.

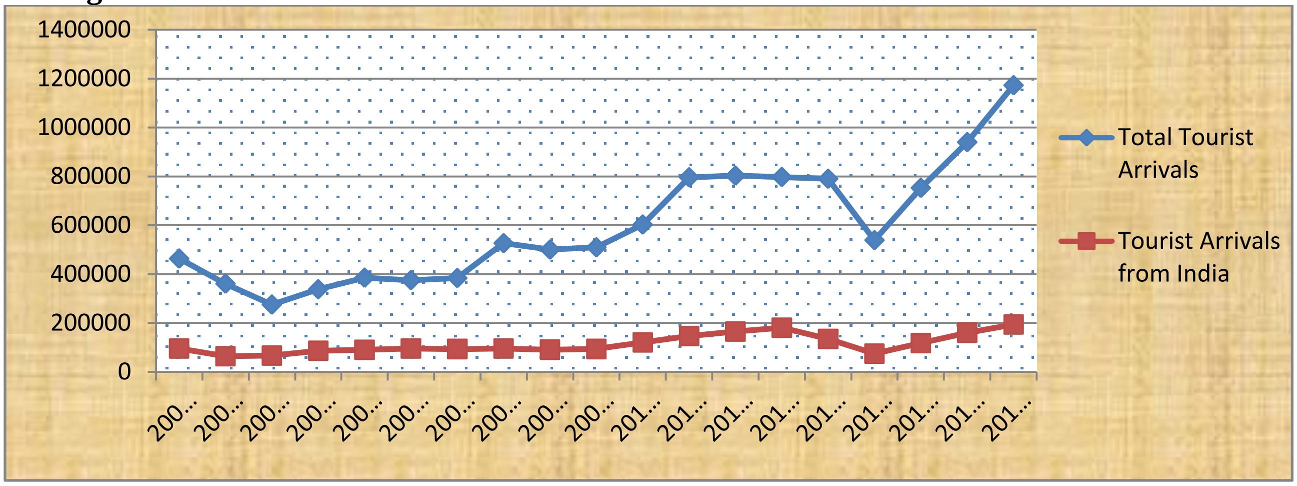
Tourism Relations of Nepal and India

Tourism stands out most important sector in which Nepal has a comparative advantage and vast potential due to its rich cultural heritage and unrivaled natural scenic beauty. Tourism has emerged as one of the most dynamic and promising sectors in the country providing employment opportunities and income generation for small and large entrepreneurs. Tourism sector provides a room for economic cooperation in a number of areas such as tourism infrastructure, hotels and resorts, games and amusement centers etc. Tourism products like holiday homes, mountain sports, adventure travel and amusement parks are some other potential areas.

Tourism economy is one of the potential sectors of Nepalese economy of Nepal. Tourism has been contribution Nepal's economy in terms of earnings foreign currency, employment generation, GDP progress and socio-cultural promotion sectors. Nepal has potential touristic areas such mountains, cultural heritage, natural beauty, good hospitality etc. so that tourism sector can play a significant role of boosting Nepalese economy. For the promotion of tourism industry of Nepal, India is the most viable country whereas the highest number of tourist arrivals in Nepal. As presents Annex-III, during the study periods, the lowest number of tourists was arrived in 2002/03 whereas the highest number of tourists was arrived in 2018/19. There has been found increasing trends of tourist arrivals most of the years. The ratio of Indian tourist arrivals percentage range between 15 percent to 26 percent in the study periods.

ISSN: 2249-877X Vol. 11, Issue 1, January 2021, Impact Factor: SJIF 2021= 7.642

Figure-6: Total Tourist Arrivals and Indian Tourist Arrivals from 2000/01-2018/19.



Source: *Annex-III.*

Figure-6 depicts the total tourist arrivals and Indian tourist arrivals of Nepal. There has been increasing trends of total tourist arrivals and Indian tourist arrivals of Nepal during the study periods.

Figure 7: Ratio of Indian Tourists to Nepal in Total Tourists (%)

Source: *Annex-III.*

Figure-7 depicts the ratio of Indian tourist arrivals to total tourist arrivals of Nepal. There has been found fluctuation of ratio of Indian tourist arrivals to the total tourist arrivals of Nepal. This signified the significant contribution of tourist arrivals of Nepal from India during the study periods.

Impact of Total FDI and Indian FDI on Industrial GDP

Foreign direct investment can play significant role for industrial development of Nepal. Due to low investment capacity of private sector and public sector, the industrial sector has not significant development. Nepal needs huge foreign investment in diversified sectors. India and

China are the biggest investment partners of Nepal. There has been significant role total FDI and Indian FDI for the industrial development of Nepal (Table-1).

TABLE-1: EFFECT OFINDIAN FDI ON INDUSTRIAL GDP

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.673[a]	.453	.418	.42751

Coefficients [a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	8.010	.854		9.383	.000
	Natural log of Indian FDI	.392	.108	.673	3.637	.002

a. Dependent Variable: Natural log of Industrial GDP
b. Predictors: (Constant), Natural log of Indian FDI

Source: *Calculated by Author based on Annex-II.*

Analyzing the data of 2009/10-2018/19, the study finds that there is a positive relationship between Indian FDI and industrial GDP, indicating Indian FDI influenced the industrial GDP. The result seems to be valid as all diagnostic parameters justified the relationship such as the regression coefficient is significant at 5 percent p-value with coefficient 0.453 (R^2 = 0.453). The result can be interpreted that there is significant impact of Indian FDI on industrial GDP during the study period.

Effect of Tourist Arrivals from India in Foreign Exchange Earnings of Nepal

There has been significant contribution of total tourist arrivals and Indian tourist arrivals in economic development of Nepal. The industrial investment boosts raising GDP and economic growth of Nepal. Similarly, there is significant contribution of tourism economy on national economy. Total tourist arrivals and Indian tourist arrivals induce employment, foreign exchange earnings, GDP and other socio-economic sectors. There has been significant contribution of total tourist arrivals and Indian tourist arrivals in foreign exchange earnings of Nepal (Table-2).

TABLE-2: REGRESSION OF TOTAL TOURIST ARRIVALS AND FOREIGN EXCHANGE EARNINGS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.729[a]	.532	.505	.50594

Coefficients [a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-10.689	4.208		-2.540	.021
	lnITAs	1.595	.363	.729	4.397	.000

a. Dependent Variable: lnFEEs
b. Predictors: (Constant), lnITAs

Source: *Calculated by Author based on Annex-III.*

Table-2 depicts that there is significant relationship between of total tourist arrivals and Indian tourist arrivals to foreign exchange earnings. This study finds that increase in total tourist arrivals and tourist arrivals from India has contributed to foreign exchange earnings of Nepal. The estimated regression model explains about 77.8 percent variations in the dependent variable as indicated by the adjusted R-squared. The estimated coefficient is statistically significant at p-value of 0.00. These results indicate that the total tourist arrivals and tourist arrivals from India have influence in increase in foreign exchange earning of Nepal.

CONCLUSIONS

For the development of Nepal, India is one of the biggest development partner of Nepal. Indian has been assisting primarily in the areas of infrastructure development and capacity development of human resources in Nepal. There are a number of projects including improving physical facilities and infrastructure sectors. Nepal and India bilateral economic relations has established the economic cooperation, trade development, tourism promotion, FDI and other socio-cultural development of Nepal. There has significant growth of trade between Nepal and India, Indian FDI in Nepal, tourist arrivals from India to Nepal and other bilateral relations. Realizing the significance of the bilateral treaty and its impact on the foreign trade, it had been remarked that the Indo-Nepal bilateral economic cooperation treaties had led to significant policy inferences for future economic cooperation in the South Asian Region. Total trade of Nepal, total trade with India, import trade from India, export trade to India and trade balance of Nepal with India have been expanding.

Foreign direct investment can play significant role for industrial development of Nepal. Due to low investment capacity of private sector and public sector, the industrial sector has not significant development. Nepal needs huge foreign investment in diversified sectors. India and China are the biggest investment partners of Nepal. There has been significant role total FDI and Indian FDI for the industrial development of Nepal.This study finds that increase in total FDI and Indian FDI has contributed to increase the industrial GDP of Nepal. Similarly, tourism has been contribution Nepal's economy in terms of earnings foreign currency, employment generation, GDP progress and socio-cultural promotion sectors. The study finds that there is significant contribution of tourism economy on national economy. Total tourist arrivals and Indian tourist arrivals induce employment, foreign exchange earnings, GDP and other socio-economic sectors. These results indicate that the total tourist arrivals and tourist arrivals from India have influenced in increase in foreign exchange earning of Nepal.

Nepal needs to enhance its capabilities at economic diplomacy to fully utilize the benefits offered by the international trade system, foreign assistance, FDI, tourism promotion and other socio-cultural development. It is essential for Nepal to strengthen its bilateral economic relations with India. Nepal also needs to conduct stronger engagements with other developing countries to make their issues heard in the international forums. It is crucial for Nepal to develop highly qualified diplomatic missions which can properly take a stance while negotiating with its bilateral and multilateral counterparts. More importantly, there is urgent to strengthen country's ownership by following demand driven process. Till the date, there are some misunderstanding between Nepal and India towards bilateral economic relations such as boarder issues, trade and transit treaties and political issues. These issues should be minimized by bilateral dialoged and mutual understanding for harmonizing the bilateral cooperation between Nepal and India.

Annex

Annex-I: Growth and Trends of Trade between Nepal and India *(Rs. in Ten Million)*

Year	Total Trade	Trade with India	Ratio (%)	Import from India	Export to India	Trade Balance
2000/01	17134.1	7124.1	41.6%	4521.1	2603.0	-1918.1
2001/02	15433.4	8457.8	54.8%	5662.2	2795.6	-2866.6
2002/03	17428.3	9735.4	55.86%	7092.4	2643.0	-4449.4
2003/04	19018.9	10951.7	57.58%	7873.9	3077.7	-4796.2
2004/05	20817.9	12759.2	61.29%	8867.6	3891.7	-4975.9
2005/06	23401.4	14785.8	63.18%	10714.3	4071.5	-6642.8
2006/07	25407.8	15760.1	62.03%	11587.2	4172.9	-7414.3
2007/08	28120.4	18093.2	64.3%	14237.7	3855.6	-10382.1
2008/09	35216.7	20344.4	57.8%	16243.8	4100.6	-12143.2
2009/10	43515.9	25710.8	59.1%	21711.4	3999.4	17712.1
2010/11	46051.4	30528.6	66.3%	26192.5	4336.0	-21856.5
2011/12	53592.9	3900.6	65.1%	29939.0	4961.6	-24977.3
2012/13	63365.8	41803.1	66.0%	36703.1	5100.0	-31603.1
2013/14	80635.7	53756.1	66.7%	47794.6	5961.4	-41833.3
2014/15	86000.3	54752.1	63.7%	49165.6	5586.5	-43579.1
2015/16	84371.6	51670.6	61.2%	47721.3	3949.4	-43771.9
2016/17	106316.2	67511.9	63.5%	63367.0	4144.9	-59222.0
2017/18	132616.3	86082.1	64.9%	81410.2	4672.2	-76738.2
2018/19	151564.5	98064.1	64.7%	91790.9	6273.2	-85517.8

Source: *Economic Survey (2010/11 & 2019/20), Kathmandu and Trade Promotion Center, Lalitpur,2018.*

Annex-II: GDP, *Total FDI, Indian FDI, Ratio of Total FDI and Indian FDI to GDP ,and Ratio of Indian FDI to Total FDI* *(Rs.in Million)*

Year	GDP @ Current Price	Industrial GDP	Total FDI	Ratio to GDP (%)	Indian FDI	Ratio to Total FDI (%)	Ratio to GDP (%)
2000/01	41342.8	28589.4	3002.56	0.73	1281.77	42.69	0.31
2001/02	43039.6	29335.3	1209.65	0.28	678.27	56.07	0.16
2002/03	46032.5	31942.9	1790.31	0.39	504.95	28.20	0.11
2003/04	50069.9	35062.4	2764.80	0.55	1696.48	61.36	0.34
2004/05	54848.5	39004.4	1635.77	0.30	1167.10	71.35	0.21
2005/06	61111.8	44238	2606.31	0.43	1563.36	59.98	0.26
2006/07	67585.9	50100.4	3185.98	0.47	2167.12	68.02	0.32
2007/08	75525.7	56846.7	9810.60	1.30	4554.81	46.43	0.60
2008/09	90930.9	65447.0	6253.29	0.69	2499.69	39.97	0.27
2009/10	119277.4	70924.0	9091.84	0.76	3985.38	43.83	0.33

2010/11	136695.4	80531.0	10050.71	0.73	7007.26	69.72	0.52
2011/12	152734.4	91164.0	7140.81	0.47	2298.00	32.18	0.15
2012/13	169501.1	100312.0	19818.73	1.17	2691.57	13.58	0.16
2013/14	196454.0	112995.0	20107.42	1.02	6540.83	32.53	0.33
2014/15	213015.0	118980.0	67400.04	3.16	34719.00	51.51	1.63
2015/16	225316.3	120967.0	15224.33	0.67	1969.41	12.94	0.09
2016/17	267449.3	133862.0	15206.46	0.57	2082.89	13.70	0.08
2017/18	304492.7	151920.0	53716.13	1.76	4899.46	9.12	0.16
2018/19	345879.3	172392.0	24179.44	0.70	6679.22	27.62	0.31

Source: *Economic Survey 2010/11 &2019/20 & Department of Industry,2020.*

Annex-III: Ratio of Tourists Arrivals of Nepal from India and Tourists Arrivals of India from Nepal (2000/01- 2018/19).

Year	**Total Tourist Arrivals**	**Tourists Arrivals to Nepal from India**	**Ratio of Indian Tourists to Total Tourists (%)**	**Foreign Exchange Earnings (Rs. in ten million)**
2000/01	463646	95915	20.68%	1171.70
2001/02	361237	64320	17.80%	865.43
2002/03	275466	66777	24.24%	1174.77
200304	338132	86363	25.54%	1814.74
2004 /05	385297	90326	23.44%	1046.40
2005/06	375398	95685	25.50%	955.60
2006 /07	383926	93722	24.41%	1012.50
2007 /08	526705	96010	18.23%	1865.30
2008/09	500277	91177	17.31%	2796.0
2009/10	509752	93884	18.42%	2813.9
2010/11	602867	120898	20.05%	2461.1
2011/12	796215	147037	18.47%	3070.4
2012/13	803092	165815	20.65%	3421.1
2013 /14	797616	180974	22.69%	4637.5
2014/15	790118	135343	17.13%	5342.9
2015/16	538970	75124	13.94%	4176.5
2016/17	753002	118249	15.70%	5852.7
2017/18	940218	160832	17.11%	6852.2
2018/19	1173072	194323	16.56%	7537.4

Source: ***Economic Survey (2010/11, 2014/15 &2019/20)&Ministry of Culture, Tourism and Civil Aviation2020.***

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SAJMMR

ISSN: 2249-877X Vol. 11, Issue 1, January 2021, Impact Factor: SJIF 2021= 7.642

South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Peer Reviewed International Journal)

DOI: 10.5958/2249-877X.2021.00008.4

DEVELOPMENT OF MULTIMEDIA PROGRAMS TO IMPROVE THE QUALITY AND EFFICIENCY OF DISTANCE LEARNING

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ABSTRACT

Today our society is developing and changing rapidly. Today demands to open the way to modern knowledge, the effective use of new information technologies in improving education. The education system includes concepts such as distance learning, Internet, intranet, multimedia communication, multimedia textbook, multimedia manual, multimedia library, and multimedia educational and methodological complex. Their use at a high level, adding to them and applying them in the educational process will greatly contribute to the preparation of young people with high knowledge and skills. The article discusses the effectiveness of creating and using multimedia courses and programs in distance learning.

KEYWORDS: *Multimedia Programs, Distance Learning, New Forms Of Teaching, Modern Information And Communication Technologies, New Pedagogical And Information Technologies, Distance Learning Software.*

INTRODUCTION

The creation of distance learning software courses (Distance Learning Software) is one of the most pressing tasks for teachers today. Distance learning software is becoming more widely available in the education system due to its flexibility to change the educational process and the possibility of various changes.

Distance learning is a new form of teaching, which involves new forms, methods, tools, organization, forms of communication between the teacher and the listener, as well as the interaction of listeners. Also, different forms of such education have their purpose, based on social order, the content defined in the curriculum of the chosen educational institution, as well as the organizational form and special means of teaching methods.

Modern computer and telecommunication technologies, which form the basis of distance education, are distinguished by their superiority over traditional means of teaching in the transmission of knowledge and the provision of a variety of educational information to listeners.

The use of modern information and communication technologies in education by teachers of various disciplines is an important principle in increasing the effectiveness and intensification of education.

MATERIALSANDMETHODS

One of the most pressing issues in the distance learning system is the creation and use of electronic textbooks that combine all these functions in the education system. In the distance learning system, there are two types of distance learning technologies: case and network. Style and Technology Keys are a cutting-edge tool for improving the quality of hands-on learning in the classroom. Keys is an educational technology consisting of a set of optimistic methods and tools for achieving educational goals, analysing practical problem situations and achieving guaranteed learning outcomes. In the case of technology, students are provided with educational materials in the form of "Cases" or a portfolio. These materials can be found on CDs or other media. Students will be able to independently study the theoretical information presented in it, as well as express their views on solving practical problems. In distance learning, network technology is carried out through the use of telecommunications, which exchange information between the school and the student that is, working in a local network or the Internet.

The foundations and technologies for the transition to virtual learning will be created using network technologies. Distance learning differs from traditional forms of education in the following characteristics: flexibility, i.e. the ability to use it anytime, anywhere and anytime without restrictions; modularity, i.e. study of optional disciplines in accordance with the needs; parallelism, that is, learning is inseparable from basic education; coverage, that is, access to multiple sources of educational information and simultaneous interaction with teachers; savings, i.e. effective free use of classrooms and equipment; technology, that is, the use of new achievements of information and telecommunication technologies in the educational process, provides students with access to the world of information.

Distance learning allows all students to improve their knowledge, taking into account their characteristics. In this method of teaching, the student independently at a certain time independently and interactively studies teaching materials, takes tests, performs tests under the guidance of a teacher and interacts with other students in a "virtual" study group. Traditional text-based teaching tools are used to introduce new learning materials to students, while interactive audio and video conferencing provide real-time interaction. Computer conferences and e-mail are used to convey information, interact with students, and interact with students in a group. Pre-recorded videos allow students to visualize the content of the material.

The effectiveness of the creation and use of multimedia training courses in the education system. The main goal of all reforms in the field of education is to educate spiritually mature people, improve the education system, and implement the educational process in accordance with the requirements of modern pedagogical and information technologies. That is why today in the education system, special attention is paid to the effective use of modern computer and information technologies. This is an increase in the level of knowledge and skills of teachers in various disciplines in the educational process, first of all, an increase in the level of knowledge and skills in this area, the provision of technical support to the education system, the creation of full access to the Internet, an effective result can only be achieved through. One of the main ways to improve the quality and efficiency of the education system is the use of modern information and communication technologies in the educational process, including multimedia training courses, ensuring interactive interaction between teacher and student, the multimedia attraction of highly qualified personnel in the educational process. development of training courses and textbooks. Multimedia makes it possible to present information in various forms and create dynamic images, the ability to receive and visualize it through the organs of sight and hearing.

In multimedia technologies, presenting information in the form of images, sounds and actions, rather than in text form, teaches students to be more active, attentive, and curious in the classroom, because every information offered is their participation and movement.In the education system, multimedia technologies are a tool that positively and effectively affects students, combining theoretical, practical, visual, informative, simulation and control parts.

Also, the use of multimedia training courses in the education system allows you to create high-quality video recordings of theoretical materials, virtual laboratory work and practices, simulated animated models of various processes, for which classrooms and computer classes will be held. it is necessary to organize practical training in the premises of technical equipment, methodological rooms, libraries.

All multimedia training courses used in the education system must have practical application and experience, as well as have certain pedagogical and psychological characteristics. The pedagogical and psychological characteristics of multimedia training courses depend on the form and appearance of the description and expression of the training materials used to form knowledge and skills.

They should focus not only on problem-solving, practical and laboratory work but also on the formation of students' knowledge, skills and abilities in the learning process. One of the main features of multimedia courses created in the education system is determined by certain subtleties of studying this topic, which in turn requires a large number of visual aids since without their participation in different spheres of the life world it is impossible to fully demonstrate the need for its construction, the mechanism of formation and the development of biological, chemical and physical processes. One of the main didactic issues in the field of modeling and general methods of influencing the objects of the imagination is one of the most important in the creation of multimedia training courses for the education system. Multimedia courses differ in many ways from previous traditional textbooks. In particular, study materials for students are recommended through multimedia: graphics, animation, video, voice and sound actions, real events, and many other elements such as simulations as they explore the shortcomings of natural objects and visual aids. allows a certain amount or full coverage. This will be important for the formation and consolidation of students' knowledge and skills on the topics studied. because they allow, to some extent or completely, to capture the disadvantages of natural objects and visual weapons. Visual aids that complement and increase the level of perception of educational materials in multimedia educational courses are presented in the form of slides, videos and other similar visual theoretical materials, consisting of separate tables, graphical diagrams, images, etc.

The creation and use of multimedia training courses open up great opportunities for local computers and the Internet. Placing multimedia training courses throughout the world computer network, which allows them to be used directly in the educational process, allows students to find, search for information, and also shape and expand educational activities.

CONCLUSION

In conclusion, when creating multimedia training courses, the main attention should be paid to the interactive components, which are primarily created by various software.In the educational system, the increase in the effectiveness of distance learning based on information technology will largely depend on the purpose, component, content and quality of training created and applied pedagogical software tools – curriculum, electronic manual, automated training courses, etc. In the independent acquisition of knowledge, repetition of the topics mentioned, as well as the transfer of controls based on the acquired knowledge, the teacher, information – educated, control programs will be important in increasing the effectiveness of distance learning on the basis of Information Technology. The notion that computer technology and distance learning software are "all-round perfect" is inappropriate. In this case, the programming tools of distance learning are being successfully used in the educational process of the present day. There is no doubt that such courses are visually appealing, multimedia, equipped with audio and video data, the possibility of efficient use of animated effects, the hang of educational efficiency.

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SAJMMR

ISSN: 2249-877X Vol. 11, Issue 1, January 2021, Impact Factor: SJIF 2021= 7.642

South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Peer Reviewed International Journal)

DOI:10.5958/2249-877X.2021.00001.1

RURAL MARKET, ROLE OF WOMEN AND POVERTY ELIMINATION

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ABSTRACT

It is a bare fact that poverty is a threatening problem in the developing and underdeveloped countries. India sees women as the one who can do everything maybe even help eradicate poverty. The ongoing Project Shakti of Hindusthan Unilever Limited bears testimony to it as by empowering women changes are sought in livelihoods and development. The aim of the paper is to highlight how a market can be created with even underprivileged women here in north east where Project Shakti or e–choupal has not yet been applied. The creation of such ventures will lead to empowered women and welfare of consumers as well. Apart from secondary sources the paper has been written with the help of information collected from focus group interviews. However, to avail the objectives it is very important to create awareness amidst rural women about prevailing schemes and projects. The reachable goals if they are to be reached by the rural people it is the qualified people who will need to come out and show ways that will justify that only women empowerment will help in decreasing and ultimately deleting poverty and usher in development.

KEYWORDS: *Women Empowerment, Rural Entrepreneur, Market, Consumer.*

INTRODUCTION

India is a witness to massive positive growth in terms of information technology, new formats of retail traders, big corporate houses chalking strategies to engulf not only selected cities but the whole of India. These growths also points towards development of rural areas with support from government and private partnership. Schemes for agro and rural industries, communication and information technology, rural development, education guarantee, small scale industries etc were primarily launched with emphasis on making benefits reached to the rural mass. When the question of leveraging of benefits come, an inequality seems to be observed between rural and urban mass. In India, 14.4 million people migrated within the country for work purposes either to cities or areas with higher expected economic gains during the 2001 census period. The number of migrants from rural place to urban also bears testimony to it along with inability of civil society organizations. When schemes laid down by government fail, than market has to be developed to check on migration and offer livelihood opportunities to the rural residents. Rural entrepreneurship is the need of the hour. While addressing the students on opportunities for youth in globalized era, through videoconferencing from Bangalore at the first Parliament of Indian Student Council Leaders on the MIT campus founder Chairman of Infosys NR Narayana Murthy has rightly said that politicians and bureaucrats should make it easy for entrepreneurs to set up manufacturing units in rural areas, which will help to uplift the rural poor. From the government the schemes are being applied to develop rural entrepreneurs without providing the necessary training for running an enterprise. The retail sector is fast moving into the rural scenario and motivated rural youths can be trained by the producers to set up enterprises. Very prominently we have two options- emphasis on women rural entrepreneurship and spread of fast moving consumer goods sector- are eminent to develop a rural market.

OBJECTIVES AND METHODOLOGY:

WOMEN AND NORTH EAST:

It is observed that the status of women in north-eastern region of India is slightly different in comparison to those living in the rest of the country. For example, mobility of women in Assam is far higher. This may be due to factors like, a) absence of purdah b) absence of occupational caste groups resulting in caste flexibility and c) a long standing influence of tribal work pattern where village economy revolves largely on women's labour and female entrepreneurship. In the early 1980's the Govt. of India launched the Development of Women and Children in Rural Areas programme under the Integrated Rural Development Programme. The Scheme had been merged into Swarnajayanti Gram Swarojgar Yojana (SGSY) with IRDP,TRYSEM etc. from April, 1999 . In the year 2001, it made a tie up with the MNC giant Hindusthan Unilever Ltd. and its Project Shakti with the objectives of changing lives and livelihood in rural places of India. It mainly harped on two primary objectives, to empower women in remote rural areas and to enable HUL to reach inaccessible areas and thus to land a win-win situation. The project's vision is to let the underprivileged women an opportunity of empowerment through entrepreneurship and give the ultimatum to consumers' welfare. This has also been a vital step towards alleviation of poverty. Women self-help groups are tapped by the company and with the help of presentations rural gatherings are made aware of the objectives and benefits of Project Shakti. The company decided to tap into the growing number of women's self-help groups in India by making presentations on the benefits of taking up the offer and demonstration on use of products at rural group gatherings.

After over 5 decades of independence and industrialization in our country, still large part of population remains under poverty line. One of the disturbing news of census 2011 as per the findings of Tendulkar Committee on Poverty, India's poverty rate is estimated at 37.2% of the total population, rather than a figure of 27.5% used previously. This implies an increase in the number of BPL households from 65.2 million to almost 80 million. India's poverty rate is estimated at 37.2% of the total population, rather than a figure of 27.5% used previously. This implies an increase in the number of BPL households from 66.5 million to almost 80 million. Studies have shown that 70 per cent of holdings are held by small and marginal farmers resulting in overcrowding on the agricultural land and the effect is diminishing farm produce. Migration of farm worker in large numbers to the urban areas is caused partially by this factor. The fact remains unchanged that in both ways the population remains under poverty line.

RURAL ENTREPRENEURSHIP AND CREATION OF MARKET:

The project Shakti applied a very simple technique of merging micro credit with micro enterprise opportunity. The vicious circle of poverty is a cyclical loop of low income, low investment and low savings. This initiative has pulled out people to earn a respectable livelihood. Disguised employment has also been reduced as people have earned skills to develop their own enterprise, take up trading or set up co-operatives. The entrepreneurial principles vital for economic growth and employment opportunities should be injected in the process of rural development. This will contribute towards:

1. Creation of alternative occupations other than agriculture and rise of living standards.
2. Develop awareness towards indigenous products and utilization of available resources to initiate entrepreneurial venture or co-operative societies.

In a society, if prevalence of fair social justice is to be estimated than it will be reflected through treatment of women and their status. In the rural forefront it has been observed that a partial responsibility of family income, saving and budget management is shouldered by the women. According to the Food and Agriculture Organization of the united nations (FAO), rural women are responsible for half of the world's food production. They produce between 60% and 80% of the food in most developing countries and it is they who are the main producers of the world's staple crops (rice, wheat, and maize) which provide up to 90% of the rural poor's food intake. This brings the fact to limelight that women are fundamental for ensuring food security and household maintenance not only for their own family, but also for the entire community in general. Their work area might stretch from working in households to industrial/construction sites. In a small way, these women are empowered. To upgrade these same women the requirement is that of scope of more tangible improvement and sustainable development. In the rural section of Assam, it has been observed that women have brought themselves to a level where they follow a conventional lifestyle and take up livelihoods based on available resources. It needs to be mentioned that the schemes like National Rural Employment Guarantee Act (NAREGA), Sampoorna Grameen Rozgar Yojana (SGRY), National Rural Health Mission (NRHM) initiated by the government for women and rural sector have also supported for their upliftment in socio economic conditions. The need of the present hour is to develop the rural communities and for any community to develop, the growth and participation of women is essential. Growth will be ensured only with increased literacy, education, accessible and good healthcare and hygiene, active participation in home, not excluding hearth and external affairs, knowledge of changes and chances going around and the ability to shoulder responsibilities.

DISCUSSIONS, FINDINGS AND RECOMMENDATIONS:

The above mentioned developments are possible only when the focus is shifted to granting access to market and its emerging opportunities. Over the last decade it has been seen that women entrepreneurs have increased and this attitude of rural women has ushered in positive changes in the rural communities. The case of Grameen Telephone Ladies, in Bangladesh pioneered by Nobel Laureate Muhammad Yunus, is one of the prominent examples of rural women entrepreneurship. Taking the example of Assam and North East many areas are torn with conflicts and insurgency problems. The worst sufferers are women and children. Above all these, especially the rural people of Assam, need to face the annual flood havoc which does not allow them to come out of the vicious circle of poverty.

Women's entering into business does not mean that they will dwell with traditional products of handloom and handicrafts or food processing activities. With passing time these products do not give a high return and does not provide enough opportunities to raise ones socio economic status. Another point of concern with women of Assam and North East is that they are not advanced in training to handle management as well as technical knowledge is also poor to enhance production. To create a market to uplift the rural women, the need of the hour is entry of micro and medium enterprises through promising models like Project Shakti, e-choupal, ASTRA which has totally not entered this part of geography. Similar projects are rolled out for Bangladesh and Sri Lanka also. As per report of Corporate Respnsibility,Unilever,by late 2007 some 46,000 Shakti entrepreneurs had been appointed and trained, covering 100,000 villages in 15 states and reaching over threemillion households in rural India. This makes it the world's largest sustained home-to-home retail operation.

Bingen, Serrano, Howard, in a review of case studies have rightly found out that investment in human capital formation could determine the ability of rural communities to participate effectively in markets. They have also put forward the argument that investment in human capital and the skill developed in marketing often determine the ability of a community to access inputs and market production beyond the life of a project. With a vision of such outcome projects are to be designed with specific strategies. The aim will be to motivate and increase participation by poor and rural women especially. The International Center for Tropical Agriculture (CIAT) is experimenting with an approach called 'Enabling Rural Innovation' *(ERI)* focuses on strengthening the capacity of smallholder, resource-poor farmers to access market opportunities and actively engaging in them with the aim of creating an entrepreneurial culture in rural communities, where farmers "*produce what they can market rather than trying to market what they produce".* The ERI approach encourages active support and participation from rural women which in the long run will create a more sustainable market using a 'territorial approach to agro-enterprise development.' In this context it is worthwhile to mention that Assam and North east is a store house of natural resources. One of the objective of ERI is to encourage the rural folks to invest in the available natural resources rather than depleting them for short-term market gain. The International Center for Tropical Agriculture (CIAT) is presently evaluating the ERI approach with partners and communities in Uganda, Tanzania, Malawi, Zimbabwe, Kenya, Mozambique, Zambia, Rwanda, and DR Congo.

WOMEN AND POVERTY ELIMINATION:

The rural women of Assam and North east need to boost their capability of entrepreneurship. Food and Agriculture Organization, has reinforced its partnerships with UNIDO and IFAD for dealing with agribusiness and agro-industries development. The Livelihood Projects undertaken by MRDS with IFAD stands for the fact that women should be invested upon which will lead to major improvements in productivity and food security. The MRDS is implementing the project in five districts of Meghalaya, i.e. Ri-Bhoi, East Khasi Hills, Jaintia Hills, South Garo Hills and East Garo Hills. A community rises when women are provided with required land, water, education, training and finance. World Bank studies show that in many countries of sub-Saharan Africa, food production could increase by 10 to 20 per cent if women faced fewer constraints.(IFAD)

ISSN: 2249-877X Vol. 11, Issue 1, January 2021, Impact Factor: SJIF 2021= 7.642

CONCLUSION:

The main challenge that primarily rural women face in taking up entrepreneurship are educational and work background, psychological characteristics, motivation, perception, career efficacy, training and skills development, comparative earning levels, management practices, external networking, desire to succeed and other obstacles(17, Islam) The awareness level amidst rural women in Assam needs to be higher. Leaving aside thoughts of subsidies, these women have to claim the benefits that a nearby state is reaping. FAO and IFAD works with respective governments to:

-Recognize and adjust to trends in farm commercialization;

-Develop reliable farm-to-market and farm-agribusiness linkages;

-Establish roles of the public sector as service providers in marketing and business management;

-Provide the private sector essential marketing, finance, business and input supply services;

-Support producer organizations;

-Overcome constraints to participation in export and high value product market channels.

The women entrepreneurs of Assam firstly need to be organized to avail the opportunities of developing micro enterprises by following the tracks laid down by Project Shakti, Food and Agriculture Organization and International Fund for Agricultural Development. Here the question arises that how will these rural backward women know that such developments are taking place just round the corner. The reach out to these women has to be extended from educational institutions and its members like us whose mission is primarily to commit towards improving the quality of life at large - organizations and society- and to encourage entrepreneurship that will usher in as harbinger of positive change and growth.

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ISSN: 2249-877X Vol. 11, Issue 1, January 2021, Impact Factor: SJIF 2021= 7.642

South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Peer Reviewed International Journal)

DOI: 10.5958/2249-877X.2021.00005.9

STATISTICAL ANALYSIS OF FACTORS AFFECTING THE VOLUME OF GROOM PRODUCTION OF FARMS

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ABSTRACT

The article deals with the issues of agricultural reform, in particular, the sharp differences between production and other activities, the collection and processing of large amounts of statistical data for statistical analysis of agricultural production in the regions of the country.

KEYWORDS: *Agriculture, agro-industrial complex, farms, dehkan farms, land and water resources, agricultural products.*

INTRODUCTION

As a result of radical economic reforms and structural changes in the agricultural sector of the Republic of Uzbekistan, the main economic indicators of agriculture are growing steadily.

During the years of independence, great attention has been paid to increasing the volume of agricultural production, which is the mainstay of food security in our country. Therefore, comprehensive, well-thought-out work on optimizing the composition of arable land, the introduction of new and advanced technologies in production, expanding the fleet of high-efficiency and effective equipment, improving varieties and breeds of livestock, radical improvement of seed selection was carried out.

President of our country Sh. M. As Mirziyoyev noted: “First of all, it is necessary to increase the interest of farmers in land. Where there is interest and justice, there will definitely be change and growth ”[1, p. 2].

Statistical analysis of factors affecting the volume of gross output of farms represents socio-economic events and processes and their interdependence using statistical indicators. Quantities that represent the amount, scope and value of socio-economic events that occur in a particular situation are called statistical indicators. A set of quantities that describe events and processes in an integral way is called a system of statistical indicators. [4, p. 7]

Statistics uses an interconnected system of indicators to assess farm performance and to statistically analyze the factors affecting the gross output of farms.

LITERATURE REVIEW

Problems of foreign scientists in the development of theoretical, methodological and practical bases of the factors influencing the volume of gross output of farms in the regions of the Republic of Uzbekistan CIS economists Menshikov N.F., Zabeleshinsky Yu.A., Kundler P., Korenkov D.A, Zalevskiy A.A. and others. Uzbek scientists A.V.Vakhabov, Sh.Kh.Khojibakiev, N.G.Muminov, A.Abduganiev, R.A.Abdullaev, G.Kh.Qudratov, S.N.Usmanov, A.M.Juraev, R. Scientific research was conducted by H.Husanov, R. Dustmurodov, A.M.Kadirov, F.D.Dusmatov, K.A. Choriev, N.S. Khushmatov.

Despite the research work and scientific-theoretical research, in today's conditions of modernization of the economy of the Republic of Uzbekistan, the issues of statistical analysis of factors affecting the volume of gross agricultural output in the regions are not systematically covered, limited to the study of some regions.

Research methodology, analysis and results

When we make a statistical analysis of the factors affecting the volume of gross output of farms, in agricultural statistics, using the following groups of system indicators, farm activities and their results are studied:

1. Indicators of labor resources related to production and service activities:

The first group of indicators includes labor force indicators, which describe the main basis of agricultural production and services, ie the number and composition of the able-bodied rural population, as well as employment and unemployment in the economy, labor supply and use.

2. Indicators characterizing the material basis of production and services:

The second group of indicators includes indicators characterizing the material and technical base of agriculture, ie indicators reflecting the volume, structure and dynamics of fixed and working capital, as well as indicators representing the volume, structure, supply and use of agricultural land. are descriptive indicators.

3. Indicators characterizing production, service processes and their results:

The third group of indicators includes indicators that describe the process of agricultural production and the results of its maintenance, that is, indicators of crop and livestock production are fully included in this group.

Crop yields include crop areas and their components, gross yields, and crop yields.

Livestock indicators include indicators of the number (by species) of livestock and poultry, indicators of production and productivity of livestock and poultry, indicators of feed consumption in livestock and poultry.

The indicators of this group are studied by categories (categories) of manufacturers. Statistics examines agricultural output as indicators of output produced by company farms, ranches, and dehkan farms.

1. Indicators characterizing the activities of sales and processing of products:

The fourth group of indicators includes indicators related to the sale of agricultural products, indicators representing the activities of the processing and food industries.

2. Indicators of foreign economic activity:

The indicators of the fifth group include statistical indicators resulting from the economic relations of agriculture with foreign countries, ie indicators of foreign trade relations, which describe the import and export of important types of agricultural products.

3. Indicators characterizing the financial activity of producers:

The sixth group of indicators includes indicators that describe the financial performance of agricultural enterprises. That is, indicators such as the solvency of the enterprise, financial independence, self-sufficiency in working capital, receivables and payables, profit or loss from the sale of products are reflected in this group as indicators that describe financial activity.

4. Indicators describing the economic efficiency of the farm:

The seventh group includes indicators that reflect the efficiency of agricultural production, ie the efficiency of live labor costs (labor productivity, use of working time), production cost efficiency (profitability, cost recovery, cost capacity), efficiency of fixed assets (stock capacity, fund return) are indicators of economic efficiency and they are reflected in this group.

5. Indicators characterizing the living and working conditions of the rural population:

The eighth group of indicators includes indicators that reflect the working and living conditions of the rural population. These can be studied in two groups:

1) Indicators of social development of the village. These include: housing indicators; indicators of provision of the rural population with cultural, educational, health facilities; indicators of provision of modern means of communication (television, telephone, radio, etc.);

2) Indicators of living standards of the rural population. These include: indicators of nominal and real incomes of the population; indicators of population savings; indicators of expenditures of the rural population on various needs; indicators of per capita consumption of food products, indicators of provision of the population with durable goods (indicators of supply of cars, televisions, washing machines, watches, etc.) [4, p. 8].

The indicators recorded in the above groups are calculated at different levels based on the observation unit. For example, indicators of agricultural producers, indicators of agriculture and livestock, indicators of individual sectors of crop and livestock, as well as aggregate indicators of agriculture of countries and regions.

TABLE 1 INFORMATION ON THE AREA AND YIELD OF GRAIN CROPS IN THE FARMS OF AKALTIN DISTRICT OF SYRDARYA REGION

№	**Crop types**	**2018 y**		**2019 y**	
		area, hectare	**productivity, quintal / hectare**	**area, hectare**	**productivity, quintal / hectare**
		M_0	X_0	M_1	X_1

1.	Wheat	14500	23,0	12180	24,0
2.	Barley	250	20,0	320	20,0
3.	Rice	180	20,0	250	20,0
4	For corn in the corn	520	60,0	567	65,0
Total		**15450**	**24,2**	**13317**	**25,6**

Source: Syrdarya region, based on the data of Akaltin district administration.

The level of gross yield and average yield of one type of crop is affected by changes in crop composition and yield. The economic index method is used to determine this effect. It is known that the gross yield, the composition of the sown area and the general index of yield are calculated for the same crop species.

Information on the area and yield of cereals is given. We use the economic index method to analyze data on changes in grain yields and yields.

First of all, we need to calculate a separate index of productivity. To do this, we calculate the change in yield for each type of crop using the following formula:

1. Wheat $i = \frac{X_1}{X_0} = \frac{24}{23} = 1{,}043 \; or \; 104{,}3\%$
2. Barley $i = \frac{X_1}{X_0} = \frac{20}{20} = 1{,}000 \; or \; 100{,}0\%$
3. Rice $i = \frac{X_1}{X_0} = \frac{20}{20} = 1{,}000 \; or \; 100{,}0\ \%$
4. For corn in the corn $i = \frac{X_1}{X_0} = \frac{65}{60} = 1{,}083$ or $108{,}3\ \%$

Second, we use the following formula to calculate the average productivity index:

$$I_{\bar{p}r} = \frac{\overline{X}_1}{\overline{X}_0} = \frac{\sum X_1 M_1}{\sum M_1} : \frac{\sum X_0 M_0}{\sum M_0} = \frac{12180x24{,}0 + 320x20{,}0 + 250x20{,}0 + 567x65{,}0}{12180 + 320 + 250 + 567} : \frac{14500x23{,}0 + 250x20{,}0 + 180x20{,}0 + 520x60{,}0}{14500 + 250 + 180 + 520} = \frac{340575}{13317} : \frac{373300}{15450} = 1{,}058 \; or \; 105{,}8\ \%$$

This means that in 2019, compared to 2018, the average yield of grain crops increased by 5.8%.

Third, we use the following formula to calculate the absolute change in average yield:

$$\Delta_{\overline{pr}} = \overline{X}_1 - \overline{X}_0 = 25{,}57 - 24{,}16 = 1{,}41 \; quintal / hectare$$

This means that in 2019, compared to 2018, the average yield of grain crops increased by 1.41 quintal / hectare.

Including:

a) We determine the change in average yield due to changes in yield by the following formula:

$$\Delta_{\overline{pr}} = \frac{\sum X_1 M_1}{\sum M_1} - \frac{\sum X_0 M_1}{\sum M_0} = \frac{340575}{13317} - \frac{12180x23,0 + 320x20,0 + 250x20,0 + 567x60,0}{15450} = 25,57 - 21,07 = 4,5 \ quitnal / hectare$$

Thus, the average yield of cereals increased by 1.12 quintal / hectare due to changes in yield.

b) We determine the change in average yield due to changes in the composition of arable land by the following formula:

$$\Delta_{area.} = \frac{\sum X_0 M_1}{\sum M_0} - \frac{\sum X_0 M_0}{\sum M_0} = \frac{325560}{15450} - \frac{373300}{15450} = 21,07 - 24,16 = -3,09 \ quintal / hectare$$

Thus, grain crops increased by 3.09 quintal / hectare due to changes in the composition of arable land.

Fourth, we calculate the total index of gross yield using the following formula:

$$I_{gross\ product} = \frac{\sum X_1 M_1}{\sum X_0 M_0} = \frac{340575}{373300} = 0,912 \ or \ 91,2\%$$

a) To calculate the total index of average yield, we use the following formula:

$$I_{pr} = \frac{\sum X_1 M_1}{\sum X_0 M_1} = \frac{12180x24 + 320x20 + 250x20 + 567x65}{14500x24 + 250x20 + 180x20 + 520x65} = \frac{340575}{390400} = 0,872 \quad or \quad 87,2\%$$

Thus, the gross yield of cereals decreased by 12.8% due to changes in the average yield.

Fifth, we calculate the absolute change in gross yield using the following formula:

$$\Delta_{grossproduct} = \sum X_1 M_1 - \sum X_0 M_0 = 340575 - 373300 = -32725 \ quintals$$

Including:

a) We use the following formula to determine the change in gross yield due to changes in productivity:

$$\Delta_{pr} = \sum X_1 M_1 - \sum X_0 M_1 = 340575 - 325560 = 15015 \ quintals$$

b) We use the following formula to determine the change in gross yield due to changes in the composition of the crop area:

$$\Delta_{area} = \sum X_0 M_1 - \sum X_0 M_0 = 325560 - 373300 = -47740 \ quintals$$

c) We use the following formula to determine the change in gross yield due to changes in yield and crop area composition:

$$\Delta_{grossproduct} = \Delta_{pr} + \Delta_{area} = 15015 - 47740 = -32725 \ quintals$$

Based on the calculated indicators, there were certain changes in grain production in the farm in 2019 compared to 2018. Yields increased by 4.3% in wheat or 1 quintal per hectare, maize by 8.3% or more than 5 quintals per hectare, with no change in the average yield of barley and rice.

ISSN: 2249-877X Vol. 11, Issue 1, January 2021, Impact Factor: SJIF 2021= 7.642

The total yield of grain crops grown on the farm increased by 1.41 quintal / hectare, the average yield index increased by 5.8%. The factors for this increase are as follows: the average yield increased by 4.5 quintal / hectare due to changes in yield, the average yield decreased by 3.09 ts / ha due to changes in crop composition. As a result, the total absolute change in average yield was 4.5 quintal / hectare -3.09 quintal / hectare = 1.41 quintal / hectare.

The gross harvest of the farm decreased by 8.8% or -32725 quintals. The factors of decrease in gross yield are as follows: due to changes in yield, gross yield increased by 15015 quintals, due to changes in crop composition, gross yield decreased by 47740 quintals. As a result, the gross yield (15015 quintals - 47740 quintals) decreased to 32725 quintals.

In the context of modernization of the economy, the development of forms of ownership requires the development of a wide range of free producers, small businesses and entrepreneurs. Therefore, the farming movement should be at the forefront of economic structures. To this end, today it is important to ensure the competitiveness of farms and strengthen the restructuring process in their activities. It is known that the ultimate goal of economic reforms in the country is to form a developing economy based on free competition.

The volume of industrial production of small farms in the regions of the Republic of Uzbekistan is growing. The main reason for this is determined by the growing demand for industrial products. This requires determining the forecast levels of growth in gross domestic product on farms.

We determine the forecast of gross output of farms of Syrdarya region by the trend equation.

“If the absolute differences between the levels of a series (absolute increments) are an almost constant quantity (constant) or differ very little from each other, that is, if the levels change in an arithmetic progression or close to it, they can be considered as a linear function of time.

$$Y_t = a_0 + a_1 t$$

The parameters a_0 and a_1 of this straight line (unknown limits of the equation) are determined by solving a system of normal equations using the small quadratic method:

$Na_0 + a_1\sum t = \sum Y$

$a_0\sum t + a_1\sum t^2 = \sum Yt$

Where: Y - given series levels;

N- is their number;

t- is the ordinal number of the period.

$$\begin{cases} Na_0 = \Sigma У \\ a_1 \Sigma t^2 = \Sigma Уt \end{cases}$$

From: $a_0 = \frac{\Sigma У}{N} = \overline{У}$ ва $a_1 = \frac{\Sigma Уt}{\Sigma t^2}$” [5, 211 p]

TABLE 2 VOLUME AND FORECAST LEVEL OF AGRICULTURAL PRODUCTION BY FARMS OF SYRDARYA REGION

Year	Gross output of farms, mln. sum, (Y)	Conditional years, t	t^2	Yt	Y_t	Year forecasting	t	Gross output of farms, mln. sum, (Y)
2008	148936	-6	36	-893616	41391,06154	**2021**	**7**	2123268,362
2009	178182,7	-5	25	-890913,5	201535,4692	**2022**	**8**	2283412,77
2010	235773,9	-4	16	-943095,6	361679,8769	**2023**	**9**	2443557,177
2011	459079,9	-3	9	-1377239,7	521824,2846	**2024**	**10**	2603701,585
2012	700163,6	-2	4	-1400327,2	681968,6923	**2025**	**11**	2763845,993
2013	894889,7	-1	1	-894889,7	842113,1	**2026**	**12**	2923990,4
2014	968571,8	0	0	0	1002257,508	**2027**	**13**	3084134,808
2015	1106042,6	1	1	1106042,6	1162401,915	**2028**	**14**	3244279,216
2016	1387713,9	2	4	2775427,8	1322546,323	**2029**	**15**	3404423,624
2017	1562828,6	3	9	4688485,8	1482690,731	**2030**	**16**	3564568,031
2018	1861745,4	4	16	7446981,6	1642835,138			
2019	1623090,9	5	25	8115454,5	1802979,546			
2020	1902328,6	6	36	11413971,6	1963123,954			
Total	**13029347,6**	**0**	**182**	**29146282,2**	**13029347,6**			

Source: Compiled by the author on the basis of data of the State Statistics Committee of the Republic of Uzbekistan for 2008-2020.

The data obtained are mainly:

For the volume of gross output by farms of the Republic of Uzbekistan:

There are:

$$a_0 = \frac{\Sigma Y}{n} = \frac{13029347,6}{13} = 1002257,508 \text{ mln.sum}$$

$$a_1 = \frac{\Sigma Yt}{\Sigma t^2} = \frac{29146282,2}{182} = 160144,4077 \text{ mln.sum}$$

As a result of the analysis of the data, it became clear that the database used the data of statistical reports on the volume of agricultural production in 2008-2020 by farms of Syrdarya region, the results of accurate sociological research. In 2030, the volume of agricultural production by farms of Syrdarya region will reach 3564568,031 mln. soums.

In the future, there will be changes in various sectors of the economy. This also happens on the basis of farm development.

In the future, changes in the production of gross industrial output will occur as a result of demand for industry, as well as the development of small enterprises processing agricultural

ISSN: 2249-877X Vol. 11, Issue 1, January 2021, Impact Factor: SJIF 2021= 7.642

products. As a result of full coordination of trade turnover, the share of the indicator in this area will decrease.

CONCLUSIONS AND SUGGESTIONS

In short, the achievement of such indicators by farms of the republic is achieved through farming activity. The expected results are mainly due to the active development of farms. This ensures the growth dynamics of the amount of products they produce.

The economic development of the republic, economic independence, the standard of living of the people, as well as the level of employment of labor resources are associated with the development of farms. This situation is characterized by the development of the level of stimulation of economic freedom of farmers.

According to the current legislation, the powers of public authorities in the field of support of farming activities are as follows:

- monitors compliance with the legislation on guarantees of freedom of farming and the development of farming, studies existing problems and makes proposals to improve regulations aimed at strengthening the legal guarantees of farming;

-ensures the protection of the rights and legitimate interests of the subjects of farming;

- Assists farmers in free access to financial, logistical and information resources;

- Assists farmers in the sale of their products in foreign and domestic markets;

- organizes information and explanatory work among the subjects of farming, development of consulting, insurance and other services;

- Assists the subjects of farming in training, retraining and advanced training;

According to the current legislation, farms have the following rights:

- possession, use and disposal of property in accordance with the legislation;

- formation of an independent production program, selection of suppliers and consumers of their products (works, services);

- to receive an unlimited amount of income (profit) from farming and dispose of it at will;

- sale of its products (works, services), production wastes at prices and tariffs set independently based on market conditions or on a contractual basis;

- Acquisition and (or) lease of buildings, structures, equipment and other property, including through leasing;

- carrying out foreign economic activity in the prescribed manner.

When we analyze the dynamics of future growth of farm production in the regions of the country, this is due to the intensive growth of average productivity.

High growth rates of gross regional product will be ensured in the regions that effectively use the created opportunities. In particular, the expected results will be achieved by increasing the productivity of farms.

There is no doubt that the competitiveness of the national economy also depends on the high share of farms in the indicators of economic activity and its results.

Therefore, the study of the dynamics of changes in the number of production infrastructure entities led to the conclusion that their number does not allow agricultural enterprises to fully meet the demand for relevant services.

Of course, some farms have a certain level of material and technical base, and they are trying to meet the demand for various works and services at the expense of more internal resources. However, most of them do not have such an opportunity, as a result of which they are forced to use the services of farm workers (tractor drivers, fuel and fertilizer warehouses, etc.) informally (by verbal agreement), to provide services on a cash basis with owners of private equipment. The cost of services of existing service structures with a significant share of the state is high, and the work and services they perform are controlled by local governments, ie the order of use of services is determined by their instructions, the terms of contracts are secondary, resulting in lost profits and losses farms.

However, today, farms are forced to use the services of existing service structures, as the service market is still in its infancy and the creation of a healthy competitive environment has been identified as the next step in this process.

The results of the practice show that the current shortage of equipment on farms, high demand for technical services, the preservation of the monopoly position of enterprises providing such services, the share of expenditures on these services in the cost of agricultural products.

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SAJMMR

ISSN: 2249-877X Vol. 11, Issue 1, January 2021, Impact Factor: SJIF 2021= 7.642

South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Peer Reviewed International Journal)

DOI: 10.5958/2249-877X.2021.00006.0

CROWD MARKETING IN MARKETING RESEARCH

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ABSTRACT

This article describes the types of crowd marketing, its application, and explores the benefits and drawbacks of using crowd marketing. Research has concluded that careful application of crowd marketing can be effective for companies. This helps to create high quality links that are memorable for search engines. Thus, spam content decreases and the mass of quality content increases, which leads to the advertised site.

KEYWORDS: *Crowd Marketing, Social Network, Target Audience, Site, Marketing, Forum.*

INTRODUCTION

Crowd marketing is the careful analysis of the target audience for any marketing object posted on social networks, blogs, forums on a specific topic, as well as surveys and response services. That is, work is being done to promote a product or service in these various Internet communities.

The main goal of this type of marketing is to stimulate sales growth by meeting the needs of the target audience.

The goal of crowd marketing is to mass-publicize the desired object by forming a public opinion about it. The group's vendors create and manage specific tools: reviews, recommendations about goods, services, resources, and so on. The crowd-marketing method does not involve the placement of direct hyperlinks. Creating campaign motivation also includes mentioning the object of marketing.

The responsibilities of a crowded vendor include:

Ensuring increased recognition of the product or service among the target audience, developing a loyal opinion of the society (community);

Increasing the flow of potential consumers;

Improving the site;

Distribute the required information as quickly as possible to the maximum number of target groups.

What can be squeezed out of crowd marketing today: dilution of the anchor sheet; increasing brand awareness and benefits; increase in site visits; increase in sales of the company's products; improving reputation; boosting your website in search engines.

RESEARCH METHODOLOGY

The study used an analysis and synthesis method to study the application of crowd marketing and its importance for improving site performance.

Level of study of the topic

Crowd-marketing has become one of the most widely used terms in marketing research and social media in the 21st century.

For the most part, according to J. Howe, “crowdsourcing is the transfer of certain production functions to an indefinite circle of persons, the solution of socially significant tasks by volunteers” [1, 2]. Currently, businessmen are embedding crowdsourcing technologies not only in the development of medicines and the study of the human genome, which are tasks of particular importance, but also often use them to promote a product on the market in order to obtain higher profits through the formation of sustainable demand with direct participation. crowdsourcing, i.e. those who developed this product.

According to L.V. Lapidus, crowdsourcing in a broad sense is the inclusion of people ("crowds") in the process of creation, financing, production, promotion of a project / product / service on a voluntary basis in order to add consumer value and profit by generating additional demand for project / product / service or solutions of socially significant capital, labor and knowledge-intensive tasks using a crowdsourcing platform [3]. Crowdsourcing in a narrow sense can be viewed as a new type of production based on the use of collective intelligence, leading to a synergistic effect due to the transfer of a part of production operations to an unlimited in space and time "crowd" (people, volunteers), who are able to perform their assigned functions in convenient time 24/7 (24 hours 7 days a week) from around the world on the Internet.

Analysis and results

One of the most important aspects in promoting a website is the huge resources of communication. Crowdmarketing helps you get to know the “source” in no time. This helps to create high quality links that are memorable for search engines. Thus, spam content decreases and the mass of quality content increases, which leads to the advertised site.

The most important task of modern marketing is to maximize the popularity of the target object (company, brand, personality, etc.). When using mass marketing, popularity naturally increases: the number of links to a source, its link, and other useful factors increases.

However, this type of marketing is only suitable for certain sites that meet the following requirements:

• Topic - The website should be as relevant as possible to the audience and the target audience.

• Content - Similarity is important as in the first paragraph.

• Regionalization - the more random and general marketing object (selling it, the site it serves), the more successful the result.

Thus, a company can confidently take advantage of crowd marketing with the low popularity of a brand or product. This will help to rectify the situation and engage your audience.

But can everyone benefit from crowd marketing? The fact is that crowded marketing has a number of limitations, as well as ways to increase its popularity. Even too many comments, responses, and comments may not help start a mass chain reaction. Consumers need to engage in live chat, discussion. Only then can we say that the plan worked.

A great example of crossfunding marketing at work is PR conversations about a new brand or product. After that, well-written reviews will start to be commented on by other customers / clients.

When marketers work with a reputable company that has a certain reputation, it is important to direct user conversations correctly.

Crowd engagement techniques also help you find your target audience by visiting various thematic sites, forums, social networks, and more.

Since the advent of the Internet, practitioners have followed the path of transferring the most advanced marketing tools of the e-economy and have proven the effectiveness of introducing new business technologies that lead to cost savings. All this made it possible to use crowdsourcing and crowdfunding technologies as innovative marketing tools for promoting projects, goods and services on the Internet. Companies from Wikipedia, Linux, Procter & Gamble, BBC, Nike, Best Buy, DuPont, MySpace, Starbucks, and others are successfully embedding crowdsourcing technologies in their business models. Popular specialized crowdsourcing platforms include YourEncore, InnoCentive, eBird, Flickr photo service, YouTube video hosting service, iStockphoto, Austrosurf.com and others. Thus, "all changes, updates and improvements made to the program are in the public domain and are free for all members of the Linux network. Hundreds of global companies like Google, IBM, US Postal Service and Conoco have joined the open Linux network and become part of an ever-expanding community of programmers and users "[4].

Types of crowd marketing platforms include:

1. Browse sites

The resources are very similar to the electronic version of the official complaint books, as well as the offers available in every company, store, organization. Many users are constantly looking for relevant information there.

The most popular representatives of such sites can be found on the first page of the search engine. Usually they don't have a clear topic because everything is discussed. But you can look for more narrowly focused reviews (e.g. cosmetics, various entertainment venues, tourism, etc.).

Each source has its drawbacks. Including:

• Thorough and lengthy review of publications. Moderation is required. If the moderator is reluctant to skip your comment, you may not expect a response at all.

• Comments should be sent from different IP addresses because this factor is tracked and messages from the same addresses are simply deleted.

A few tips:

• More information and awareness - Create comments of at least 1000 characters.

• Feedback should be as natural as possible. Key phrases or injustices (absolutely free, opportunity helps to find a company, etc.) attract the public.

• Not to think outside your head - take real gratitude or customer feedback as a basis

2. Thematic forums

Forums are a treasure trove of interested users. Here they share their problems, ask for advice, and simply find like-minded people. Therefore, qualified crowdmarketing will help to increase the traffic from these sites in a decent way. To quickly find the forum of the desired topic, you need to enter the most popular keywords and phrases in the search. Disadvantages:

• Communication on such sites is dynamic and active - affiliates are constantly changing in popularity, and sometimes it's hard to find your own topic where discussions are intense.

• Advertising messages or inappropriate comments will be removed immediately.

The forum is usually harsh and aggressive towards inaccuracies, mistakes or ignorance. With the slightest deviation, the reaction may be reversed.

What to do?

• Just look for forums that are active, constantly updated - ideally, the last comment was left at least a month ago.

• To write a review, you must use a long-registered, all-round active profile.

• If you have questions or other comments on your thoughts, be sure to answer and continue the conversation.

You just have to write on the topic, without rhetoric and spam.

3. Social networks

Large teams are always filled with a variety of information. You can find absolutely everything here.

It's very easy: we focus on searching for the question you want and get similar comments, comments, and answers. In such discussions, you should leave information about yourself, your product, or your company.

The second effective tool when working with social networks is a special program or online service that selects the desired application, city and key phrases. This is called analysis. One of the most popular services is calledLeedscaner.

Disadvantages:

• The profile sent in the comments must be genuine, not fake.

• If there are spam messages, you can get a ban from the group administrator or block the account.

Good to know:

• Before you start an ad group with a new account in the social community, don’t forget to start filling it out. Maximize the page with photos, videos, friends, subscribers and more.

• Try not to advertise directly.

4. Questions and Answers Services

Question and answer platforms are a great opportunity in crowdmarketing. The most popular sources today are: toaster, replies by mail, and more.

Disadvantages:

• When you post links to third-party sources, they can only be deleted by leaving a response or question.

• Create well-focused topics. Often it's hard to ask any question because "How or where to buy?" It's easier to write.

Good to know:

• Debates should be provoked. Add conflicting but not negative information.

• To do better, you don’t just need to advertise, you need a life situation that can happen to everyone. Such problems attract more people.

• You need to have multiple active profiles to advertise well using the Q&A service.

5. Feedback Services (recalls)

Don’t forget about the collections of all the companies, stores and other organizations. In electronic form, you can not only find interesting topics, but also read or write comments. Mentioning your object is a great opportunity to achieve the desired result.

Disadvantages:

• To retrieve your personal page from the directory, you must fill in the OGRN fields and provide your phone number. You may be called back later to clarify some questions.

• Not all topics are covered in the manual.

• Messages can be moderated for a very long time - from one business week to a whole month.

How to proceed?

• The more details in the app, the better and fewer the problems in the future.

• It is better to immediately identify your preferences and undoubted advantages.

• Make sure you put links not only to your site but also to social media pages.

3. Common markets

There are resources that compile price lists that provide users with a perfect comparative picture of the prices of different goods in their cities and in different stores, and price lists that show the names of the sites. The most popular such site is Yandex.Market.

Convenience has the ability to place detailed comments in the first places of search results as well. Such sites will undoubtedly be especially useful in online stores of various goods.

Disadvantages:

• Brand aggregators place high demands on selected organizations.

• You must fill out a large amount of legal information before you can register.

• You can upload your price list only in a certain format - YML format.

How to increase efficiency?

• Follow all requirements and use the source's recommendations, as well as develop a price list technically.

• Make sure you use multiple IP addresses, not just one, when exiting comments. Otherwise, the comments simply won't add up.

CONCLUSION AND RECOMMENDATIONS

Using crowd marketing in the following is not always successful:

Projects with a narrow regional targeting: for example, a hairdresser in a small town, where flyers will work better. As a rule, in small cities there are online communities, and in them it is enough to create your own branch as a representative office, but there is no space for the development of a crowd marketing campaign there.

Some B2B companies with a very high bill or very narrow niche. For example, the sale of large industrial equipment, the sale of agricultural machinery (combines).

Situational services: breaking locks, calling a tow truck, emergency services. In such niches, most likely, a person will follow the first link from contextual advertising or from the TOP-3 search results and will not read the recommendations in the comments.

The use of crowd marketing should be as competent and careful as possible. The crowd is really interesting only in a number of niches with a large share of cold demand. When a decision is made not "here and now", but on the basis of some research on the topic.

The main tasks that can be solved using crowd marketing are:

stimulation and formation of demand;

increasing the level of trust in the company.

In order to achieve good results and really increase the popularity of a brand or product, as well as attract a target audience, you need to do crowd funding on a regular basis. In order to maintain a high reputation, the public interest must be constantly enhanced. Craudmarketing can lead to great results when done responsibly.

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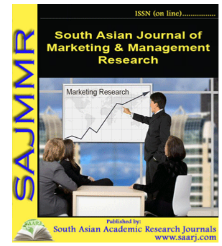
SAJMMR

ISSN: 2249-877X Vol. 11, Issue 1, January 2021, Impact Factor: SJIF 2021= 7.642

South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Peer Reviewed International Journal)



DOI: 10.5958/2249-877X.2021.00007.2

THE MAIN FEATURES OF SOCIAL PROTECTION

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ABSTRACT

The article looks at the concept of social protection schemes are important tools to reduce poverty and inequality. They do not only help to prevent individuals and their families from falling or remaining in poverty, they also contribute to economic growth by raising labour productivity and enhancing social stability. Having done an extensive analysis of the research materials, the author makes a conclusion about the urgency strengthening measures for social protection of the population in order to avoid further economic recession.

KEYWORDS: *Globalization Processes, International Associations, Global Financial And Economic Crisis, Government Spending, Social Assistance, Rural Population, A Layer Of The Disabled Population, Key Indicator Of Economic Development, Consumer Protection, Consumer Society, Living Standards Of The Population.*

INTRODUCTION

The expansion of globalization processes will lead to further improvement of economic relations between the countries of the world. In particular, as a result of globalization there will be the formation and expansion of transnational corporations, their various forms of international associations, a relatively high level of international production cooperation and division of labor, further strengthening of international economic organizations. In general, the processes of globalization are a qualitative stage in the development of the world economy as a whole economic system, opening up new opportunities. However, it would not be right to absolute the process of globalization and look at it one-sidedly.

At the same time, the following negative factors, mainly observed in the leading developed countries, are also the main causes of the financial crisis:

- As a result of irrational monetary policy, as well as the chronic low maintenance of the refinancing rate, debt has become a habit and a daily occurrence;

- A sharp violation of the balance between the obligations of financial institutions and the authorized capital;

- Issuance of false conclusions by securities rating agencies; - violation of the principles of financial audit and professional ethics and submission of false audit conclusions;

- The method of financial incentives is based on quantitative rather than qualitative indicators;

- Formation of high-risk and complex derivative securities, etc.

It should be noted that the financial and economic crisis of this period was exacerbated by inflation, the collapse of a number of banks and financial institutions, unemployment, declining production and other factors. It is obvious that the peculiarity of the current global financial crisis is that it has moved from the financial sector of the economy to the real sector.

Main part

The global financial and economic crisis has necessitated radical reforms in the financial systems of most developed countries. Accordingly, the U.S. and EU countries began to buy shares of major commercial banks and provide them with liquid assets at the expense of budget funds in order to save their banking systems from the crisis.

EU countries have agreed to use a system of state guarantees for loans from commercial banks to overcome the crisis. In this case, the guarantees were provided on interbank loans for a period of 5 years, and the government supported them by purchasing preferred shares of banks.

During the global financial and economic crisis, social protection was implemented in two stages. In the first phase, measures aimed at expansion and financial incentives were implemented. After the crisis of 2008-2009, most governments in various s countries immediately increased public spending on social protection to sustain population growth, protect against the negative effects of food and fuel shortages, and financial shocks. In total, 145 countries increased government spending in the first phase of the crisis. At least 48 states have adopted financial incentive packages totaling $ 2.4 trillion, about a quarter of which has been spent on social protection measures.

In the second phase of the global crisis, social protection was implemented on the basis of financial consolidation. (2010 and later). As the crisis entered its second phase in 2010, growing concerns about public debt and budget deficits led governments to abandon financial incentives and implement fiscal consolidation measures. According to the IMF's government spending forecasts in the World Economic Outlook Database (October 2013), 106 of the 181 countries where the data are available will begin cutting government spending in 2010. It should be noted that this trend has been observed among countries with different income levels. In particular, government spending cuts in 2010 affected 13 low-income countries, 28 middle-income countries, 33 medium-income countries, and 32 high-income countries. The IMF's final forecast is that 82 developing countries and 40 high-income countries are expected to cut government spending in 2014.

The IMF's fiscal data show that the cuts in terms of real spending growth peaked in 2011, when more than 60 countries made cuts, but since then, spending has fallen since 2012. However, this trend is more common in developing countries than in high-income countries. Compared to the pre-crisis period of 2013-2015, a large number of states have drastically reduced their budgets, which is understood as a reduction in government spending below pre-crisis levels. In terms of GDP, the analysis of planned expenditures shows that in 2013-2015, governments in 37 countries (one-fifth of all countries) had excessive budget cuts. These countries include Sudan, Iraq, Guinea-Bissau, Yemen, Sri Lanka, Ethiopia, Madagascar, Jamaica, Kazakhstan, Botswana, Cape Verde, Turkmenistan, Burundi, and Lebanon.

With a comprehensive and serious assessment of the impact of this process on the stability of the economy and the well-being of the population, the "Anti-Crisis Program for 2009-2012" will remain”.

In essence, these measures reflect the content of the Anti-Crisis Program, the consistent and full implementation of which will reduce the impact of the global financial crisis on the economy of our country and create favorable conditions and opportunities for sustainable development.

At the solemn meeting dedicated to the 16th anniversary of the adoption of the Constitution of the Republic of Uzbekistan on December 5, 2008, 2009 was declared the Year of Rural Development and Prosperity. The following main directions of development and welfare in the village have been identified:

- Improving living standards in rural areas;

- strengthening the legal framework aimed at more fully ensuring the interests of the rural population;

- Further development of infrastructure in rural areas;

- raising the level and culture of rural life to a new level;

- Employment of the rural population, especially young people, increase of income and welfare of the people;

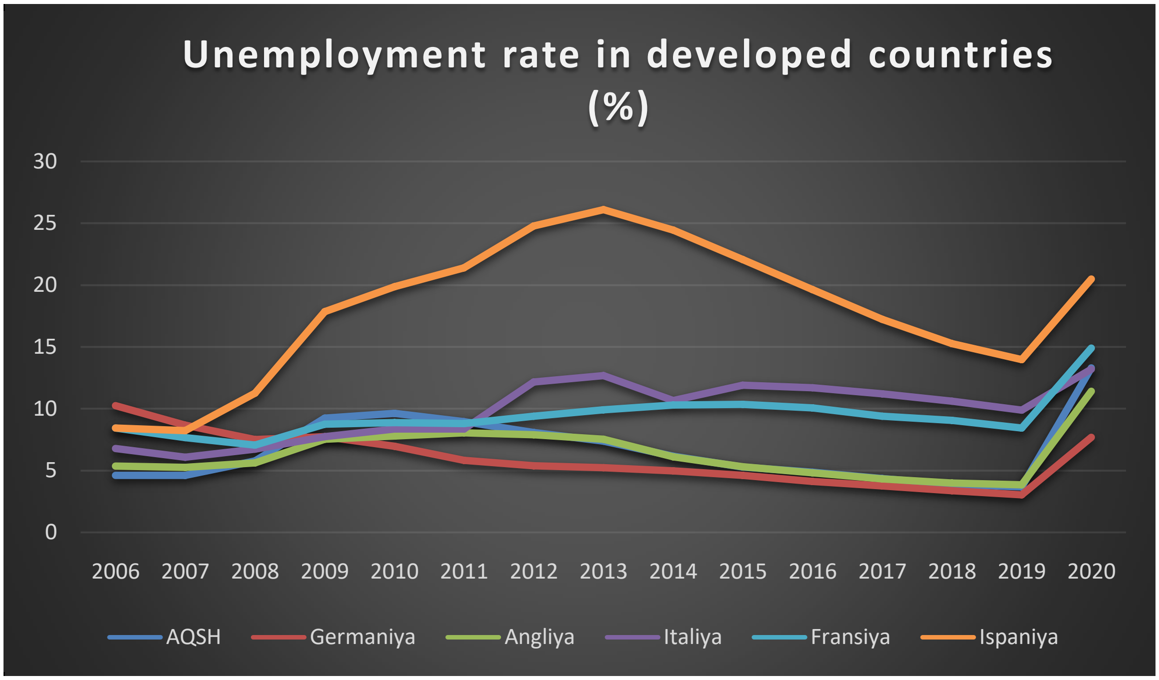
- deepening of agricultural reforms, support of the farming movement;

- Protection of property relations emerging in the village, the interests of the new middle class - landowners, entrepreneurs and business people;

- Continuous increase of soil fertility, improvement of land reclamation.

It is known that at the end of 2019, the coronovirus pandemic spread around the world and had a serious impact on the socio-economic situation of the countries. As a result, the number of patients in many countries has been steadily rising, leading to declining living conditions.

The Kovid 19 pandemic, or MERS SoV, actually started in the Middle East and began to spread to South Korea. Since no vaccine has yet been developed in the initial period, the number of deaths in these countries has been increasing.



From the above data, it can be seen that the level of unemployment varies from country to country. Even the global financial and economic crisis, which peaked in 2006 and 2008, has had a significant impact on unemployment in the above-mentioned countries. This is due to the fact that the emergence of the crisis has affected the growth of the level of insecurity, which depends on the economic problems and the importance of the sector in which each country's economy is problematic. According to a recent report by the U.S. Department of Labor, the country's economy lost 20.5 million jobs in April, bringing the total unemployment rate to 14.7 percent. This, in turn, is the highest since the Great Depression of the 1930s. According to the data, the unemployment rate in Germany. In the second wave of the Kovid-19 pandemic, the number of cases was high, but the number of deaths decreased.

The Kovid 19 pandemic, or MERS CoV, actually started in the Middle East and began to spread to South Korea. Since no vaccine has yet been developed in the initial period, the number of deaths in these countries has been increasing.

According to Johns Hopkins University (USA), the number of people infected with COVID-19 in the United States has exceeded 10.1 million. The number of people infected in the country has increased by 119.9 thousand in the last day. The main sources of infection in the United States are Texas, California and Florida. To date, more than 238,000 people have died from COVID-19 complications across the country. The number of patients is also growing in India (8.59 million) and Brazil (5.67 million). the number increased by 495,000. Earlier, the number of infected people worldwide exceeded 50 million.

On March 11, 2020, the World Health Organization announced that the Savid-19 pandemic had spread around the world. The pandemic has had a major impact on international trade as well as the global economy.

Some of Germany's largest trading partners have been hit hard. Foreign trade relations are a key indicator of economic development. The German economy is export-based, which is why it is dependent on exports. But imports also play an important role in the German economy to improve the level of internationalization of products in the market.

In Sweden, as in the other Scandinavian countries, social protection is a right for all citizens and everybody is entitled to the same basic amount when faced with a "risk", such as sickness, work injuries or old-age. Persons in paid employment, moreover, may receive supplementary benefits through occupational schemes. The Swedish social security system is also characterised by its comparatively high level of compensation and by the fact that the payment of benefits is not in general means-tested. The Swedish system of social protection is rather costly with spending amounting to about 40% of GDP in 1992, while the EU average was 27.1% of GDP. It is important to note, however, that differences between the countries' systems of social protection make comparisons difficult. Two factors in particular make the Swedish system appear relatively more expensive: many services, such as health care, are provided directly by the public authorities whereas in other countries more services may be provided by private institutions. Moreover, in Sweden, most income transfers and benefits are subject to income taxation, which result in the payment of higher amounts than if no income taxation is to be paid by the recipient. With the economic crisis of the 1990s, the high level of expenditure on social protection became the focus of attention, and reforms have been implemented to cut back expenses. One of the basic problems is the indexation, whereby benefits are increased in accordance with inflation, regardless of the state of economy. During times of economic crisis in particular, indexation puts a strain on the economy as expenses constitute a larger percentage of the GDP. In order to reduce social insurance costs, the old-age pensions scheme will be changed so that pensions are index linked to the economic growth rate instead of to the inflation rate. The changes and proposed changes of the social insurance schemes will be dealt with in more detail below.

It should be noted that Sweden, as a member of the European Union, is subject to the rules prohibiting discrimination on grounds of nationality and to the provisions co-coordinating social insurance for migrants. Therefore, certain requirements in Swedish social legislation, such as citizenship or residence, have been subject to modifications in respect of EU citizens living in Sweden.

Sweden has a relatively high percentage of pensioners compared to the other Nordic countries; 18.1% of the population are old age pensioners, while in Denmark, Finland, Iceland and Norway the figures are 13.9%, 15.3%, 9.8%, and 14.5% respectively(118). At the same time Swedish pension benefits are comparatively generous; on average the old-age pension replaces around 65% of previous income, a replacement rate surpassed only by Germany with a rate of 73%. In comparison the income replacement rate for old-age pensions was 59% in Denmark, 50% in the Netherlands, and 47% in the United Kingdom.

The National Supplementary Pension (ATP) was introduced in 1960 and has become the more important of the two pension plans. The size of the ATP depends on years worked and income earned. For a person who has worked for at least 30 years, the pension will amount to 60% of the average pensionable income, calculated as income earned in the 15 years with highest income. The maximum annual pension in 1996 was SEK 138,356. The ATP plan is financed through contributions paid by employers and self-employed persons of 13% of earned income without any upper limit.

A pension supplement is payable to persons who either do not receive any ATP or who are only entitled to a low pension. This pension, which amounts to SEK 19,689 per year (ECU 2,356) ensures that everyone receives a guaranteed minimum pension, composed of the basic pension and pension supplement, amounting to SEK 53,746 (ECU 6,431) per year for a single person with a full earning period, drawing pension from the age of 65.There are four main schemes arranged by collective bargaining. One is for persons employed by the central government, one for employees of the local government (counties, municipalities and parishes), one for blue-collar workers in the private sector, and one for white-collar workers in the private sector. The purpose of the schemes is to increase the income replacement rate for most workers to 75% of final salary. Earnings above the ATP-ceiling are covered, except in the pension system for blue-collar workers. However, a decision was taken in 1996 to switch to a defined contribution system without a ceiling.

The impact of the Korona pandemic on the Chinese economy has drawn public attention to Germany’s trade relations with the People’s Republic of China. It is of great importance when it comes to imports from Chinese manufacturers and consumer goods. It was the country that imported the most goods in 2019. In terms of total foreign trade volume, China has been Germany’s most important trading partner for four years. In 2019 and earlier, the most important direction of German exports will be the United States, which, like China, is one of the countries most affected by the pandemic.

RESULTS AND DISCUSSIONS

Given that the first wave turned into a real tsunami, killing three and a half million people in three months (April to June) and even ruining the health care system of developed countries, the impact of the first wave on the world was greater than the second.

Prior to the start of the second wave, states had fully studied the disease and were preparing for a wave that was likely to start again. In the United Kingdom, for example, the Svetafor system has been developed, according to which public areas are divided into three groups according to the degree of risk of coronavirus disease, and separate quarantine restrictions have been developed for each group. In short, as the world prepared for the second pandemic, the first wave was the cause of all the great changes in the world.

The global recession was also caused by the first wave and the strong quarantine against it and the decline in human consumption. This situation not only affected the economic situation inside the country, but also the external economic relations as the borders between the countries were closed. Import and export ties between the countries have sharply shrunk. World GDP fell by 4.9%, while trade fell by 11%.

Australia's pension system is doing well. In addition to pensions, retirees receive benefits for transportation, medical and social services. The pension is calculated on the basis of the pensioner's income and property. In old age, a person receives a pension from his / her advance payments after the age of 65.

Argentina has reported 3,352 deaths from the coronavirus. As a result, almost 9,000 deaths from coronavirus were recorded in the world in one day - a bureaucratic index. Such information is published on the website Worldmeters.info. There are more than three deaths a day in one country, which is three times more than in India or the United States. Certainly not in the sharp decline of my speech, but in the disclosure of information to the government about unforeseen circumstances. Thus, the jump does not reflect the real picture, either in Argentina or in the world. However, the situation in Argentina is even more alarming: a total of 765,000 cases of coronavirus have been reported, including 14,000 in recent days and more than 20,000 in the pandemic.

The epidemiological situation in India is constantly deteriorating: more than 82,000 new cases per day. The total number of Kovid-19 victims in the country is approaching 100,000. In total, more than 34 million cases of coronavirus have been reported worldwide, 25 million people have been cured and more than a million have died.

The pandemic caused by SOVID-19 has had many negative consequences, especially for the economies of developed countries. Europe is one of the worst-hit regions in the world as a result of the ongoing pandemic.

The countries that are members of the European Union, ie the countries that have a single currency in the region, are expected to recover from the recession, based on the share of real GDP from 1974 to 2022. I can say that the data shown in the graph show that the return to pre-recession levels of economic activity is expected in the long run, compared with the decline in the majority of the region.

CONCLUSION

As an exception, it is necessary to pay attention to the global financial crisis of 2008-2009, and then to the fact that economic growth has slowed down, and it should be noted that, according to the schedule, the decline in 2011-2013 began before the decline in income. The chart shows that there will be a sharp decline in the first quarter of 2020, and that the next quarter will see a gradual slowdown, and by the end of 2022, it is possible to predict the growth of the recession.

In conclusion, the focus on the human factor affects not only the economy, but also the smallest elements in the system of governance of societies and states. The system of social protection of the population of economically developed countries has its own characteristics. Their level of development is characterized by the living conditions of the population, the provision of social security for each segment of the population, the working conditions of the population. The state social protection system is well developed in the countries of Northern Europe, especially in Sweden. Most of the programs developed in this country are related to the topic of social protection, and the state is the main reformer in their implementation. All of the population, especially the able-bodied, are strongly socially protected. Sweden is one of the first countries in the world in terms of pensions, stipends and salaries. In Northern European countries, the concept of social funds is widely promoted, with contributions mainly paid by businesses or the population.

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SAJMMR

ISSN: 2249-877X Vol. 11, Issue 1, January 2021, Impact Factor: SJIF 2021= 7.642

South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Peer Reviewed International Journal)

DOI: 10.5958/2249-877X.2021.00004.7

IMPROVING OF THEORETICAL AND METHODOLOGICAL BASICS OF MANAGERIAL ACCOUNTING AT TELECOMMUNICATIONS SERVICE ENTERPRISES IN THE REPUBLIC OF UZBEKISTAN

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ABSTRACT

This article examines the current development of the theoretical and methodological foundations of management accounting at enterprises in the service sector in the field of telecommunications in the Republic of Uzbekistan. In particular, we study theoretical and organizational and methodological provisions for adapting cost accounting tools and calculating the cost of products and services to the organizational and technological features of organizations in the field of Internet technologies, as well as developing a methodology for calculating the cost of products and services goal-costing, target-costing, kaizen costing, ABC (Activity-Based Costing).

KEYWORDS: *Telecommunications, Business Processes, Telecommunications Services, Management Accounting, Goal-Costing, ABC (Activity-Based Costing)*

1. INTRODUCTION

Digitalization of the economy requires the introduction of innovative telecommunications technologies, electronic platforms that contribute to the provision of a unified information system.

In the context of the pandemic, the telecommunications and services sector is becoming even more relevant. Due to the quarantine, the transition to online mode in all sectors of the economy, the demand for telecommunications services increases in a natural order.

The number of different services in the telecommunications market is growing day by day.

In the Republic of Uzbekistan, the market of telecommunications services is being improved in accordance with the requirements and standards of the world community.

Intensive work is being carried out in the country to introduce new mechanisms for dialogue between state bodies and the population, and to develop modern information technology and communication, and create a unified system of electronic public services. In order to eliminate systemic problems and shortcomings in the process of managing and introducing information technologies and communications in the country, the relevant Decrees and Resolutions of the President of the Republic of Uzbekistan have been adopted.

In particular, the Decree of the President of the Republic of Uzbekistan “On measures for further improvement of the sphere of information technologies and communications” dated February 19, 2018, No. UP-5349 defines important tasks in order to solve some of the following problems:

– first, the telecommunications infrastructure is not sufficiently developed, remote settlements of the country are not provided with telecommunications networks, the quality of mobile communications and the Internet does not meet the needs of the population;
– second, due to the ineffective implementation of a unified technological approach in the implementation of information technologies and communications in the public administration system, departmental information systems and resources are introduced fragmentarily, which complicates the process of their integration into a single information space;
– third, due attention is not paid to the introduction of integrated trading and marketing platforms, online stores, payment systems, as well as logistics systems in e-commerce, which becomes one of the reasons for holding back the development of the economy and entrepreneurship, attracting foreign investment;
– fourth, the weak organization of work to ensure information security and information protection in state information systems and resources increases the possibility of unauthorized access to information, violation of the integrity and confidentiality of databases;
– fifth, the heads of most state bodies and organizations do not pay enough attention to the implementation of projects for informatization and the introduction of modern information technologies and communications aimed at improving the quality and efficiency of services provided to the population, eradicating bureaucratic procedures, and reducing paperwork;
– sixth, effective measures are not taken to modernize postal services and the logistics system, introduce qualitatively new methods of work for the national postal operator and increase the prestige of its activities in the market;
– Seventh, the existing system of training, retraining and advanced training of personnel in the field of information technologies and communications does not take into account the rapid pace of development of information technologies, and also does not allow for an effective dialogue with leading educational institutions of foreign countries on the introduction of advanced training methods;
– Eighth, there is no systematic work on in-depth study and implementation of the experience of countries that have significantly advanced in the development of e-government, e-commerce, and the system of providing electronic public services, their transparency and openness, as well as telecommunications infrastructure. (Decree, 2018).

In addition, the application of proven management accounting methods in the field of information technology and communication is one of the most relevant issues.

2. LITERATURE REVIEW

The problems of developing the theoretical and methodological foundations of management accounting of telecommunications organizations ' services are studied in the works of scientists such as O. Fetisov, E. Gibelnev, T. Cheremushnikov, Anis Ali, Mohammad Imdadul Haque, Maria João Major, Joseph Mbawuni, Anderson Ronald Anertey, etc.

O. Fetisov (2015) in his dissertation research was to substantiate the theoretical and methodological provisions for the adaptation of the tools of cost accounting and costing of products and services to the organizational and technological features of organizations in the field of Internet technologies, and in developing methods of costing products and services to the target cost calculation for this field.

E. Gibelneva (2016) developed theoretical and organizational-methodological provisions of management accounting of expenses, adapted to the activities of telecommunications companies, which are essential for the development of the theory and methodology of accounting.

T. Cheremushnikova (2014) studied the formation of key performance indicators of business processes of telecommunications companies in management accounting.

In her research, she developed scientific proposals for the use of financial responsibility centers in the implementation of core activities. It has also developed a balanced scorecard of strategic performance indicators for telecommunications companies.

Foreign scientists Anis Ali, Mohammad Imdadul Haque (2017) in their research analyzed the internal and external analysis of the telecommunications sector in Saudi Arabia.

Maria João Major (2013) in his research considered the application of the ABC (Activity-Based Costing) method on the example of European telecommunications companies.

Ghanaian researchers Joseph Mbawuni, Anderson Ronald Anertey (2014) examined management accounting practices in the telecommunications service sector in Ghana.

3. RESEARCH METHODOLOGY

In the course of the study, scientific methods were used such as observation, classification, data comparison and scientific developments of scientists devoted to disclosing the essence and significance of the issues, the development of theoretical and methodological foundations of management accounting of services of organizations in the telecommunications sector.

4. Analysis and discussion of the results.

The throughput of the external Internet channel of Uzbekistan was increased at the end of 2018 by 10 times and today it is 1200 Gbps. This is currently enough to meet the needs of all providers and operators in Uzbekistan.

During 2019, tariffs for an external channel for operators and providers connected to the International Packet Switching Center were reduced from 85 thousand UZS to 70 thousand UZS per 1 Mbps (a decrease of 17%). Additionally, from January 1, 2020, tariffs are expected to decrease to 56 thousand UZS per 1 Mbps (a 20% decrease).

All this led to the fact that tariffs for Internet services in Uzbekistan were reduced by an average of 4 times, and the speed, in particular, of the wired Internet, almost doubled in general for all users of Uzbekistan.

At the moment, the fastest tariff plan of JSC "Uzbektelecom" for Internet services for the population is a tariff plan with a speed of 100 Mbit/s. For comparison, a year ago, the fastest tariff provided a speed of no more than 20 Mbit / s, while the cost during the year was reduced by more than 3.5 times.

In 2019, a lot of work was done to modernize and expand the network of the “Uzmobile” branch of “Uzbektelecom” JSC. During 2019, more than 3751 base stations were put into operation, of which 2085 were launched in rural areas. As a result, the quality of the services provided was improved and the coverage area expanded.

The expansion of the roaming geography continues, only in 2019, services were launched into commercial operation with 25 telecom operators. As a result of the work done, the mobile subscriber base has reached 5 million people.

In order to improve the quality of services and increase the speed of access to the Internet, the following projects are planned for 2020 in the future:

- modernization of more than 3 thousand base stations of mobile communications using 3G / 4G technologies, as well as expanding to more than 700 base stations of mobile communications using 3G / 4G technologies;

- Expansion of the broadband access network by more than 1 million ports using FTTx / GPON technology;

- expansion of the transmission capacity of the backbone network up to 4 times, to regional centers up to 400 Gbps, to regional centers up to 40 Gbps.

- Creation and expansion of data storage and processing center.

5. CONCLUSIONS AND SUGGESTIONS

The author has developed and proposed the following conclusions and scientific proposals on the results of the study of the development of theoretical and methodological foundations of management accounting of services of organizations in the field of telecommunications:

1. Ensuring the stability of the development of telecommunications companies in fierce competition, should expand the range of new high-quality innovative communications and telecommunications services. At the same time, it is required to minimize costs by optimizing internal processes and reducing costs. To solve this problem, the organization of management accounting for business processes in telecommunications companies follows.

2. We propose a procedure for recognizing revenue from the sale of products and services in the field of Internet technologies based on the approaches set out in the new standard under IFRS 15 “Revenue from Contracts with Customers”.

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SAJMMR

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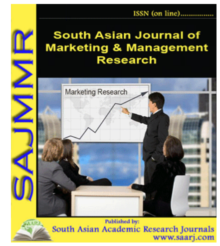
South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Peer Reviewed International Journal)



DOI: 10.5958/2249-877X.2021.00009.6

DIGITAL ECONOMY WITHIN THE CONCEPT OF SUSTAINABLE DEVELOPMENT OF THE STATE

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ABSTRACT

This article analyzes various aspects of digitalization, as well as the conditions and prospects for the development of the digital economy in the Republic of Uzbekistan. A person will become different, which will entail a transformation of social relations. The further penetration of digital technologies into life is one of the characteristic features of the future world. This leads to the fact that poor Internet and mobile services slow digital economic growth and widen the digital divide. Compared to the average for the CIS, in 2019 the average Internet speed (mobile and fixed broadband) in Uzbekistan was about half as much. Thus, we can say that information technology is the main engine of the world economy. The digital economy can bring tremendous benefits, so it is important to realize that in order for the economy to grow, an adequate digitalization policy is needed, which can ensure the adequate implementation of digital transformation.

KEYWORDS: *E-Government, Digital Economy, Credit, E-Commerce, Globalization.*

INTRODUCTION

The world is changing before our eyes. In a post-industrial society (with the transition to the sixth technological order) digital technologies are gradually becoming an integral part of every area of everyday life. In the modern world, the management of any system without the widespread use of information and computer support cannot be called effective. Over the past twenty years, information networks such as the Internet have taken hold not only in private communications - they have become one of the main modes of corporate and regional communication. In our time, it is difficult to imagine the functioning of all spheres of life without the help of electronic, computer, network and many other important automated technologies. From communication and purchasing to the production of goods and the independent work of the company, everything is moving into a digital environment. Humanity has entered an era of global changes. In the near future, the main spheres of his life will receive a new form and content - economics and management, science and security. A person will become different, which will entail a transformation of social relations. The further penetration of digital technologies into life is one of the characteristic features of the future world. This is due to advances in the fields of microelectronics, information technology and telecommunications.

THE MAIN FINDINGS AND RESULTS

At present, basic programmatic and strategic documents have been adopted that determine the directions for the development of the digital economy and the development of the information society in the Republic of Uzbekistan. 2020 was declared the Year of Development of Science, Education and the Digital Economy. During his message to parliament on January 24, President ***Shavkat Mirziyoev*** noted that in 2020 the country should make a radical turn in the development of the digital economy: "*First of all, it is necessary to completely digitalize the spheres of construction, energy, agriculture and water management, transport, geology, health care, education, cadastral and archival affairs*", the head of state said. At the same time, it is necessary to critically review the "***Electronic government***" system, programs and projects implemented within its framework, to comprehensively solve all organizational and institutional issues, he continued. "*We must create conditions for talented guys interested in IT, because if we don't, they will go to other countries. We launched a program to train 1 million programmers. This will bring great results in the coming years*," the president said. *Taking into account all these tasks, we need to complete the development of the "**Digital Uzbekistan - 2030**" program within two months. In the future, to coordinate this work on a systematic basis, separate positions of the Deputy Prime Minister, deputy heads of ministries and departments, and local authorities will be introduced. It is advisable for the Parliament to regularly hear reports from the Government, heads of industries and regions on the ongoing work on the development of science, education and the digital economy"* [1].

The world is constantly changing, and today one of the main drivers of change is digital transformation. People are increasingly using the latest technology to carry out and improve their activities. The global economy is also undergoing digital transformation at breakneck speed. The digital economy can be defined as the economic activity driven by the billions of daily online connections between people, businesses, devices, data and processes. The backbone of the digital economy is the ever-growing interconnections between people, organizations and technologies that are the result of information and communication technologies.

Thomas Mesenburg identified three main components of the concept of "Digital Economy" [4]:

• Infrastructure for e-business - hardware, software, telecommunications, networks, human capital.

• Electronic business - a model in which business processes, information exchange and commercial transactions are automated using information systems, where the main business processes are transformed with continuous optimization of products, services and production links.

ISSN: 2249-877X Vol. 11, Issue 1, January 2021, Impact Factor: SJIF 2021= 7.642

• E-commerce is a sphere that includes all financial and commercial transactions that are carried out using computer networks and the business processes associated with these transactions. It implies the expansion of the channels for the supply and sale of products by the enterprise, while the offline business is the leading one.

Electronic business implies a broader concept, and is defined as any business activity that uses the global information network to transform external and internal communications in order to create profit. It includes the internal organization of companies based on a single information network, external interaction with customers, suppliers and partners, conducting market research, distributing products, managing delivery, organizing virtual enterprises - groups of specialists or independent companies for joint business activities, etc. E-commerce is an integral part of e-business, limited to transactions such as the provision of services or the sale of goods using electronic systems, which allows you to respond faster to customer requests and expectations and to communicate more effectively with suppliers (Figure 1).

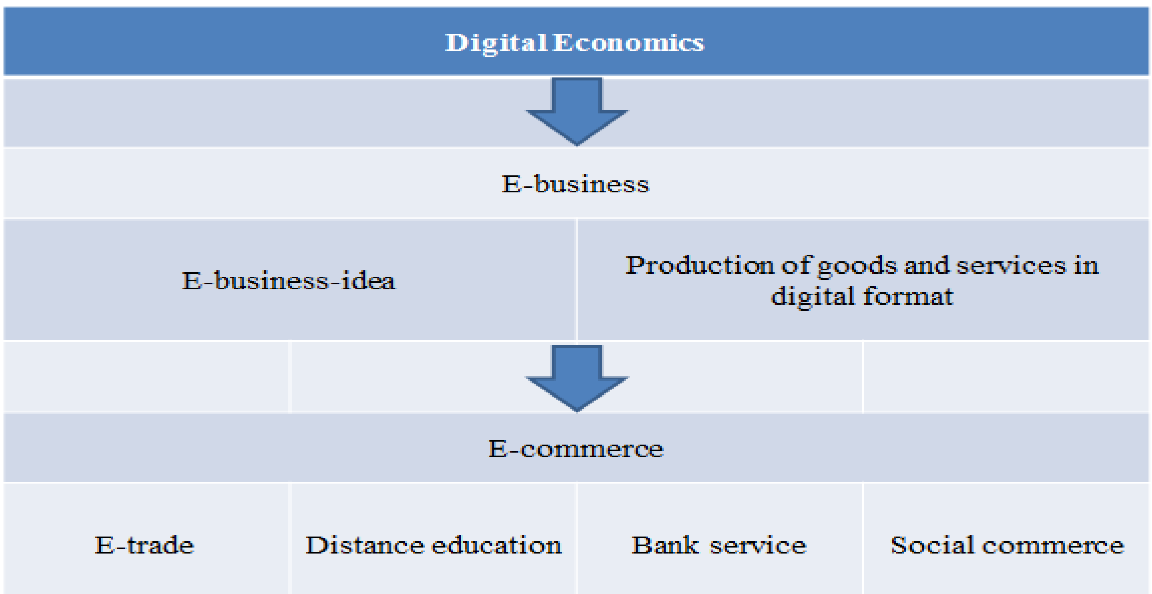

Figure 1. Structure of the digital economy

E-commerce can be divided into segments of electronic interaction between its participants:

1. Business to business (business-to-business, B2B) - the interaction of companies in the electronic environment. B2B activities form a network of commerce-related organizations; it includes a new way to view goods, prices, services and inventory, which means broadening the supply chain to improve the responsiveness of businesses.

2. Business-to-consumer (B2C) - the relationship between end consumers and the company, that is, retail sale of goods and services to individuals via the Internet.

3. Consumer for consumer (consumer-to-consumer, C2C) - interaction between end consumers of Internet services.

4. Business for the state (business-to-government, B2G) - the interaction of the company and state administrative bodies.

ISSN: 2249-877X Vol. 11, Issue 1, January 2021, Impact Factor: SJIF 2021= 7.642

5. Consumer for the state (consumer-to-government, C2G) - the relationship between the consumer and the state. This direction is the least developed, but has a high potential.

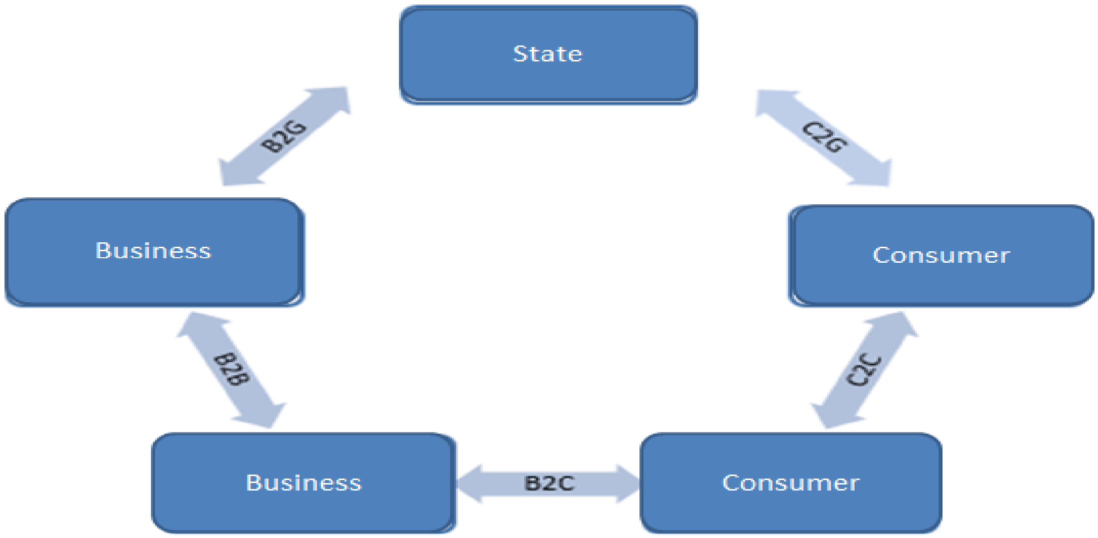

Figure 2. E-commerce circular rotation

The economic development of Uzbekistan in the context of the globalization of the world economy and technological development is difficult to imagine without the rapid growth of the digital economy. For example, consultancy Accenture predicts that by 2022, up to a quarter of global GDP will come from the digital sector. Unsurprisingly, 2019 unofficially marked the beginning of an era of tech giants, with 7 tech companies firmly entrenched in the top 10 most valuable companies. However, stimulating the digital economy will require removing barriers that impede the development of digitalization and digital commerce. According to the ICT development index, Uzbekistan ranks 103 out of more than 170 countries, ahead of, for example, Egypt, but behind Turkey and Brazil.

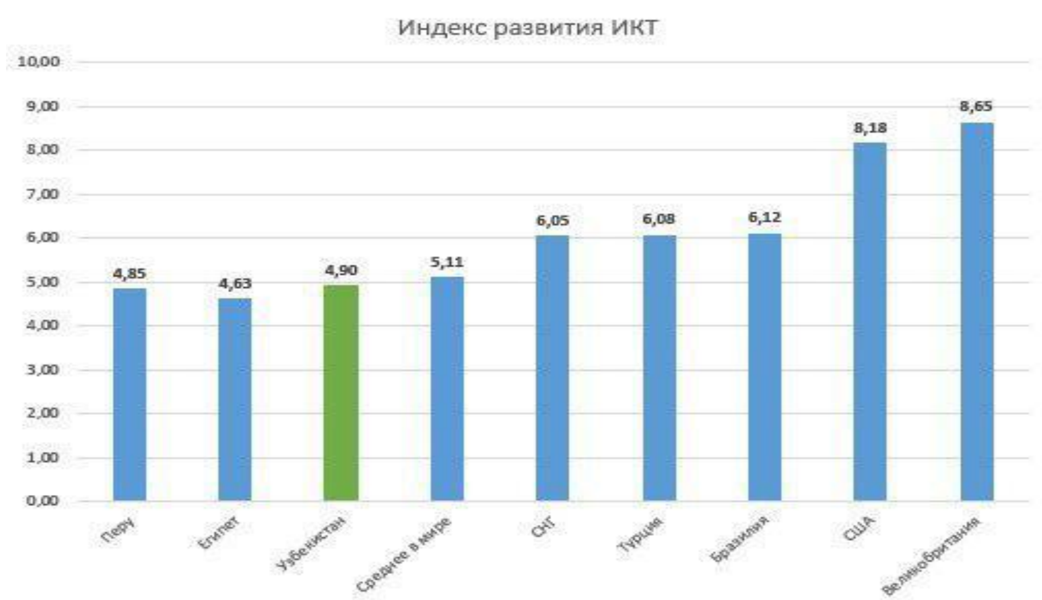

Figure 3: IC Development Index [9]

It should be noted that the problems of development of the digital economy in Uzbekistan are similar to the general problems faced by developing countries.

One of the main problems is weak telecommunication infrastructure and communications. Due to low investment in ICT (2.8% of the total investment in 2017), the density of base stations in the Republic remains very low (1 base station per 1600 inhabitants). In contrast, in Kazakhstan, one such tower serves the ICT needs of 643 residents, and in Russia - for 235. This leads to the fact that poor Internet and mobile services slow digital economic growth and widen the digital divide. Compared to the average for the CIS, in 2019 the average Internet speed (mobile and fixed broadband) in Uzbekistan was about half as much.

The lack of digital skills in Uzbekistan can be a major obstacle to digital transformation. Uzbekistan, as one of the few developing countries, has absolute adult literacy rates (100% in 2016) compared to other countries with similar levels of GDP per capita (for example, the Lao People's Democratic Republic 84.66% in 2015 year). On the other hand, in developing countries, despite a high level of adult literacy, digital literacy remains at a lower level. Perhaps this can be explained by the low level of use and penetration of ICT in schools. In 2017, 32 out of 1000 students have personal computers. Moreover, the shortage of computers in schools is further aggravated by the indicator of the number of households in Uzbekistan with personal computers, 50 computers per 100 households. This is also confirmed by labor market trends - according to a recent survey assessing skills gaps in the Uzbek labor market, 68% of companies surveyed cited the importance of IT and computer skills as one of the key reasons for hiring new candidates.

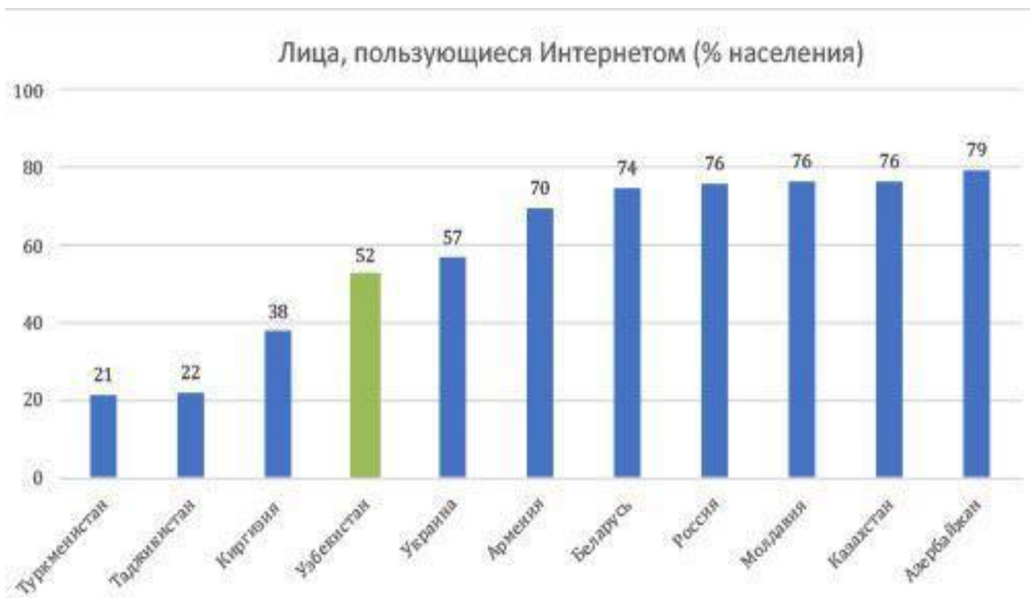

Figure 4: Persons using the Internet (% of population) [9]

Due to weak digital infrastructure and lack of digital skills in the country, digital trade is developing at a weaker pace in Uzbekistan. For example, in the decree of the President of the Republic of Uzbekistan, it is noted that there is an insufficient level of online commerce and trading platforms in the republic [1].

ISSN: 2249-877X Vol. 11, Issue 1, January 2021, Impact Factor: SJIF 2021= 7.642

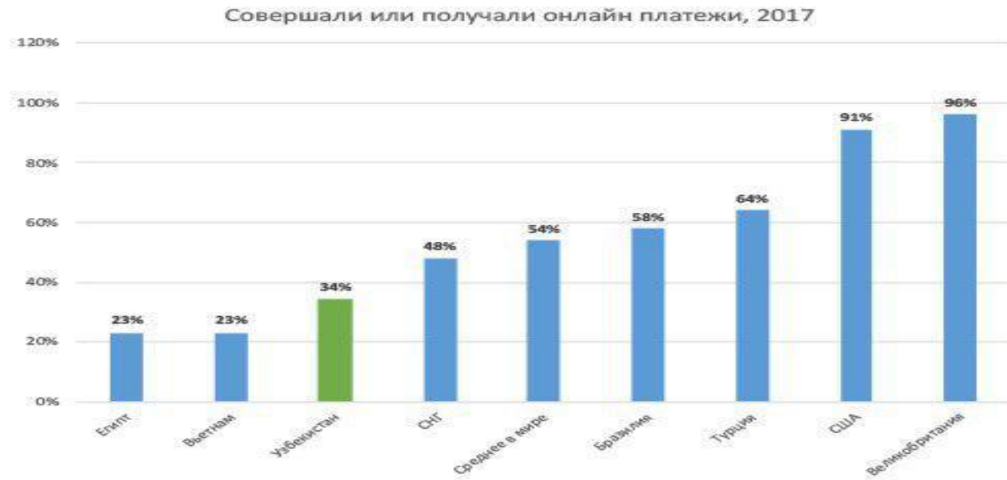

Figure 5: Dynamics of online payments, 2017 [10]

Despite the existing payment systems (Click, Payme, M-bank, Upay, Humo, Oson, etc.) that allow online payments for mobile communications, Internet, government services, taxes and fees, etc., only 34% of account holders made or received digital payments in 2017. (Figure 9). The UN e-government index reflects how a country uses information technology to ensure access and integration of its people. In 2018, the indicators for Uzbekistan are practically equal to the average indicators for the CIS and exceed the world average. Among 193 countries in the ranking, Uzbekistan ranks 81st.

An important step towards the digital economy will be the end of the state monopoly on international gateways, which is scheduled for 2020. Liberalization of the telecommunications industry will allow Uzbekistan to provide its citizens with safe and affordable Internet services and benefit from the digital economy.

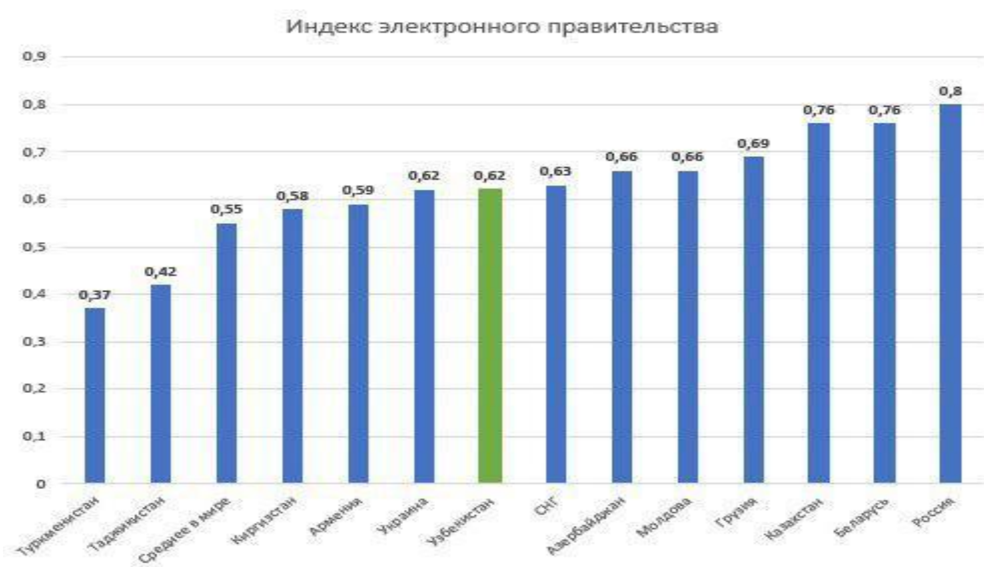

Figure 6: E-government Index [10]

To continue and bring to a new, modern level of work on the development of the sphere of science and education, educating young people with personalities with deep knowledge, high culture and spirituality, the formation of a competitive economy, the President of the Republic of Uzbekistan Shavkat Mirziyoev proposed to declare 2020 in our country as the ***Year of Development of Science, Education and the digital economy***. In his message to the Oliy Majlis, he highlighted important tasks, such as “Completion and implementation, within two months, of the development of the *“Digital Uzbekistan - 2030” program, which provides for updating all sectors of the economy based on digital technologies, increasing the share of the digital economy in GDP by at least 30%, thereby reducing corruption, a radical change in the digital economy this year, the implementation of the “1 million programmers”* project with our foreign partners in order to further accelerate work on the development of science and the digital economy and the training of highly qualified specialists in this area[1].

The program “***Digital Uzbekistan – 2030”*** considers the main ways of development and applied technologies. The main directions were the development of state electronic services, increasing technological competencies, personnel training, and information security. The government sets itself the task of increasing the pace of transformation, focusing its attention on the most important elements of the development of the Digital Economy.

CONCLUSION

Increasing use of information technology (hardware, software, applications and telecommunications) in all aspects of the economy, including internal operations of organizations (business, government and non-profit enterprises), transactions between enterprises and transactions between individuals, both manufacturers and consumers. Information technology allows you to collect and process large amounts of information, stimulate innovation, which gives organizations more opportunities and incentives to improve quality and efficiency. Thus, we can say that information technology is the main engine of the world economy. The digital economy can bring tremendous benefits, so it is important to realize that in order for the economy to grow, an adequate digitalization policy is needed, which can ensure the adequate implementation of digital transformation.

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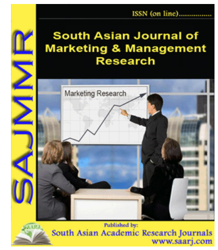

DOI: 10.5958/2249-877X.2021.00010.2

DIRECT AND INTERACTIVE CONNOTATION OF WORK-FAMILY-CONFLICT AND CAREERIST ORIENTATION ON FRUSTRATION WITH WORK

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ABSTRACT

The current study was carried out to measure the direct and interactive effect of work-family-conflict and careerist orientation on frustration with work. Three hundred eleven respondents, as a sample, were taken from the employees working in the Nepalese non-government organizations. Perceptual cross-sectional data were quantitatively analyzed adopting the deducting reasoning approach as well as positivist research philosophy. Inferential statistic revealed number of findings. Work-family-conflict was positively associated with frustration with work. Careerist orientation was negatively associated with frustration with work. Careerist orientation moderated the direct impact of work-family-conflict on frustration with work. Moreover, regarding moderation, high careerist oriented employees were less frustrated with work due to work-family-conflict than less careerist oriented employees. At a fixed point of work-family-conflict (e.g., high level), the impact of work-family-conflict on frustration with work was better when there was a high careerist orientation than the low level of careerist orientation. Numbers of theoretical implications, practical implications as well as direction for future research were discussed.

KEYWORDS: *Work-Family-Conflict, Careerist Orientation, Frustration With Work, Interactive Effect, Moderating Effect.*

INTRODUCTION

Personal and professional life links are complicated, partially due to different professional and personal circumstances (Carlson et al., 2003). With the workforce's demographics increasingly involving dual-career households, workers struggle to balance household duties and job duties (Wang et al., 2020). Moreover, such problems are more severe in the humanitarian organization. Being the humanitarian sector, employees working in non-government-organization (NGOs) are working in odd hours. Working in the field, in remote areas, on off days, and dealing with backward communities or people is the fundamental characteristic of NGOs' jobs. Due to the nature of works' requirements in NGOs, employees' work-family-conflict are common. Consequently, they are more stressed and frustrated with their work. If job dissatisfaction always exceeds the sense of job satisfaction, resignations can easily result in high employee turnover, impacting the standard of care (Chang et al., 2014).

Organizational administration should know how careerist oriented (or not oriented) employees are frustrated due to work-family-conflict. But, Meta-analysis (Allen et al. 2020) showed that past studies are heavily focused on predictors and outcomes of work-work family conflict. Few studies are devoted to measuring frustration with work as a moderator (Young, 2009). Likewise, the work frustration models are studied from different perspectives (Harold, 2016; Reio, 2011; Rouse etal., 2019), but the impacts of the direct and interactive effect of work-family-conflict and careerist orientation on frustration with work are untested. Hence, the current study aims to measure the direct and interactive effect of work-family-conflict and careerist orientation on frustration with work in the context of employees working in Nepalese NGOs. Moreover, the current measures the impact of work-family-conflict on frustration with work of high careerist oriented and low careerist oriented employee, separately.

Literature Review and Hypothesis

Work-Family-Conflict

Work-family-conflict is one type of job conflict, conflicting with the requirements of one function (e.g., worker) with the requirements of another role (e.g., family member) (Carlson et al., 2003). Need to earn more money to maintain their chosen lifestyle (Berger et al., 1994), increases in the number of dual-earner couples (Voydanoff& Donnelly, 1999), increase in competition in work place (Hochschild, 1997), highly mobility in employment (Hall, 1996), changing expectation from the job (Branch,1997) are insisting to integrate personal life and professional life. Greenhaus and Beutell (1985) defined work-family-conflict as the degree to which individuals find that "role pressures from the work and non-work domains are incompatible in some respect" (p. 77). Therefore, there are two directions for work-family-conflict: work interference with family and family interference with work. Three conceptually different work-family tension types, i.e., time-based, strain-based, and behavior-based, have been proposed (Stephens &Sommer, 1996).Each of these three types of work-family dispute may be observed in either family work intervention or family work path interference, or both (Stephens &Sommer, 1996). Owing to overlapping time constraints, time-based work-family-conflict occurs; strain-based conflict occurs when tension from one position bursts into the other; and behavior-based conflict occurs when role habits are incompatible (Carlson et al., 2003)

Work Frustration

Work frustration refers to the situational feeling of disappointment and dissatisfaction toward work (Chang et al., 2014). The theory of frustration offers insight into how actions can change when a person experiences a sense of frustration over unmet needs or disappointment with himself or circumstances based on objectives (Maier, 1949). Maier presented four features of conduct instigated by frustration: violence, regression, fixation, and resignation. Each of the four characteristics indicates a persistent state of intrapersonal conflict encountered. None of the feelings associated with the characteristics specifically allows an individual to accomplish a goal or fulfill a need. However, a person can set a new target, take a different course of action, or make other changes to move away from a state of frustration to remove the state of frustration (Behling & Schriesheim, 1976). Frustration was suggested to instigate withdrawal, hostility, abandonment of objectives, and facilitation or inhibition of task success applied to organizational actions (Spector, 1978). Many researchers study frustration as a peripheral cause, a side effect of other phenomena, and mostly concentrate on associating frustration with negative emotions such as rage and hostility (Kuppens& Van Mechelen, 2007). Whinghter et al.(2008) explored the frustration of workloads and described frustration as a negative emotion.

Careerist Orientation

Human resource development professionals face the evolving nature of jobs, dynamic organizational dynamics, and the need to consider all facets of career growth as a catalyst for change and development in organizations (McDonald & Hite, 2008). Therefore, the protestant and career ethics of the past have given way to a category of "New Career "attitudes (Niles & Harris-Bowlsbey, 2012). One such career mentality that has arisen is "careerist orientation, "in which the employee assumes that non-performance means that getting ahead in one's career can be better achieved (Aryee &Chen, 2004; Feldman, 1985). The workers' psychological response to the emerging transactional contract introduces a job outlook that signifies acceptance of the long-term incompatibility of personal and corporate priorities (Feldman, 1985; Feldman and Weitz, 1991). The message that workers place self-interest first and are no longer able to have corporate dedication is implicit in embracing a careerist orientation (Aryee & Chen, 2004). In periods of the financial crisis, strategic refocusing, market reengineering and downsizing have been regular occurrences in the face of ever-growing global competition (Sullivan & Baruch, 2009). As work partnerships have deteriorated over time, people have started to take on handling their jobs, neutralizing the company's role as a partner in job management (Baruch, 2004).

Work-Family-Conflict and Frustration with Work

The new world of work presents a more complicated relationship between work and non-work life (Hall, 1996). These two realms of life become increasingly entangled and inseparably connected (Fitzgerald & Winter, 2001).This interdependence between personal and professional life in the organizational environment is caused by many factors or influences them.In recent decades, the issue of work-family-conflict, described as the interaction of work activities with family performance (Greenhaus& Beutell,1985), has received considerable attention. A burgeoning body of research connects work-family-conflict with numerous adverse work-related effects, such as job dissatisfaction, burnout, turnover, and low performance(Allen, et al., 2000). Extensive evidence consistently confirms the adverse effects of work-family tension on workers, including reduced physical fitness, decreased mental well-being, and increased life pressure (Parasuraman et al., 1996). Moreover, frustration with work is a negative aspect for employees and organizations and is positively related to burnout, turnover intention, quitting from the job, low performance, job dissatisfaction, etc. Therefore, the current study hypothesized the following Hypothesis 1.

Hypothesis 1: Employees' work-life-conflict positively impacts their frustration with work

Careerist Orientation and Frustrating With Work

An employee with a careerist orientation assumes that he or she must pay attention to their personal preferences and not focus on the potential outcomes of long-term career preparation, suggested by the employer, if any. Feldman and Weitz's (1991) career orientation harms job attitudes when the individual reflects on what is lacking in the workplace. Because no workplace is ideal, an employee's pessimistic attitudes and actions with a strong careerist inclination only help any adverse event or the absence of any desirable trait. While certain detrimental activities can have an unforeseen positive impact on the company (Fox et al., 2012), we conclude that job orientation is unlikely to benefit the boss because of the lack of employee emphasis on organizational outcomes and short-term orientation of the employee. Moreover, careerist-oriented people stay in one position (or organization) but keep their eye on another position (or organization). By nature, they are always looking for personal career benefits and saw insufficiency in their current position or organization. Therefore, the current study postulated the following hypothesis 2.

Hypothesis 2: Employees' careerist orientation negatively impacts their frustration with work

Interactive Effect of Work-family-Conflict and Careerist Orientation on Frustration with Work

One of the core principles in careerist orientation is that the individual career aspirations and the organization's priorities for the individual are contradictory in the long term, so the person must look for their interests (Feldman & Weitz, 1991).In comparison, impression control techniques, political and Machiavellian attitudes are often likely to benefit individuals with a strong careerist inclination (Feldman & Weitz, 1991) for career advancement than performance. Many facets of work-family-conflict are taken into account since the stresses of work and non-work associated with various job orientations can vary (Greenhaus&Beutell, 1985). Researchers have investigated various precursors to work-family-conflict, including workplace policies, organizational environment, and leader power, to pursue solutions to minimize work-family-conflicts and their possible damage to organizational performance (Allen et al., 2000; Braun &Peus, 2018; Wang, et al., 2019).From a career decision-making viewpoint, frustration will be a significant catalyst for career transition (Young, 2009). People with a strong careerist orientation in today's volatile economy may be less concerned with their other variables (e.g., families, leisure time activities, working climate, and job demand) as they mostly work on the next scheme to advance their careers. Aligning with these logics as well as hypothesis 1 and hypothesis 2, the current study postulated the following hypothesis 3.

Hypothesis 3: Employees' careerist orientation preserves the harmful effect of work-life- conflict on work frustration. This means high careerist-oriented employees are less frustrated with work due to work-family-conflict than less careerist-oriented co-workers.

Methods

Measures

Work-family-conflict was measured by Netemeyer et al.'s (1996) five items scale. A sample item of the work-family-conflict includes - due to work-related duties, I have to make changes to my plans for family activities. Likewise, Peters et al.'s (1980) three-item scale was used to measure the frustration with work. The frustration with work includes the sample item - trying to get this job done was a very frustrating experience. Similarly, Feldman and Weitz's (1991) nine items scale was used to measure the careerist orientation. A sample item of the careerist orientation includes - it is easy to get ahead in an organization on sheer merit alone.Respondents were asked to rate each item, mentioning how much they agreed or disagreed (strongly disagreed -1 to strongly agreed -5). In the current study, reliability of the work-family-conflict, careerist orientation, and frustration with work was measured .90, .93, and .85,respectively. Besides these constructs, demographic variables were measured using dummy variables (e.g., male = 0, female =1) for the statistical calculation.

Control Variables

Demographic variables (i.e.,sex, age, experience, education, job contract, and designation) were included as control variables in the current study. These variables significantly impact dependent variables, independent variables, and moderating variables. Besides demographic variables, work-family-conflict was controlled while measuring the effect of careerist orientation on frustration with work.

Sampling Procedure and Respondents

Respondents were taken from the Kathmandu valley-based non-government organization (NGO). First of all, NGOs having head office in Kathmandu Valley (even their projects are outside the Kathmandu valley) were listed out. From the list, randomly, twenty NGOs were selected to consider their employees as respondents. In terms of numbers of employees, the selected NGOs' sizes were varied (10 employees to 91 employees). From the listed NGOs, 450 employees were identified as respondents based on the convenience of the researcher.

Administration of the Questionnaire

A set of questionnaires, comprised of 23 items including demographic details, was prepared in Google drive. Questionnaires were prepared to get an online response in a five-point Likert-type scale except for demographic information. An email was sent to the identified respondents with a request to fill up the survey questionnaire. One week time was provided to fill up the online questionnaire. In the fifth day of the provided time (which was a Friday), a reminder email was sent to all the respondents with a note to ignore this email who have already filled up. Four hundred fifty employees were approached for a survey, but 315 (70%) respondents filled up the questionnaire. Moreover, 311 (69.11%) respondents were taken into consideration for analysis.

Common Method Variance

To avoid the common method bias, the current study has adopted two essential techniques as suggested by Podsakoff et al. (2003). First, around 29 % (five out of seventeen items) questionnaire was reverse-scored to reduce the potential effects of response pattern biases by incorporating negatively worded items in the questionnaire. Second, questions measuring different variables (i.e., work-family-conflict, careerist orientation, and frustration with work) were counterweight so that respondents could not recognize the items' corresponding constructs. After these remedial strategies, the current study measured Harman's one-factor test to know the degree of common method variance. Cho and Lee (2012) state that if the single factor explains less than 50% of the variance, then the result shows that the bias is not so severe as to make analysis invalid even though it may still slightly inflate or deflate the regression coefficients. In the current study, the variance was measured 43.93% when three factors loaded into a single factor in a Harman's one-factor test.

Data Analysis

Data were analyzed in different phases using a statistical package for the social science version 23. Firstly, unengaged respondents were removed from the analysis. Secondly, confirmatory factor analysis was calculated. Though the current study instruments were adopted from the prior studies, in the current study adopted the exploratory factor analysis. Because, for our context, already tested items were rephrased to ease the respondent. When already tested items are translated into the local language or rephrased as need, exploratory factor analysis is more accurate than confirmatory factor analysis (Kuvaas, 2009). Thirdly, the normality of the data was tested by plotting Histogram and Normal Q-Q plot and found normally distributed. Variance Inflating Factor (VIF) was tested and found less than 10, which is not problematic (Adnan et al., 2006)**.**Fourthly, hierarchical regression analysis was calculated to measure the direct and interceptive effect of the work-family-conflict and careerist orientation on frustration with work. In the hierarchical regression model, Baron and Kenny (1986) have employed guidelines to measure the moderating effect of careerist orientation in the relationship of work-family-conflict with frustration with work. Change in R^2 has been used to measure the significance of adding another variable in a model. Finally, the interactive effect is presented in the graph to show the different effect sizes of work-family-conflict on frustration with work under high and low levels of career orientation.

Results

Exploratory factor analysis revealed that all the items were retained in their corresponding factors. As depicted in Table 1, the highest relationship between study variables was .60. This indicated that there was not detected severe issue of multicollinearity. Correlations between variables, except demographic variables, were measured as expected. The mean value of study variables was more than fifty percentages for each case. Details of the mean value, standard deviation and correlation are presented in Table 1.

TABLE 1
MEAN, STANDARD DEVIATION AND CORRELATION

	Mean	SD	1	2	2	4	5	6	7	8
1) Sex										
2) Age			-.10							
3) Education			-.03	.35**						
4) Tenure			-.30**	.22**	.23**					
5) Designation			.20**	-.22**	-.23**	-.17**				
6) Work-family-conflict	2.93	.23	.28**	-.08	-.09	-.35**	.27**			
7) Careerist orientation	3.25	1.16	-.25**	.10	.04	.14*	-.12*	-.15*		
8) Frustration with work	2.65	1.23	.35**	.01	.02	-.25**	.34**	.39**	-.60**	

**, *, correlation is significant at the .01 level and .05 level, respectively

As depicted in Table 1, Model 1, demographic variables (i.e., sex, age, education, experience, tenure, and designation) significantly predicted ($R2 = .24$, $p < .01$) the frustration with work with contributing 24% variance in the model. As shown in Table 2, Model 2, after controlling the effect of demographic variables (i.e., sex, age, education, experience, tenure, and designation), the coefficient of work-family-conflict to predict frustration with work was positive and statistically significant (B = .24, p <. 01, $\Delta R^2 = .05$). Therefore, hypothesis 1 is supported, contributing 5% variance additional variance in the model. As shown in Table 2, Model 3, after controlling the effect of demographic variables and work-family-conflict, the careerist orientation coefficient to predict frustration with work was negative and statistically significant (B = -.56, p <. 01, ΔR^2 = .26). Hence, hypothesis 2 is supported by contributing 26% additional variation in the model.

The interactive effect of work-family-conflict and careerist orientation was measured adopting the procedure suggested by Barron and Kenny (1986). As shown in Table 2, Model 4, the coefficient of the interactive effect of work-family-conflict and careerist orientation to predict frustration with work was negative and statistically significant (B = -.09, p < .01, ΔR^2 = .02).Consequently, hypothesis 3 was supported with contributing an additional 2% variation in the model due to the interactive effect of work-family-conflict and careerist orientation.

TABLE 2
REGRESSION ANALYSIS: DIRECT AND MODERATING EFFECT

		Dependent Variables: Frustration with work			
Step	Variables	Model1 (*B*)	Model 2 (*B*)	Model 3 (*B*)	Model 4 (*B*)
Step 1	Control Variable				
	Sex	.66**	.56**	.27*	.26*
	Age	.21	.24	.23	.18
	Education	.25	.25	.20	.19
	Job contract	-.39*	-.22	-.17	-.23*
	Designation	.31**	.25**	.24**	.21**
Step 2	Main effect				
	Work-family-conflict		.24**	.21**	.49**
Step 3	Main effect				
	Careerist orientation			-.56**	-.27**
Step 4	Moderating effect				
	Work-family-conflict x careerist orientation				-.09**
	R^2	.24	.28	.54	.56
	Change in R^2	.24**	.05**	.26**	.02**

**,*, indicate the level of significance at .01 and .05 level, respectively

Hypothesis 3 is accepted based on the change in R^2 in the model, but this is the average effect size of the interactive term of work-family- conflict and careerist orientation. Change in R^2 does not adequately reflect the magnitude of the moderator variable's impact (Witt et al., 2000). A constraint of using the change in R^2 is that it only estimates the average effect size of the interaction of independent and moderating variables. Therefore, to measure the different work-family-conflict effect on frustration with work under high and low levels of careerist orientation, interactions were presented in graphs (Aiken & West, 1991). Figure 1 shows the interaction of the high (mean plus one standard deviation) and low (mean minus one standard deviation) value of the independent variable (work-family-conflict) and moderating variable (careerist orientation).

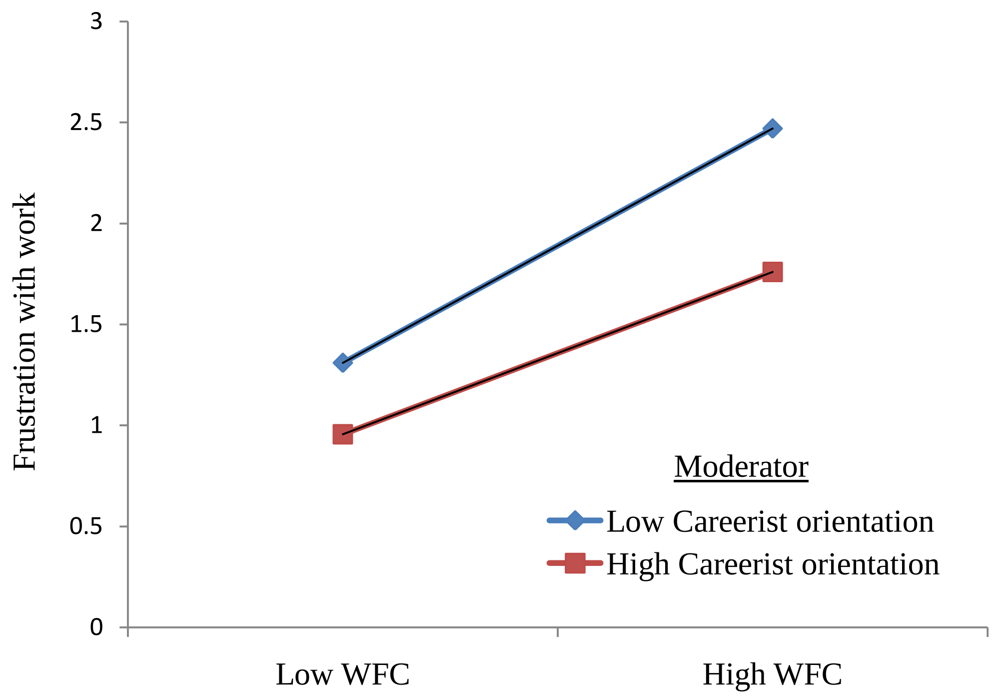

Figure 1: Moderation by Careerist Orientation in the Relationship between Work-family-conflict and Frustration with work

In Figure 1, moderator lines representing a low and high value of careerist orientation were not parallel. Therefore, the moderating role of careerist orientation tested by the change in R^2 was further supported by graphic presentation (Jose, 2008). Figure 1 displays the graphic interaction of work-family-conflict, careerist orientation, and frustration with work as independent, moderating, and dependent variables, respectively. As shown in Figure 1, graphs representing the high and a low level of careerist orientation were not parallel and sloped positively. Careerist orientation representing graph was less steep when it increased from low levels of careerist orientation to a high level of careerist orientation. This indicated that careerist orientation has buffering moderation in the relationship between family-work-conflict and frustration with work. Graph representing a low-value of careerist orientation was comparatively steeper than high-value representing graphs. This indicated a relatively strong marginal positive prediction of work-family-conflict on frustration with work for employees who perceive a low level of careerist orientation. In opposite order, there was a relatively weak marginal positive prediction of work-family-conflict on the frustration with work of those employees who are highly career-oriented. Moreover, as depicted in Figure 1, at a fixed point of work-family-conflict (e.g., high level), the impact of work-family-conflict on frustration with work was better when there was a high careerist orientation than the low level of careerist orientation.

DISCUSSION

As hypothesizes, in the current study has resulted in a positive impact of work-family-conflict on frustration with work. This means there is a positive relationship between work-family-conflict and frustration with work, increase (or decrease) in the level of work-family-conflict cause to increase (or decrease) frustration with work in the same direction. Though such a relationship was not empirically tested before, the current study's result aligned with Allen et al. (2000). They have tested the positive impact of work-family-conflict on work-related outcomes, such as job dissatisfaction, burnout, turnover, and low performance. Likewise, the current study's result is not contradictory with Parasuraman et al.'s (1996) study, which has stated negative consequences from work-family-conflict as decreased physical health, diminished emotional well-being, and increased life distress. It is logical that frustration, being a relatively negative feeling, could result in negative employee behaviors as a form of frustration with work.

Likewise, the current study tested the negative impact of careerist orientation on frustration with work. This means there was a negative impact of employees' careerist orientation on frustration with work, an increase in the level of careerist orientation cause to decrease in frustration with work. There was no clear prior empirical evidence to compare this result. However, the current study results do not differ from Feldman and Weitz (1991), who argued that careerist orientation has an adverse effect on work attitudes. But contradicts with the logic of Fox et al. (2012) who have argued counterproductive behaviors may have an unintended positive effect for the organization. Such contradicting results might be caused by other factors that are related to the frustration. An individual's perceived frustration may depend on many factors, but frustration literature suggests that individuals have varied levels of tolerance for frustration and prompts resulting in feelings of frustration (Whinghter et al., 2008). As Maier (1949) explained, discomfort or frustration is not necessarily harmful, and recognizing unrealized goals or outcomes can often be an impetus to change.

The current study tested that careerist orientation moderated the relationship between family-work-conflict and frustration with work. The moderation was buffering. This means affecting the power of work-family-conflict on frustration with work depended on the degree of careerist orientation. If the employees are highly careerist oriented, the effect of work-family-conflict on frustration with work was weak. But for the less careerist-oriented employees, the effect of work-family-conflict on frustration with work was intense. This result could not compare with other empirical evidence and theory as it is the first study tested hypothesis based logical concept. Being the first empirical evidence, the study results cannot be generalized without further testing in different contexts. Therefore, it is suggested to replicate the current study with a large sample size under different contexts.

Implications

Firstly, the current study revealed that there was a positive impact of work-family-conflict on frustration with work. Here work-family-conflict is the source of employees' frustration with work. Therefore, the manager can minimize work-family-conflict so that employees' frustration with work will be minimized. Secondly, the current study revealed the negative impact of careerist orientation on frustration with work. Here employees' careerist orientation decreases their frustration with work. Hence, human resource managers can work on employees' career planning, career counseling, and career commitment to minimize employees' frustration with work. Thirdly, the current study exposed that highly careerist-oriented employees were less frustrated with work (than low careerist oriented) due to work-family-conflict. For that reason, organizations can adopt programs to minimize work-family-conflict focusing on less career-oriented people so that the organization will get better marginal benefit while minimizing frustration with work by intervening in work-life-balance. Fourthly, all the above-stated results are novel empirical evidence. Therefore, theoreticians or researchers can use these empirical shreds of evidence as groundwork for further study.

CONCLUSION

The current study revealed that an increase in employees' work-family-conflict cause to increase their frustration with work. Likewise, an increase in careerist orientation causesto decrease in frustration with work. Highly careerist-oriented employees are less frustrated with work due to the work-family-conflict than less careerist-oriented employees. The current study's findings are pioneer empirical evidence, and further studies are necessary to generalize the theory.

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