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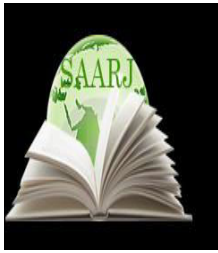
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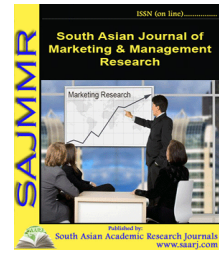
VISION

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



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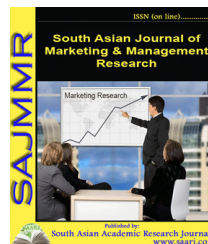
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STRATEGIC MARKETING: A STUDY OF PHARMACEUTICAL SMES IN TELANGANA

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ABSTRACT

Pharmaceutical SMEs need to understand and set the strategic direction in which they have to work to achieve survival and growth in the face of intense competition. Firms need some light on what markets to serve, what strategies to follow, and which products to develop and introduce. Success factors as related to strategy have to be identified for the benefit and guidance of the industry. This article is an outcome of our research on 80 pharmaceutical SMEs located in Telangana of India. Data was collected through a questionnaire and analysed with Kruskal Wallis Tests to unravel the relationship between product and market strategies chosen, and firm's financial performance, i.e., sales revenues and profits. Originality: There are no studies done on strategic marketing of pharmaceutical SMEs of Telangana, and this study fills that gap. Important Findings: Major Market chosen to serve influences profits but not sales revenues. Entry Motivator predicts the sales revenues and profit performance of a pharmaceutical SME firm in this part of world. Product type influences both sales revenue quotient and profits quotient. Major Business Strategy does not predict Sales Revenues and Profits. Implications for Managers: Managers will be able to see the strategic pathways that lead to firm's financial success.

KEYWORDS: Strategy, Marketing Strategy, Market Strategy, Product Markets, Pharmaceutical Industry

INTRODUCTION

India is the third largest pharmaceutical producer in the world in terms of volume, and fourteenth in value, boasting 10500 manufacturing units and 3000 drug companies. About 75% of retail pharmaceutical sales in India consist of branded generics. Local companies, with their strengths in formulation capabilities and early investments, enjoy an enviable position. Indian

pharmaceutical industry is growing at 11 % in the domestic market and 16% in the export market.

India is a dominant global player of pharmaceutical industry. Current global market share of Indian pharmaceutical industry is 3.6 % by value. It is quite gratifying to note that 90% of the WHO demand for measles, 80% of global demand for AIDS-related drugs, 50% of the global requirement for vaccines, 40% of the US demand for generic drugs, and 25 % of the UK's requirement of medicines are supplied by Indian pharma industry. India accounts for 20 per cent of global generic medicines exports. On account of availability of Indian drugs in Africa, treatment of AIDS patients increased from 2% in 2003 to 37% in 2009. India has become a reckonable player and a visionary in pharmaceuticals sphere what with its formulation capabilities and entrepreneurial nature. Indian pharma has established itself as a supplier of high-quality generics at affordable prices. The Indian Economic Survey 2021 expects that the demand for pharmaceuticals will grow three times in the coming decade. The domestic demand for them in 2021 is estimated at US\$42 billion and by 2024, it will reach US \$ 65 billion, and by 2030, it will be at US\$ 120 billion, due to the prospering middleclass, their growing health consciousness, innovation of the industry, and the industry's strong marketing muscle. The value of India's exports of pharmaceuticals and drugs stands at US \$ 24.44 billion in 2021. As a shot in the arm to the industry's growth, Government of India amended its Foreign Direct Investment Policy (FDI) concerning pharmaceutical industry so as to allow FDI up to 100%.

Marketing Strategies

Pharmaceutical SMEs, which are highly fragmented and small in size, are struggling to survive and grow. They have to be firmly established on the track of sustained growth. In the industry as a whole, the competition is intense; there is a lot of uncertainty in growth. New products are not instrumental in growth now (McKinsey Report, 2020). An area that beckons for attention is strategy.

Marketing strategies are the long-term plans for business activities that relate to segmentation, and targeting of the market, and positioning of the product and brand, but grounded in characteristics of customer markets and the competitors, and importantly, based on the micro- and macro-contexts; marketing strategies determine the financial performance of firms, and growth (Stros & Lee, 2015). Marketing strategies a company is armed with determines growth, profitability and organizational performance (Stros & Lee, 2015). Marketing strategy refers to a firm's specific choices with regard to products, markets, marketing programs, and marketing assets in an integrated way in the creation, communication, and delivery of products and services that carry superior value for the customers, and that way, firm achieves its specific objectives (Olson, Slater, Hult, & Olson, 2018). A firm's performance is contingent on its strategy elements or the constituent parts of the strategy, which is referred to as 'contingency theory'. Further, the success of a firm is contingent on the fit between the organization and its environment in which a market exists and the firm chooses to operate in (Gresov, 1989). Secondly, how a firm realises the value from the strategic assets is a function of organization's combination of strategic assets and their match with their strategy (Black and Boal, 1994). Hunt (2015) too, based on industry-based theory, posits that organization's financial performance depends on what business strategy it selects and pursues; three distinct strategies that he mentions are: cost leadership, differentiation and focus.

Strategy has three levels: (1) Corporate, (2) Business Unit (SBU), and (3) Functional. Corporate strategies concern themselves with what businesses to stay in (portfolio), what businesses to add,

and what businesses to exit from; mergers and acquisitions constitute an important part of corporate strategy. Since SMEs deal with a single business, corporate strategy does not figure in their strategy formulation. Business Unit- level strategy is concerned with value creation, sustainable competitive advantage, and generic strategies (low cost, differentiation, and niche) formulated in the light of business environment consisting of competitors, industry status, economic, social, political and legal settings. Functional strategy is concerned with the long-term plans of different functional departments like marketing, HR, manufacturing, finance etc; strictly speaking, functional strategies are tactical plans, but not strategies.

Sabatier et al (2012) have observed the following strategic features of drug businesses: (1) product innovation, (2) stable value, and (3) strategic alliances; their value creation is through product development; small and medium players focus on innovations while big players control the market in drug industry.

Strategic Resources

Strategic resources, on which strategy is founded, are both tangible and intangible assets that confer and are critical to competitive advantage (Hunt, 2000; Luo et al., 2005); they include intellectual property, organizational learning, effective information sharing channels, relationship equity, commitment, entrepreneurial skills, implementation skills, and brand equity (Barney, 2001; Barney and Hesterly, 2006; Bharadwaj et al., 1993). Strategic resources, if they are robust, valuable, inimitable, and exclusively held by a firm, are considered as the core competencies.

Core Competency- and- Market Fit

Core competencies, the important tangible and intangible capabilities acquired over a long period by a firm, and a constituent of business-level strategy and spanning all businesses of a firm, are important for corporate success (Prahalad & Hamel, 1990). Core competencies flow from resources which are valuable, rare, inimitable, and organization-wide (VRIO). A firm has to build competitive advantage through the route of core competencies. Competitive advantage confers monopoly.

Collis & Montgomery (1995), citing the examples of Disney and Newell, observe that companies that best match their competencies and resources to the market opportunities get the best rewards; Newell, which was first a drapery hardware company, built and best used its resources and capabilities in a broad range of industries; it acquired several businesses, and started growing at a good 15%. It acquired expertise in merchandising so much so that it can brilliantly and sharply identify different categories of merchandise. It was widely diversified, yet maintained its competitive advantage at the unit level. The precept Newell demonstrates to the business world to follow is building of resources and capabilities and match them to the attractive markets; it necessarily derives benefit from the market attractiveness.

Based on my interaction with the industry experts, I found that four different kinds of Business Strategies are adopted by the pharmaceutical SMEs in this region: (1) R&D, (2) Raw Material Procurement (3) Marketing and Distribution and (4) Low-Cost production. These are different from the three generic strategies recognised by the scholars: (1) Product differentiation, (2) Cost Leadership and (3) Niche.

This study set out to check if the type of Major Business Strategy chosen influences the financial performance of the firms. Accordingly, the following hypothesis is formulated.

Hypothesis 1

Major Business Strategy does not influence Sales Revenue Quotient and Profits Quotient.

Market Strategy

Market strategy, an important plank in the marketing strategy, concerns itself with decisions on: (1) which markets to serve, i.e., geographic markets (export, inside the state, and outside the state etc.), wholesale, retailing, market segments etc. (2) how to enter those chosen markets, i.e., own R&D products, acquired patents, joint venture etc. and (3) when to enter the markets, i.e., first-mover, early follower, late entrant etc. (Varadarajan, 2015).

Product market strategy is concerned with two decisions; (1) broad groups of customers or a small number of segments, e.g., export or within- the-state or outside -the -state customers (Vorhies et al. 2009); (2) the value proposition (API, API and Formulations etc), the benefits to be delivered against the targeted costs (a value-added drug, not bulk or generics, at a very competitive price) (Slater and Olson 2001). Value proposition has two sides: (1) relative superiority of the product over that of the competitors, which consists of product quality, image and performance benefits; and (2) the cost at which the value is delivered (Vorhies et al. 2009).

It is interesting to note that novelty-focused business models ('business model' specifies how to transact with customers and suppliers in respect of prices, services etc.), in conjunction with product market strategies that are based on differentiation, low-cost leadership, or first-to-market policy, greatly improve firm's top-line and bottom-line performance; business model and product market strategy complement but not substitute each other (Zott& Amit, 2008).

Market Segmentation

The market attractiveness factors fall into four categories: 1. Market factors like market growth rate, market size, stage in the life cycle etc.; (2) Economic and technological factors like magnitude of needed investment, profitability, entry and exit barriers, and availability of raw material; (3) Competitive factors such as number of direct competitors, substitutes, bargaining power of buyers and vendors; and (4) Environmental factors like legal and regulatory systems, social acceptance, and human factors (Urbšienė, Monkevičiūtė, &Navikaitė, 2014).

Kalotra (2014) proposed a workable operating model of the Indian Pharmaceutical industry; Indian pharmaceutical market is driven by the rapidly increasing chronic therapy segment followed by a little slowly - growing acute therapy segment; commercial success flows from one of the three competitive options: cost advantage, value advantage and both. Further, pharma marketers have to streamline their supply chain management by tailoring their offering in accordance with the needs of the segment, which is a result of market/account segmentation exercise. For example, Dabur offers its products for General practitioners for acute therapy and specialists for chronic therapy.

This study identified three types of markets being served by the pharmaceutical SMEs in Telangana state of India. They are: (1) In-state market, (2) Out-state market, and (3) Export market. I wanted to check if the market chosen to serve affects the financial performance of the pharmaceutical firms. Accordingly, the following hypothesis is made.

Hypothesis 2

Markets chosen to serve do not influence Sales Revenues and Profits.

Product/Business

The terms, 'Product' and 'Business' are used interchangeably in this paper, since business is roundly rooted in product. Product is a physical object or service offered to consumer for which he is willing to pay; it includes high-value, low value tangible products and intangible services (Singh, 2012). Product is the first and foremost and one of the principal marketing elements; Kotler and Armstrong observe that product is what is offered to the market, to get attention, or to acquire for use, and satisfy wants and needs.

Product should be created for 'Acceptability' which stipulates that it should meet unique, local needs; it should satisfy functional, psychological and environmental needs of an individual and society; it should be customised to be in line with consumer's capability too.

Product should be differentiated and created superior to others of the same category; Cooper (1994) developed an index of the factors that make a superior product. They are enumerated here as follows: (1) unique attributes, not offered by the competitors; (2) value for money for the customer; (3) ability to better meet customer's needs; (4) excellent relative product quality as compared to that offered by the competitors; (5) superior price/performance; (6) easily identifiable benefits and attributes, and (7) benefits highly visible to the customer.

Delivering highly differentiated product with highly visible and unique benefits, and a robust value for the customer is the single factor that makes a big difference for a company's performance. Superior products have five times the success rate, four times the market share, and four times the profitability of a undifferentiated, me-too product (APQC, 2003; McNally, Cavusgil, & Calantone, 2010). The product should be new-to-the-world, not new to the company (Garcia and Calantone, 2002). Some products wear the appearance of newness and novelty to the eyes of the customer but benefits may not be up to the mark. Importantly, the meaning of the product spans not only the physical product but extended product too which is a bundle of benefits like technical support, service support, product image etc. Further, product superiority comes from the extent to which a new product exceeds the performance of competing products (Rijsdijk, Langerak, & Jan, 2011).

New Product and Market Development

The new drug development process, typically in Pakistan (Ahmed, Sattar, & Parmar, 2014), consists of the following steps. (1) Molecule identification, (2) Molecule Screening, (3) Raw Material Source Identification, (4) Sample Lot Manufacturing, (5) Marketing Strategy Formulation, (6) Clinical Trial/Patient Trial/Test Marketing, and (7) Promotion. The process is refined with a diligent attention to: (1) quality (2) special differentiating features (3) dosage form (4) brand name and (5) packaging of the product. From a well-orchestrated new product development process, winner products come.

Park, Srivastava, and Gnyawali (2014) found a positive relationship between innovation, and profit generation. Ambrammal and Sharma (2014) observe that innovations are instrumental in securing competitive advantage.

In a study conducted by Sharma (2004) on 225 firms of Australian manufacturing industry, it was found that marketing strategy receives third place in the order of emphasis while operations and research and development (R&D) receive first and second place respectively; further the results of the study also showed that new market segment development and adding new customers are instrumental in increasing the sales revenue.

New Products

Product superiority and advantage to users, technical and production efficiency, and marketing activities discriminate success and failure of new products (Cooper 1979).

Superior attributes such as quality, prestige, and luxury were subjected to intense and spirited research, and the results show that product-related attributes and benefits are positively linked to export performance measures; the principal reason is that product-related advantages don't lend them to being copied by the competitors (Beamish and Munro, 1986).

Maidique & Zirger (1984), based on a on long-term study of US industrial innovation, posited a new product development process model for a high-tech environment, which lays emphasis on: (1) a thorough understanding of the market and benefit to customers, (2) a well-planned and effectively organized new product process, particularly at R & D phase, (3) effective organization of marketing and sales, (4) management support for new product development and their launch, (5) profitability of the new product, (6) shortest time to market with no delay, and (7) a proper fit between the firm' capability (core competencies) and new product technologies and markets.

New Product Success Factors

Huang and Tsai (2013) conducted a meta-analysis of study conducted prior to 2011 on businesses in Asia to find out what factors are instrumental in the performance of new products. The results reveal that new product success predictors include: (1) market orientation, (2) marketing synergy, (3) technological synergy, (4) product benefits, (5) newness of the products, (6) cross-functional integration, (7) top management support, (8) talent and knowledge, (9) technological edge, and (10) market potential.

Cooper & Kleinschmidt (1993) made an empirical study on 103 new product development projects of large firms in four countries in North America and Europe. The most important factor that is instrumental in the success of new products is product differentiation, according to their study. Synergies, stages of product life cycle, and order of entry have only moderate influence on the success. In this particular study, market attractiveness and competitive situation did not influence the success much.

Taking cue from the literature and the curiosity of the industry to learn which direction to take to develop the business and what type of product is instrumental in achieving financial performance, the following hypotheses are formulated.

Hypothesis 3

Entry Motivator does not influence Sales Revenue Quotient and Profits Quotient.

Hypothesis 4

Product type does not influence Sales Revenue Quotient and Profits Quotient.

Research Methodology

Sample Description

This research has selected on a convenience basis 80 pharmaceutical SME units operating in Telangana state of India. The sample is stratified on different bases as described below.

Major Market

Export	37
In-state	22

Product Type	Out-state	21
	Generic/small molecules	62
	Biologics	7
	Nutraceuticals	3
R & D Ownership	Others	8
	Own R&D	45
	Others' R & D	35
Certification	Others	55
	Own Labels	25
Business Type	CDMO*	16
	APIs**	34
	API and formulations	17
	Others	13

The data collected belongs to the firms of varied sizes and so lack comparability. To get over the disadvantage of this lack of comparability, quotients were computed and used in the analysis. Quotients are sales revenues figures and profits figures divided by the size of the sales staff that a firm employs. SPSS software was used for analysis.

Analytical Techniques Used

Means: Means of data grouped by parameter is computed for inter-group comparison.

Kruskal Wallis Test : Kruskal Wallis test is an alternative to Anova. If Anova test has to be run, one important condition for the data to satisfy is normality. When the data is not normal, Kruskal Wallis Test is used instead of Anova test. This is a non-parametric test. This test is performed when the data can be divided into more than two groups. The test results show significance value. If the significance value is close or equal to 0 or less than 0.05, the difference between the groups is considered to be significant and the grouping basis is believed to be influencing the datapoints. On the contrary, if the significance value is more than 0.05, it is considered to be insignificant and hence grouping variable is understood as one not influencing the data.

FINDINGS AND DISCUSSION

Major Business Strategy

As stated before, this study set out to check if the type of Major Business Strategy chosen influences the financial performance of the firms. Accordingly, the following hypothesis is formulated.

Hypothesis 1

Major Business Strategy does not influence Sales Revenue Quotient and Profits Quotient.

To resolve the above hypothesis, statistical tests were run, beginning with computation of means for each group and comparison of them; it was followed by Kruskal Wallis Test to confirm the dependability of the findings. Means comparison is presented Tables # 1 & 2.

Firms with R & D as a major business strategy have a higher mean of Sales Revenue Quotient (10.31) followed by Raw Material (7.33), Marketing and Distribution (6.04), and Low-Cost Production (3.67). Apparently, since the mean of Sales Revenue Quotient for firms with R & D as a major business strategy is higher, R&D comes out as a worthy option but the mean should be subjected to Kruskal Wallis Test to establish its dependability.

TABLE #1 MEANS OF SALES REVENUE QUOTIENT

Major Strategy	Mean	N
R & D	10.31	20
Raw material	7.33	39
Marketing and distribution	6.04	7
Low- cost production	3.67	14
Total	7.33	80.00

TABLE #2 MEANS OF PROFITS QUOTIENT

Major Strategy	Mean	N
R & D	0.77	20
Raw material	0.74	39
Marketing and distribution	0.80	7
Low -cost production	0.28	14
Total	0.67	80

The mean of Profits Quotient of firms with Marketing and Distribution (0.80) is greater than those of the remaining three groups. The mean of Profits Quotients of firms with R & D as option is 0.77, Raw Material 0.74 and Low-Cost Production 0.28. These means should be subjected to Kruskal Wallis Test to find evidence for the real influence of Major Business Strategy on Sales Revenue Quotient and Profits Quotient.

TABLE # 3 RANK MEANS FOR STATISTICAL TEST

Major Strategy		N	Mean Rank
Sales Revenue Quotient	R & D	20	50.28
	Raw material	39	35.86
	Marketing and distribution	7	49.86
	Low-cost production	14	34.79
	Total	80	
Profits Quotient	R & D	20	43.65
	Raw material	39	39.00
	Marketing and distribution	7	55.64
	Low-cost production	14	32.61
	Total	80	

TABLE # 4 RESULTS OF KRUSKAL WALLIS TEST

	Sales Revenue Quotient	Profits Quotient
Chi-Square	7.076	5.119
df	3	3
Asymp. Sig.	.070	.163

The significance values of Kruskal Wallis Test results for Sales Revenue Quotient and Profits Quotient are 0.070 and 0.163 respectively (Table # 4). Those values are greater than the cut-off value, 0.05, which means that the difference in means is not real but only a sampling error.

As evidenced by the test results, Major Business Strategy does not predict Sales Revenues and Profits.

Hence the null hypothesis that Major Business Strategy does not influence Sales Revenue Quotient and Profits Quotient is accepted.

Major Market Served

Hypothesis 2

Markets chosen to serve do not influence Sales Revenues and Profits.

Towards the resolving the hypothesis formulated as above, statistical analysis was performed on the data collected.

TABLE # 5 MAJOR MARKETS SERVED SALES REVENUE QUOTIENT

Major market	Mean	N
Export	7.39	37
In-state	9.63	22
Out-state	4.79	21
Total	7.33	80

The computation of means of Sales Revenue Quotient (Table#5) shows that In-State market (9.63) is greater on Sales Revenue Quotient than other markets, i.e., Export and Out-State Markets (7.39 and 4.79 respectively). The means analysis points to the worth and attractiveness of In-State Markets.

TABLE # 6 MAJOR MARKETS SERVED PROFITS QUOTIENT- MEANS

Major market	Mean	N
Export	0.71	37.00
In-state	1.09	22.00
Out-state	0.17	21.00
Total	0.67	80.00

On Profits Quotient too (Table#6), the mean of In-State markets (1.09) is greater than those of other markets, i.e., Export and Out-State Markets (0.71, and 0.17 respectively). This comparison attests the worth of In-State markets.

TABLE # 7 MAJOR MARKETS SERVED RANK MEANS

Ranks			
Major market		N	Mean Rank
Sales Revenue Quotient	Export	37	39.69
	In-state	22	42.16
	Out-state	21	40.19
	Total	80	
Profits Quotient	Export	37	47.30
	In-state	22	41.23
	Out-state	21	27.76
	Total	80	

Rank means computation is useful for performing the statistical tests only but not for comparison.

**TABLE # 8 MAJOR MARKETS SERVED KRUSKAL WALLIS TEST
Test Statistics**

	Sales Revenue Quotient	Profits Quotient
Chi-Square	.161	9.500
df	2	2
Asymp. Sig.	.923	.009

Table # shows the results of Kruskal Wallis Test (Table #8).

The significance value of Kruskal Wallis Test on Sales Revenue Quotient is 0.923 which is far greater than the cut-off value, 0.05. That implies that Major Market chosen to serve does not influence Sales Revenues.

But the significance value of Profits Quotient is 0.009 which is much less than the cut-off value, i.e., 0.05. Such significance value evidences the influence of Major Market chosen to serve, on Profits Quotient.

Major Market chosen to serve influences profits but not sales revenues.

Hence, the hypothesis that Major Market chosen to serve does not influence Sales Revenue is accepted but the other part of the hypothesis that it does not influence Profits Quotient is not accepted.

Entry Motivator

Strengths and Opportunities lure an entrepreneur to jump into a business. I call them 'Entry Motivators'. It is needless to say that an entrepreneur, when he matches his strengths with the opportunities, higher performance is expected to result in. The entrepreneur is motivated by either his own strengths or attractiveness of the opportunity available in the environment. This study identified three entry motivators, i.e., two opportunities and one internal resource strength. Attractive ready market and Above-average Profits are opportunities and Know-how accessibility (within the firm) is internal resource strength.

This study set out to check if entry motivator influences the Sales Revenue and Profits. Hence, to proceed with this inquiry, the following hypothesis was formulated.

Hypothesis 3

Entry Motivator does not influence Sales Revenue Quotient and Profits Quotient.

Towards resolving the above hypothesis, means of the Sales Revenue Quotient and Profits Quotient of companies which took one of the three Entry Motivators is computed for comparison (Table # 9 &10).

Means of Sales Revenue Quotient

TABLE # 9

Entry Motivator	Mean	N
Attractive Ready Market	11.13	20.00
Know-how accessibility	3.77	23.00
Above-average profits	7.48	37.00
Total	7.33	80.00

The means of Sales Revenue Quotient of firms which took cue from Attractive Ready Market (11.13) is greater than those of the firms attracted to Above-Average profits and Know-How Accessibility (7.48 and 3.77 respectively). It implies that Attractive Ready Market augurs well as an indicator of success for the firms. But one cannot depend on the means, since they may have been caused by random errors. To resolve this dilemma, Kruskal Wallis Test is performed. Kruskal Wallis Test results are presented in Table #12.

The significance value of the statistical test is 0.259 which is much larger than the cut-off value, i.e., 0.05. It implies that means differences are just a result of random error and thus it does not give enough evidence to the claim that Entry Motivator influences the Sales Revenue Quotient. To this extent, hypothesis that Entry motivator does not influence Sales Revenue Quotient and Profits Quotient is accepted.

The same process was applied to Profits Quotient also to check the second part of hypothesis, i.e., if Entry Motivator influences the Profits Quotient.

To proceed with this part of analysis, means were computed.

TABLE # 10 MEANS OF PROFITS QUOTIENT

Entry Motivator	Mean	N
Attractive Ready Market	1.35	20.00
Know-how accessibility	0.23	23.00
Above-average profits	0.58	37.00
Total	0.67	80.00

The means of the firms who was lured by Attractive Ready Market (1.35) is greater than those of firms guided by those of other two motivators, i.e., Above-average profits, and Know-How accessibility (0.58, and 0.23 respectively) (Table#10). This first signal goes in favour of Attractive Ready Market. But that is not a clear pointer since there are high chances of random error.

So, to resolve the above dilemma, Kruskal Wallis Test was performed on the rank means (Table # 12). The significance value is 0.259, which is greater than the cut-off value. It means that Entry Motivator does not influence sales revenues.

TABLE # 11 MEANS OF RANKS

Ranks			
Entry Motivator		N	Mean Rank
Sales Revenue Quotient	Attractive Ready Market	20	46.75
	Know-how accessibility	23	35.07
	Above-average profits	37	40.50
	Total	80	
Profits Quotient	Attractive Ready Market	20	52.75
	Know-how accessibility	23	32.35
	Above-average profits	37	38.95
	Total	80	

TABLE # 12 KRUSKAL WALLIS TEST

Test Statistics		
	Sales Revenue Quotient	Profits Quotient
Chi-Square	2.705	8.556
df	2	2
Asymp. Sig.	.259	.014

The significance value of the Kruskal Wallis Test with regard to Profits Quotient is 0.014, which is less than the cut-off value, 0.05 (Table#12). It implies that Entry Motivator makes a difference for Profits Quotient. Hence this part of hypothesis that Entry Motivator does not influence Profits Quotient is not accepted. The test confirms that Entry Motivator predicts the profit performance of a pharmaceutical SME firm in this part of world. But, Entry Motivator does not predict sales revenues.

Product Type

Product is a predictor of financial performance of a firm. It is needless to say that Product, innovated, differentiated, and value-added, commands a value and price that is commensurate with its benefits and features embedded through product development process. In other words, the value so derived and patronized gets translated into financial performance.

In this study, I took the following products (product categories): (1) Generics and small molecules, (2) Biologics, (3) Nutraceuticals and (4) Others. This study will check if Product type can discriminate between the firms in terms of Sales Revenues and Profits.

Following the above discussion, the following hypothesis is formulated.

Hypothesis 4

Product type does not influence Sales Revenue Quotient and Profits Quotient.

To proceed with resolving the above hypothesis, means of Sales Revenue Quotient and Profits Quotient of the firms split by Product type were first calculated, followed by calculation of rank means and performance of Kruskal Wallis Tests.

TABLE # 13 MEANS OF SALES REVENUE QUOTIENT

Product type	Mean	N
Generic/small molecules	8.63	62.00
Biologics	2.53	7.00
Nutraceuticals	2.54	3.00
Others	3.24	8.00
Total	7.33	80.00

The Table # 13 displays the means. The Sales Revenue Quotient mean of firms working with Generics/Small molecules is 8.63 and those of the firms working with other Product types, i.e., Biologics, Nutraceuticals, and Others are 2.53, 2.54, and 3.24 respectively. At the first glance, Generics/Small molecules is a winner in terms of Sales Revenue Quotient. Since means comparison carries the risk of random error and hence is not reliable, Kruskal Wallis Test is performed, after computation of rank means. The results are furnished in the following Tables (Table # 14& 15).

TABLE # 14 MEANS OF PROFITS QUOTIENT

Product type	Mean	N
Generic/small molecules	0.77	62.00
Biologics	0.61	7.00
Nutraceuticals	0.08	3.00
Others	0.16	8.00
Total	0.67	80.00

TABLE # 15

	Sales Revenue Quotient	Profits Quotient
Chi-Square	10.381	8.547
df	3	3
Asymp. Sig.	.016	.036

The significance values of Kruskal Wallis Tests with regard to Sales Revenue Quotient and Profits Quotient are 0.16 and 0.036 respectively. These significance values are less than the cut-off value. This testifies to the existence of influence of Product type on both Sales Revenue Quotient and Profits Quotient.

Hence the null hypothesis that Product type does not influence Sales Revenue Quotient and Profits Quotient is not accepted. Product type influences the firm's performance in sales revenues and profits.

LIMITATIONS

These results are based on a small sample of pharmaceutical SMEs relating to this particular region and so reflect the thought process of the local firms. So, caution is counselled while generalizing these findings to other areas.

CONCLUSION AND SUMMARY

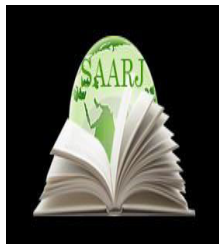
Firms have to diligently choose the markets they want to serve. Major Market chosen to serve influences profits but not sales revenues. Entry Motivator predicts the sales revenues and profit performance of a pharmaceutical SME firm in this part of world. Similarly, Product type influences both sales revenue quotient and profits quotient. Major Business Strategy does not predict Sales Revenues and Profits. These findings are specific to this area and so cannot be generalised for applying across the regions.

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ISSUES OF THE CLUSTER APPROACH TO IMPROVE THE PROFESSIONAL TRAINING OF FUTURE MUSIC TEACHERS

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ABSTRACT

The article is devoted to the issues of conventionality of professional training of students. The essence and content of musical and pedagogical activity of a future specialist, the structure of musical and performing competences are considered. It also proposes a cluster approach to solutions that create a practice-oriented learning environment.

KEYWORDS: Professional Training, Musical Pedagogical Activity, Educational Cluster, Competence, Professional, Teacher Of Contemporary Music.

INTRODUCTION

The implementation of a unified educational policy in Uzbekistan by regions shows the need for effective development of innovative components of the higher education system and ensuring competitiveness in the educational services market. In particular, the urgency of creating such a new mechanism in the pedagogical education system today demonstrates the need to achieve the satisfaction of interests through mutual control, competition, integration, continuity and continuity between the types of education. Given such an important social significance of teacher education in the sustainable development of society, modern requirements, problems in the system and the gap between science and education in their solution determine the need to transfer links of lifelong pedagogical education to the model of cluster development [2]. One of the tasks in the context of modernization of education in Uzbekistan is to ensure the innovative nature of basic education, including updating the structure of educational institutions in accordance with the goals of innovative development, ensuring a competence-based approach, academic knowledge and interaction. Practical skills, creation of a modern system of modern training and retraining.[1] Today, it is extremely urgent to create an environment that improves the quality of education of schoolchildren, and to prepare a modern teacher who meets the requirements of this environment.

In order to improve educational practice in modern conditions, there is a growing demand for creative music teachers who are able to adapt to the needs of society and work effectively with the younger generation.

The development of national and regional models for the application of the cluster approach to teacher education, the development of methods for organizing pedagogical practice in certain subjects, in particular, music education in general education schools, determines the relevance of the topic.

LITERATURE REVIEW AND RESEARCH METHODOLOGY

In recent years, the problem of the cluster of teacher education and its implementation in Uzbekistan has been studied as a separate object of research. In particular, the educational cluster is a new innovative direction in our pedagogy associated with integration and continuity, and its implementation is a factor in the preparation of competitive personnel in teacher education. Research an extent on the area by G.I.Mukhamedov, Sh.K.Koshanov, K.Makhmudov. In the areas related to the problem, in particular: organizational and pedagogical factors of the continuous education system, mechanisms for improving the content and form of the education system R. Eschanov, G. Bobodzhonova, D. Bekchanov, M. Kuronov, R.A. Makhmudov, R. Sh. Akhliddinov, Yu. N. Abdullaeva; Ensuring continuity and continuity in education, strengthening integration between types of education B.S. Abdullaeva, N.Kh. Rakhmonkulova, D.Sh. Yakibova, M.I. Toshpulatova, A.A. Dzhumanov, R.B. Adizov; Provision of interdisciplinary relations and organizational aspects of scientific and methodological cooperation of educational institutions are reflected in scientific research N.M.Abdullaev, G.Sh.Faizullaeva, O.K.Abdurakhmanova [2]

It is known that teaching practice is one of the most important stages of professional training of students. The purpose of the pedagogical practice of bachelors in the direction of "Music Education" is: to ensure the connection of scientific-theoretical and practical training of students; acquisition of initial experience in professional pedagogical activity.

In recent years, the problem of training specialists in the field of music education has been in the focus of attention of a number of scientists. They contribute to the development of education through their research, ideas in articles and dissertations, and the creation of textbooks. Q.B.Panjiyev("Innovative development and development strategies for music education", Tashkent, 2021), P.G. Kadyrov ("Musical Pedagogy", Tashkent, 2009, "Musical Psychology" - Tashkent, 2005), G.S.Sharipova ("Music and the Methods of its Teaching", Tashkent, 2004), E.N.Shainskaya, S.F.Deberdeeva. The first steps were taken by such researchers as I.Glindeman, H.Madrakhimova ("Uzbek classical, professional music of traditional traditions - a lesson in the lessons of musical culture in grades 5-7", Tashkent, 2002), but this is not enough. [7]

Questions of pedagogical practice of a music university are considered within the framework of general pedagogy. However, the peculiarity of the profession of a music teacher is that this profession requires the acquisition of musical performance and teaching skills. The cluster approach is most likely to be effective.

DISCUSSION

Historically, in the teaching practice of musicians, there have been two views on performing competence. One of them requires the teacher to have a compulsory set of knowledge, skills and abilities to play a musical instrument. Second, there is no direct link between skillful

performance on a musical instrument and performance. The first type recognizes a teacher who is a constant participant in concert activities and can combine stage creativity with the professional training of students. The second refers to a music teacher who participates in the training of a future performer, but is not a highly qualified performer [6].

Life provides vivid examples of high pedagogical achievements of both types of teachers (teacher-performer and teacher-musician). Great performers and teachers who have brought up many famous musicians today, for example, professors who have not left the capital's scenes for a long time, G.G.Neuhaus, D.F.Oistraks, N.A.Malko, T.A.Dokshitser, P.Necheporenko. In 1916, after the final exams of the Saratov Conservatory, Professor B.L.Yavorsky. In higher musical educational institutions, he wrote that "only musicians should teach, and not teachers of sound sciences" [4]. However, there are examples of instrumental teachers who achieve high pedagogical results without being a great artist and without demonstrating instrumental skills on stage (and vice versa, every great performer does not automatically become an effective teacher).

An example of this pedagogical talent - the founder of the Academic School of Folk Instruments in Ukraine, Professor M.M.Gelis: Coached a whole group of pianists, contemporary accordionists, dombra players, balalaika players and guitarists.

Thus, it can be assumed that the main components of the trinity of "knowledge, skill and excellence" in the work of a music teacher are knowledge, not skills or abilities. That is, performing competence is manifested not in perfect possession of this musical instrument, but, most importantly, in understanding the laws of the performing process and in the development of musical performing skills and abilities [8]. Nowadays, scientists have different approaches to the issue of professional training of music teachers. [5]

Analysis of scientific sources showed that its improvement is carried out in the following areas:

- Implementation of an integrated, integrated, interactive approach in the process of vocational training;
- Positive changes in the structure of professional education;
- take into account the specifics of music lessons in general education schools, respectively, the specifics of the practical activities of a music teacher;
- study the specifics of vocational training.

The following issues are of greatest relevance: the need to prioritize research in the absence of a unified concept for improving the professional training of music teachers; weak interdisciplinary links between music and other disciplines; without taking into account regional cultural characteristics in the educational process. [3]

We believe that the main advantages of creating a single cluster uniting pedagogical, scientific-methodological and creative directions in music education are:

1. Scientific substantiation of the importance of the cluster approach in the training of modern teachers for music education.
2. Improving the methods of involving future specialists in the internship process on the basis of the educational cluster.
3. Analysis of foreign experience of social pedagogical practice and development of mechanisms for its application in our education system.

4. At the level of the education system: organization of laboratory space for studying the features of organizing the process of passing practice in general education, additional, secondary specialized, higher education, regular activities.

5. Development of guidelines for organizing the pedagogical practice of the future music teacher.

EXPECTED RESULTS

1. Mechanisms, methods and forms of interaction between subjects of the musical educational process have been developed and tested.

2. In the field of music education practice, based on the requirements of modern educational technologies and the State Educational Standard, the educational and methodological complex and technological support of educational programs will be improved.

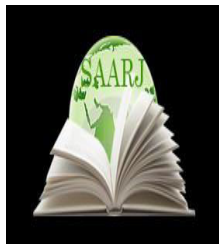
3. Selection and improvement of the structure and content of musical pedagogical practice, taking into account the interests of all subjects of the educational cluster.

CONCLUSION

The interaction process organized in this way allows creating a practice-oriented learning environment that increases the competitiveness of all links of the cluster; provides training of highly qualified specialists within an acceptable time frame; allows you to create individual educational trajectories of self-awareness in the profession.

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DEVELOPMENT OF THE CULTURE OF ENGLISH COMMUNICATION IN STUDENTS AS A SOCIAL AND PEDAGOGICAL NEED

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ABSTRACT

This article is written about communication as a socio-pedagogical need of students. Communication is one of the factors underlying social relationships. Its content, tone, direction and style determine the outcome of interpersonal social relations. After all, relationships that develop between people on the basis of communication take on a positive or negative character. Therefore, special attention is paid to the development of a culture of communication among the younger generation in educational institutions. In addition, effective communication is an important requirement regardless of the language in which it is organized. In the context of globalization, although English is an important means of interethnic communication, the acquisition of a culture of communication in English by the youth of the republic, including university students, is becoming a social necessity and need. In order to meet the needs of students in organizing communication in English, the content of the university's activities is reflected in the process of educational and spiritual and educational work.

KEYWORDS: *English, Communication, Social Need, Pedagogical Need, Students.*

INTRODUCTION

In the context of the internationalization of education in the world, the intensification of ethnic and cultural ties, creative technologies for the development of a culture of communication in students have been applied to the educational process. In the "Medium-Term Strategy for 2014-2021" for 2014-2021 in the framework of the UN Millennium Declaration, it is necessary to intensify the teaching process, improve the quality of education, develop uniform qualification requirements for professional training. Systematic work is being carried out to dynamically increase the level of professional competence of future professionals.

Research is being conducted in the world's higher education and research institutions on the development of English-based communication culture of students, the use of students' opportunities in interpersonal communication, the development of tolerance in social subjects

through communication. At the same time, research is being conducted to identify promising areas for the development of a culture of communication among students, exchange of knowledge and students between different educational institutions in the context of intensified ethnic and cultural ties, improvement of standards, monitoring progress in achieving educational goals.

In our country, the introduction of an effective system of teaching foreign languages in accordance with international qualification requirements, the formation of the material and technical base for training competitive personnel, the development of effective communication skills in English by students in cooperation with leading foreign universities. President of the Republic of Uzbekistan the "Strategy for further development of the Republic of Uzbekistan in 2017-2021" "education of a highly educated and intellectually developed generation, the creation of a pool of competent scientific and pedagogical staff in higher education" [1] will create sufficient conditions for the development of communication culture.

MATERIALS AND METHODS

Research methods: Study of pedagogical, psychological and linguistic literature; comparative analysis; questionnaire; test; conversation; pedagogical observation; interview; pedagogical experience; expert evaluation; mathematical-statistical method.

Research objectives: Analysis of the coverage of pedagogical opportunities for the development of English-based communication culture of students in the context of the intensification of ethnic and cultural relations in the philosophical, pedagogical, psychological and linguistic literature.

ANALYSIS AND DISCUSSION

The development of a culture of communication based on the English language of students is a complex process that must be properly organized in terms of theoretical, practical and reflective assessment.

In psychological sources, this concept is described as follows:

- 1) communication - the process of interaction between people, their interaction with each other, restoration and development of communication between them;
- 2) exchange of information between people based on their interaction with each other [5, 287].

It is clear from the definition that communication creates interactions between people, restores old relationships, further develops existing relationships, ensures that people interact with each other and exchange information between them, which is more important than ever for a modern lifestyle. These circumstances confirm the socio-psychological importance of communication [2].

Interpersonal communication is not only personal but also social. Therefore, from time immemorial, the leading figures of society (thinkers, statesmen, military leaders) paid special attention to the study of the correct, effective and rational organization of communication. As a result of such attention, an independent science was formed, embodying knowledge about the effective, correct organization of communication, called "Culture of speech" ("Culture of speech", "Basics of public speaking", "The art of public speaking", etc.) Based on this subject, speech, its features, it is possible to get acquainted with theoretical knowledge about the types of communication, tasks solved in the organization of communication, means of communication (exchange of information), etc.

Today, communication plays a decisive role not only in political, diplomatic and other areas of professional activity, but also in the process of the simplest everyday relations between people. The more accurately and efficiently the communication is organized, the greater the convergence of individuals, the higher the guarantee of cooperation in one form or another, the achievement of personal goals. The basis of agreements signed at the global and national levels in the field of production, business, creativity, etc., is also an effective dialogue between people.

Language is the most important means of communication. Therefore, in the process of communication, in addition to directly reflecting the specifics of the language of a particular nation, the cultural approach of the individual is also reflected. Communication and the linguistic culture reflected in it play a special role in the organization of interpersonal communication, social education. According to M.V. Andryunina [7], the use of the following modules to ensure the effectiveness of communication and social education will achieve the expected result: a module based on the priority of factors motivating needs (including the need to learn a language, a specific ethnic group is in the lead); a module representing the leadership of emotional and value factors (this is the emotional perception of language (speech), the value orientation of the communicative process determines the content, direction and results of interpersonal relations); a module in which factors that contribute to the enrichment of theoretical knowledge play an important role (in which there is knowledge that demonstrates a thorough mastery of certain linguistic features); a module (activity) that practically expresses a deep knowledge of a particular language (the presence of moral and communicative qualities of speech, oratory, independent replenishment of vocabulary in a particular language).

The priority principles that determine the belonging of the culture of communication are: correctness of speech (grammatical, syntactic, morphologically correct structure); purity of speech (polite, "wild", free from parasitic words and phrases); accuracy of speech (clear, concise presentation of thought); consistency of speech (logical sequence of speech, complementarity of ideas); expressiveness of speech (lively, expressive, meaningful); richness of speech (enriched with proverbs, parables, wise sayings, folk sayings); adequacy of speech (correspondence of speech to the current situation and the mental state of individuals) [6, 42-74]. At the same time, in our opinion, special attention should be paid to the fact that speech is based on existing social and ethical norms (observance of social requirements, etiquette, rules of etiquette in verbal communication).

The effectiveness of communication in English between representatives of different nationalities and ethnic groups depends on the ability of the person (student) to think logically. Therefore, at the same time, education, or rather teaching English, is aimed at teaching students to think logically, to develop their logical thinking.

According to the lexical meaning, when the word "logic" is translated from Arabic, the term "logos", expressed in Greek, means thought, word, intellect, law. In fact, logic is the desire of a person to reflect in his mind an objective being in the form of imagination, understanding and discussion (problem, scientific hypothesis, idea, theory), to find important connections and connections between them, and also to express conclusions using speech (language). As a science "Logic" - "Knowledge of the basic laws and forms of reasoning" [3, 452].

The main task of logic is to determine the truth, to study the ways to achieve it.

As mentioned above, the pinnacle of logical thinking is thinking. So what do you think?

Contemplation is an objective being, reality, event, process or object in the human mind, which

is a manifestation, imagination and discussion (problem, scientific hypothesis, idea, theory), the manifestation of important connections and connections in a higher form. Its "basis, physiological mechanisms is the higher nervous activity" [4, 303].

According to philosophical approaches, the process of thinking is built on the following stages:

Stage 1: assimilation of concepts (knowledge);

Stage 2: reasoning based on existing concepts (knowledge) (judgment, i.e. decision making);

Step 3: Draw conclusions based on the feedback (judgment, decision).

At the same time, it should be noted that reflection at the second stage takes the form of analyzing the causes and effects of the problem, putting forward scientific hypotheses, substantiating a specific idea or theory, which is reflected as a solution.

Logical thinking is the highest form of personal thinking, through which the mind represents, understands and discusses the properties of objective beings, processes, objects, events, phenomena, objects, etc., Important connections and connections between them (problem, scientific hypothesis, idea, theory). reflected in the form.

Based on the above considerations, from a pedagogical point of view, it is possible to interpret such concepts as "intensification of ethnocultural relations", "communication in English", "culture of communication based on the English language" and "development of the English language of students". culture of communication ".

The intensification of ethnocultural ties is the growth of interest and the desire to establish interaction in the field of socio-cultural (education, literature, art, science) between representatives of different ethnic groups (ethnoses, nations, peoples) in the context of global information.

Communication in English is the exchange of ideas between people in English in accordance with the rules of the respective language, directly or indirectly using information and communication means (letter, home and mobile phone, computer, Internet) [8, 9, 10, 11, 12].

The culture of communication based on the English language is the ability to effectively and successfully organize a conversation between people in English in accordance with the rules of the language or using the means of information and communication (letter, home phone, mobile phone, computer - Internet) [13, 14, 15, 16].

The development of an English-speaking communicative culture of students is an effective, successful organization of a conversation between two or more people in English in accordance with the rules of the language or using media and communication (letter, home phone, mobile phone, computer). - Internet) a process aimed at developing the ability to receive; For this purpose, pedagogical activities have been organized [17, 18].

In the process of teaching English, teachers create, enrich, develop students' understanding of the basics of the subjects studied, reflect on a specific process, object, event or phenomenon (judgment, decision), analyze the causes of the problem, consequences, they should pay special attention to the formation of skills, the ability to check scientific hypotheses, come to the final conclusion, substantiating the idea, which is the content of the solution. Therefore, only then will students get used to thinking logically about each situation, process, object, subject, event, event in order to provide the content of the communicative process, organized in English, and this

habit will gradually turn into a skill.

CONCLUSION

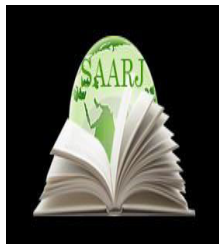
Thus, in the context of globalization, the study of the English language, which is an important means of interethnic communication, is becoming more and more popular in Uzbekistan, becoming a social necessity and need. The activities of higher educational institutions also play a special role in meeting existing needs, the leading directions of which are the educational process and spiritual and educational work. Basic concepts such as “Communication in English”, “Culture of communication based on English”, “Development of a culture of communication based on English” for a complete explanation of the theoretical essence of the pedagogical process aimed at developing a culture of communication based on English in students is important to define principles that are prioritized. The development of an English-speaking culture of communication among students does not occur by itself, but at certain stages of need:

- The formation of a positive attitude;
- Creating interest and needs;
- Striving to satisfy interest and need;
- Organization of practical actions to meet interest and needs;
- Reflective assessment of the results of practical actions.

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JOHN STEINBECK'S CREATIVE WORLD IN A NATIONAL CULTURAL ENVIRONMENT: TRANSLATION, RESEARCH, AND LITERARY INFLUENCE

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ABSTRACT

The current article examines the problem of artistic interpretation of the dialectic of the relationship between the individual and society in the works of John Steinbeck, a well-known representative of world literature, and the Uzbek writer Nazar Eshankul. American literature, especially with its monumental prose works, occupies a significant place in the system of world culture, literature, and art.

KEYWORDS: John Steinbeck, American Literature, Literary Influence, Critique, Typical Process, Mythological Process, Conceptual System, Human Concept And Freedom, American Mentality, Freedom Of Choice.

INTRODUCTION

John Steinbeck, one of the country's most prolific writers and winner of the International Nobel Prize, has a great deal of respect for the universality of American prose. Professor S. Martin, an American literary critic, noted in his book *The California Writers* that the blessed work of two great wordsmiths, Jack London and John Steinbeck, who grew up in California, is important and famous not only in America but also around the world. He was proud of it and deeply analyzed their novels and short stories with unique ideological and artistic pathos. Famous writer, playwright and publicist John Erist Steinbeck was born on February 27, 1902 in Salinas, California. His first novel, *The Golden Cup*, was published in 1929. *The Tortil-Flet Quarter*, published in 1935, was a series of episodes in which Steinbeck sought to portray the negative effects of materialism on humanism. The author is best known for his stories "And They Lost the War" (1936) and "On Mice and Humans" (1937). In particular, *The Spark of Hate* (1939) is a classic example of American literature. Also, Steinbeck's novels "Canned Right" (1945), "The Lost Bus" (1947), "East of Paradise" (1954), "Troubled Winter" (1961), "Journey with Charlie across America" (1962). and is the author of other works. His collection of short stories "Magnificent Mountains" was translated into Uzbek and published in 1962.

Steinbeck's first novel, *The Golden Cup*, was published in 1929. In particular, *The Spark of Hate* is a classic example of American literature. "The greatest work ever written about American workers in our entire history ... is the pride of writing in arrogant loneliness ..." John Steinbeck's *Spark of Hate* is highly regarded by U.S. literary critics. Created during the turbulent times of the 1930s, the book reflects the spirit of the times. The novel, which portrays the sad life and depressed mood of the day, was a clear rebellion against the times. Representatives of the country's leading public have largely acknowledged that Steinbeck's work has a progressive and democratic tradition of U.S. literature. The author's name is on the list of writers such as John Reed, Theodore Dreyzer, and Anton Sinclair. Today, in Los Gatos, California, more than half a century after the last pages of the typewritten manuscript were published, the role of this work in the context of the literary process of the twentieth century has become not only significant, but universal. It was no coincidence that the novel *Spark of Hate* gained great popularity in 1939. John Steinbeck was not limited to the success he achieved in this work, of course. He is a writer whose skills as an inquisitive writer are increasingly refined is a word artist. For readers around the world, Steinbeck's name is associated primarily with the socio-psychological process in the United States during the pre-World War II crisis years. His first adventure, and in many ways an astonishing novel, *The Golden Glass* (1929), was published shortly before the famous "bourgeois recession." However, the topic of the nationwide wave did not immediately fall into the realm of observation and thought by the beginning author. In his novels of the early 1930s, Steinbeck began to see the problems, philosophical interests, and aesthetic decisions that first set him apart from the representatives of the youth literature of the time. Beginning with these novels, the pages of his books featured ordinary Americans who were familiar to the author from his own experience — farmers, tenants, Mexican shepherds, and homeless peasants.

The "Steinbeck Kingdom" was formed around the city of Monterey and the Salinas Valley in Central California, which is home to a unique, conditional character in his works. From now on, there will be some contradictions between the creative method and the worldview. His work is a mixture of realism and naturalism, a struggle between the multidimensional socio-psychological interpretation of man and his actions based on the mystical-biological concept. After the pseudo-geography of *The Golden Glass* and the metaphysical problems of *The Invincible God*, the writer is right here - still in the early stages, contemplating the real conflict of American life. During the war years, the writer set out to actively defend democracy from the destructive threat of fascism. The artistic form of his works was formed and enriched and developed the art of critical realism. The decade from 1936 to 1945, when the workers' movement was widespread in the United States and World War II took place, was the peak of Steinbeck's career. When *Spark of Hate* saw the light of day, American critics acknowledged it. They unanimously argued that the main reason for the writer's creative growth was that he addressed more social issues and expressed the acute conflicts between labor and capital. Steinbeck did not suddenly make a true and artistic expression of the plight of American workers. In his novel *And And They Lost the War* (1936), about the strike of farm workers in California, he was still searching for an artistically adequate coverage of the problems. After saying goodbye to the open-hearted and cheerful people who live on the edge of bourgeois civilization, the heroes of the Tortil-Flet Quarter, the writer begins to pay more attention to socio-economic problems. It was not necessary to go far in search of the ongoing struggle between the strata of society. In the writer's hometown of Salinas, there was a strike by fruit packers at the time. Steinbeck was well aware of all the demands of the strikers. He even starts writing a special book about it. Steinbeck was well aware that the book would be "very sharp" and that there would be no publication to publish it. In the summer of 1937, the

Central American states experienced a severe drought to the west of the middle reaches of the Mississippi River and a strong storm mixed with “dust”. Thousands of homeless farmers and tenants were forced to flee their lands. As a result, thousands of agricultural workers in search of shelter and employment and a large influx of immigrants began to flock to California's disaster-free lands. These processes take many forms in the works of the truthful writer John Steinbeck. Because he was an artist who breathed with time and was alert to social problems In an open address to students, Steinbeck spoke of social differentiation among farmers, the impoverishment of Oklahoma cotton field tenants, and the plundering and exploitation of the population by large companies. Such journalistic retreats are presented as a bus-whole picture of all segments of the population in the United States as a shock to the society. Among them are a farmer who was evicted from his land and a benefactor who benefited from the tragedy that befell the people. However, for the author, the fate of the farmer Jouds family, who lives next to other immortal creations created in the American spirit, is closer. Emotions run through the pathos of social protest are a special feature of the ideological and artistic structure of the novel Spark of Hate. Confidence in one's own power, wisdom, and steadfastness are reflected in The Spark of Hate. Simple, chauvinistic is typical of the image created by Americans. The history of the Jews' oppression from Oklahoma to California is an example of the small number of literary heroes of the twentieth century. The author does not give them too much artistic decoration, as he portrays his characters in a "natural" way, which is influenced by the biological identity of the individual and specific social conditions. While remaining true to the artistic truth, the writer did not deliberately complicate the character of the Jews, the protagonists of the novel. But he saw in them the most basic element - courage and diligence, courage and self-sacrifice, loyalty to the traditions of generations, and a limited sense of duty, honor, and justice that united the core of the family even in the most tumultuous hours of trial. The Jews are also proud of the news that the banks and trusts, that is, the mysterious invisible beings, have lost their source of life. Faced with the threat of starvation in the book finale, Ma Joud will never be left with a sense of inner peace and self-awareness. Spark of Hate is a unique work that has a strong place in the progressive literature of war. Reflecting the situation in the late 1930s, the writer draws lines of popular protest and amazement that are equally characteristic of different segments of the population. In one of the journalistic chapters of the book, the author laments the fact that immigrants from Oklahoma, Arkansas, and other eastern states are also excluded from California jobs for fear of falling wages and competition. As he ponders what is holding back Americans from living a free and happy life, Stenybeck does not comment sufficiently openly on the actions of the U.S. federal government, which seeks to mitigate the effects of the economic downturn through flawed measures. In the second half of the novel, little attention is paid to the description of the camps organized by the government for the unemployed, which are described as a minority “island of safety” between a sea of violence and decline. The ideological structure of the novel focuses on the image of Jim Casey. He is a devout priest who is not very different in appearance, but only in his preaching ability. The main thing is to find answers to the questions of evil and good, the existence of man. The reader meets Tom Joud in a situation that is difficult for Casey, that is, at a time when he begins to doubt the right of others to the right path and the rightness of Christianity. . The brutal reality of life was familiar to Casey (as was Steinbeck's path from his earlier works to Spark of Hate). They were well aware that the miserable lives of ordinary people were not the fault of celestial evil and mystical creation, but the fault of others - human beings "breathing in profit and living in the space of savings." "I did my best to fight the devil, because the devil seemed to me a terrible enemy," Casey said. "Now our country is occupied by a stronger enemy and will not return until it is crushed." Jim Casey was the first of

the novel's protagonists to engage in a conscious struggle against the oppressors of labor. He is involved in a clash with police. He voluntarily goes to jail to save the roof. He then led strikes on fruit plantations. Steinbeck, who has remained faithful to the authenticity of the image, says that from the bottom of his heart, Casey did not give up divine calls such as zeal and non-resistance. Unlike the characters in Steinbeck's other books, Casey creates his own "natural religion." The focus is not on God or nature, but on hardworking people. "I sat for a long time, thought, and suddenly understood," Casey said to himself. "What good is it for us to turn our backs on God and Jesus?" Maybe the Holy Spirit is the soul of man? Probably all people are saved and they form a great soul. We can find them in every human being. From the earliest primitive views of the Jews, the writer discovers in them a whole world of beauty and poetry. Steinbeck honors their vital instincts, overcoming the horrors of pain and death, highlighting their drive for creativity and hard work. It was not until the publication of *The Tortil-Flet Quarter* in 1935 that his literary destiny took a turn for the worse. For the first time, the author's name appeared on the list of bestsellers. He won the Best Book of the Year award and a gold medal. On the basis of *The Tortil-Flet Quarter*, a story that has yet to claim a full-fledged epic, Steinbeck's democratic intonation has grown significantly. The benevolent "sons of the earth" lived only to meet their basic needs. But the author sees the rudeness of the parties as a push forward. Masked masculinity is seen as sincere simplicity, and cunning calculation as unique generosity. But the Californian, barefoot merry-go-round can't help but lose its philosophy of eternal impossibility. The writer himself understood the weaknesses of his literary heroes. That is why the idealization of the unspoken primitiveness in human relationships in his book should not be considered wrong. John Steinbeck's "On Mice and Humans" (1937) also played a role in the novel "Preliminary Sketch". In this play, the writer avoids subjugating the facts of life to the preconceived abstract idea, just as he avoids the utopian imagination. Written on the basis of Steinbeck's direct personal impressions, this small work proved to be an important challenge in the late 1930s to address the immediate socio-economic situation in the United States. The lives of millions of workers during those difficult times were portrayed by Steinbeck with thrilling tragedy and surprising fun. In February 1937, Steinbeck's poem "About Mice and Humans" appeared on the shelves of bookstores across the country. This book will soon become a bestseller. The Books of the Month book club will send it to club members along with Herbert Wales' new novel *The Gambler*. In the first month after its publication, the story sold more than a hundred thousand copies. Based on this story, a play will be staged, which will later be awarded by the Club of Theater Critics. For the first time in many years, Steinbeck's name has attracted the attention of prominent literary critics and a wide readership. At the heart of the story - the seasonal workers - lies the simple history of George and Lennie. George is an intelligent, hardworking, and very open-minded worker. His friend Lennie was called a "big myth." Although he has "extraordinary" powers, nature has driven him insane, and his mind and memory are like those of a child. He relies on George, who is the only support and backbone in everything, in this incomprehensible world. Lennie's character is not as conspicuous as the other characters in the play. His world of thought is limited. He can't even answer for his actions. In every conversation with George, he kept asking questions about rabbits. George also mixes Lennie's questions about the rabbit with his dreams about the farm. George understands that it takes a lot of money to own a farm. She also knows that she has to work hard to achieve her dream. John Steinbeck, who has established himself as a novelist and short story writer, is the author of several short stories. The most famous of his stories are "Murder," "The Gift," and "Mr. Hogan's Bank Robbery." Steinbeck's "novel of stories" - "Heavenly Huts" - is a unique work in terms of form and structure. Steinbeck's "novel of stories" - "Heavenly Huts" - is a unique work in terms of form

and structure. In late February 1932, Steinbeck received a report from Keyland Smith that *The Heavenly Huts* would be published in the fall. Explaining the content of his new book, Steinbeck says that the events described in it are taken from life. He personally knew the people of the valley, known as the "Heavenly Huts." The valley was so named because the twenty families who lived there lived in peace and harmony. One day a new family moves here from a farm. They were simple, illiterate, but quite honest people. When the family moved, everything in the valley changed, just as the locals had suffered. That's when the fights start, with two murders and one suicide. In each case, they have seized it, despite obstacles we can scarcely imagine. "According to the author, this is the gist of the book. He ties each case into a single thread with the participation of a newcomer to the individual details. The book is very simple and the details are not as simple and well thought out as the farmers of the Valley of the Heavenly Huts. For example, Pet-Hallberg is a young man who recently lost his parents and for the first time had to look at himself and others with his own eyes. She suffers from loneliness and tries to get rid of it at any cost. He becomes a member of the local Masonic lodge and is elected to the school board. Hamberg conscientiously does the work entrusted to him, but he is still alone. Neighbors take advantage of his reluctance to help. And he doesn't even notice it. But one day, while working in a vineyard near Pet's house, Maine, the daughter of a newly-moved neighbor, said, "Oh, look at the paint! Have you ever seen such beautiful roses? This big house looks like it came from a postcard my uncle Kemer sent us. The more loving it looks on the outside, the more comfortable the interior of the house will be. I wish we could see the inside of the house!" From that moment on, Pete's life took a turn for the worse. After that, he looks at the pictures of the advertised houses from the city library. One fine day, he closes the hotel door through the hole and starts the repair work. In order to avoid all sorts of nonsensical questions, he begins to do everything secretly, with his own hands. He wondered when the house would be repaired every day and when I would invite Maine to my house. And that's it: the walls are covered with new wallpaper, new carpets are laid, and expensive furniture is installed. Pet goes to the neighbors and hears that Mae's wedding will take place there in a week. He goes home and, unable to find the strength to enter his new home, enters the Milky Way. The writer tries to show the useless actions of the people in the Valley of the Heavenly Huts by simple means. Pete Hamberg's efforts to renovate his house are painted in vivid colors, reflecting the futility and aimlessness of not only himself but all of the valley's inhabitants. In "Heavenly Huts" later formed the edges that brought fame and honor to the writer. Economic and cultural ties between the peoples of the world began to develop on a large scale after the second half of the eighteenth century. This process has strengthened the interconnectedness and influence of the literary works of the peoples of distant regions and ensured the rise of world culture to a new level in terms of quality and content. This renewal, this change, was fully realized in the literary process of that time. The famous German poet Goethe reacted positively to this, using the term "world literature" for the first time. The concept of "world literature" later became a system that connected all national and regional literatures. At the end of the twentieth century, the term took on a new meaning and changed from the concept of "world literature" to the concept of "universal literature". John Steinbeck's novel *From Heaven to the East* was published in 1954. The novel is about the arrival of the writer's ancestors from Europe to America - California, and is the result of the author's artistic thinking. As we have already mentioned in this section, it was one of the most remarkable works of all time. In this work, Steinbeck relies on myths as a means of creating an artistic text. The basic conceptual system of these tools is: - The existence of a point of divine creation in the beginning of man; - The presence of biological and psychological contradictions in man; - Attempts to understand the content of the conflict. It should be noted that myths form the basis of

the interpretive process and the spiritual structure of the text. The spiritual hierarchical system of the novel "From Heaven to the East" can be divided into three stages: - Family chronicle; - History of the Samenas Valley and its inhabitants; - Philosophical transport of human nature; The story of Cain and Abel in the novel complements the story of the creation of the universe. The plot of the novel is structured in such a way that it has three parallels. The main plot lines are based on the model of legends. The author uses the image of a "spherical concept of the universe." As a result, history is reflected as a continuous repetition of the plot of the narrative. In this way, the mythological process is combined with the typical process. This, according to researchers, is the most characteristic feature of the work. The two generations of the Trask masses are the brothers Adam and Charu, as well as Adam's twin children, Aaron and Cable. Here the author again refers to the tragedy of the relationship between Cain and Abel. A large typical general effect is created through constant reflective inter and intellectual connections. Cain is present in all of us. However, Steinbeck does not quote from the texts of the narrations, but interprets them in a special way. First of all, he seeks an answer to the actions of Cain, as narrated through the protagonists of the work, as well as Charles and the Cables, and therefore Cain, who lives in our bodies. According to the author and his characters, the cause of the evil done by Cain is the love rejected by the father. The characters reveal the hidden meanings of the text by interpreting, interpreting and discussing it. The direct inclusion of such a text in the text, the preconceived "linking" of the recipient to the text and the text, and the emergence of new ideas as a result - indicates that it is relevant to the author as an interpretive field. These are one of the dominants of the Steinbeck conceptual system, which states that man has a mind and thinking that can overcome any biological state within him. It is of great importance that the narrative take the modal form of the phrase. Because it changes not only the content of the story, but also the content of the novel. Man is not doomed to a lifelong guilt for the sin he has committed, he can judge sin. This thing gives him greatness, raises him to the level of divinity. Using the narrative, Steinbeck takes it in a new historical-social context as he interprets it in a way that is consistent with the spiritual riches that are equally important to him and to all Americans. It should be noted that the concept of free choice is central to the American mentality: in American culture, freedom is, as M. White points out, freedom of choice in the first place. In his diary, Journey Through America with Charlie, Steinbeck describes his "little" homeland for the last time. The writer first portrays California through the prism of his own childhood impressions, and then his gaze is focused on the present (the writer had finally returned to his homeland after a few years of travel). Steinbeck is forced to reconcile with Thomas Wolf's belief that "there is no going home" - the writer had stopped living in California, which he knew and loved. The art world of this book is based on the fact that there is a subjective and at the same time temporary and eternal, that is, a dialectical contradiction. The Memoirs of a Journey Through America with Charlie was written in 1962, shortly before the author's death. Travels with Charlie in America has been translated into Russian and published several times. Beautiful examples of John Steinbeck's fiery style are also popular among Uzbek readers. In 1963, Uzadabiynashr published a collection of short stories by the author entitled "Great Mountains". Mirziyod Mirzoidov translated the short stories "Great Mountains" and "Refugee" from the collection into Uzbek. The story "Johnny Monkey" was translated by Saidjalol Saidmurodov and published in "Tafakkur" magazine. In the magazine "Jahon Adabiyati" the story "Karvonboshi" (No. 3, 1987) and the story "Javohir" (2000) translated by Amirkul Karimov were published. Javohir was also published as a separate book by Manaviyat Publishing House this year. The author's two-act drama "People and Mice" was translated by Abdulahad Abdullaev and published in the 11th issue of "World Literature" magazine in 2014.

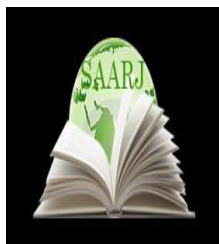
John Steinbeck's creative ideas are reflected in the pamphlets or articles of some Uzbek literary critics. Now it is expedient to conduct research in this area, a study of translated works. For example, J. Steinbeck, like a number of foreign artists, has a worthy place in the hearts of Uzbeks.

CONCLUSION

In the works of the author, the concept of man has been examined from different angles. The writer considers human freedom to be superior to any law, and in his work freedom and liberty have risen to the level of value. Secondly, the characters reveal the hidden meanings of the text by interpreting, interpreting and discussing it. The direct inclusion of such an text in the text, the recipient's preconceived "connection" to the text and the text, and the consequent emergence of new ideas, indicate that it is relevant to the author as an interpretive field. Another, dominants of the Steinbeck conceptual system is that man has a mind and thinking that can overcome any biological state within him. It is important to take the modal form of the narrative phrase, because it changes not only the content of the narration, but also the content of the novel. Lastly, the plot of the novel has three parallels. The main plot lines are based on the model of legends. Using the image of the "spherical concept of the universe," the author portrays history as a continuous repetition of the plot of a story. In this way the mythological process is synthesized with a typical process.

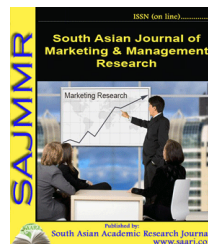
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A STUDY OF INCREASING THE ECONOMIC EFFICIENCY OF TRANSPORT SERVICES

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ABSTRACT

This article describes the main directions that determine the efficiency of the railway transport services, the relationship between the concepts of railway transport services, transport system and transport infrastructure and the main factors influencing the choice of mode of transport, suggestions for improvement are given.

KEYWORDS: *Transport System, Railway Transport Services, Railway Transport, Transport-Logistics, Transit Transportation, Cargo Delivery, Hierarchy Of Tasks, Transport Complex, Services In GDP, Transport Infrastructure.*

INTRODUCTION

The process of globalization of global integration processes requires increasing the economic efficiency of the transport complex and transport services. Today, "transport services as an important sector in the global division of labor account for 8% of the world's employed population, 15% of economic costs and 6% of GDP"¹. This will allow for the effective organization of transport services, the creation of new jobs and the development of related industries. At the international level, the provision of railway transport services in both quantity and quality is becoming increasingly important. In this process, the market of road transport services is an important segment, "its share in the world's GDP was 6.8%."²

A number of tasks have been set to bring the transport services sector to a new level in the country. Fulfillment of these tasks demonstrates the need for a number of economic mechanisms for innovative development of transport services, including economic justification of the existing transport services market, the formation of a regional cluster of transport services, the development of institutional framework for this sector. In this regard, the topic of research on the scientific basis for improving the economic efficiency of transport services is relevant.

Analysis and results

At present, the service sector plays an important role not only in the economy of a particular country, but also in the global economy as a whole. In recent years, the share of services in GDP has been growing steadily, the number of employees in the service sector is also positive, and international trade in services is actively developing.

Today, the service sector is one of the most important sectors of the economy. Positive results have been achieved due to the implementation of the policy of state support, stimulating the development of the service sector in our country. Resolution of the Cabinet of Ministers of the Republic of Uzbekistan "On the program of development of the service sector in 2016-2020" sets out the priorities and tasks for the development of the service sector of Uzbekistan, including: increase of gross domestic product through the development of services, bringing its share in the economy to 48.7%; 2.4-fold increase in services in rural areas by 2025; creation of conditions for rapid development in the service sector, implementation of structural changes through the development of engineering, communications, automotive and transport infrastructure, the introduction of modern information and communication technologies in the industry; formation of a competitive environment, assistance in the development of small and private businesses; expansion of various innovative services, new communication facilities; providing technical capabilities of the population to the telecommunications network, providing high-quality services based on them, ensuring the transition to digital telephone and television systems, increasing the share of communication and information services in the economy of the republic by 2.5% by 2025; development of financial services with the introduction of modern electronic payment technologies; further development of high-tech medical services³.

Comprehensive development of the service sector is an urgent issue of sustainable economic development, employment and living standards.

Today, a wide range of transport services is leading to the development of international relations - the formation of a global economy - by ensuring the growing flow of freight and passengers around the world. Achievements in the field of scientific and technological development, ie the mass introduction of innovations in various sectors of the economy, including in the field of transport services, have become a relevant process.

Offering a wide range of services to a wide range of consumers in the transport services market will lead to increased competition. The availability of a carrier option in the market, i.e. the ability to move from one carrier to another at low cost, increases the likelihood that the customer will leave the competitor and vice versa.

TABLE 1 FACTORS INFLUENCING THE DEVELOPMENT OF TRANSPORT SERVICES⁴

Factors	Models	Note
Potential competitors effect	Behavioral patterns of competitors	Competitive or aggressive policies by competitors
	Barriers to market entry	The initial cost of entering the market is low, and the range of services is normal
	Barriers to exit from the market	Costs of exiting the market are high due to the need to start a business again
	The difficulty of entering the transport market	Absence of aggression against those entering the transport market
Manufacturers effect	The difficulty of providing access to distribution channels	Availability of a large number of independent intermediaries in the field of sales of transport services
	Competitive advantages	-investment in transport infrastructure; - Ownership of assets of manufacturing enterprises; - Ownership of personal vehicles.
	Peculiarities of the product delivery channel	Variety of products of the manufacturing enterprise
	Segmentation of product supply channels	Formation of a stable flow and the ability to select a carrier
Importance of the service for the consumer	Importance of the service for the consumer	Availability of free choice of carrier
	Consumer status	Corporate client for the carrier, the uniqueness of the consumer
	The exact type of services consumed	Low level of service diversification
Quality of services offered	Quality of services offered	Attempts to improve the quality of services at the expense of additional costs
	Price (tariff)	The high level of supply determines the upper limit of price change. Relatively low prices for specific types of services provide a competitive advantage
	"Switching" costs	Low cost of offering other services

Obstacles to exiting the transport services market or a certain segment of it lead to increased competition, and barriers to entering the market or a certain segment of competition lead to less competition. It should be noted that changes in the prices of goods transported by transport operators also lead to an increase or decrease in competition.

In view of the above, the general picture of the evaluation of the economic efficiency of transport services is described below. In our opinion, by assessing the economic efficiency of railway and road transport services, it will be possible to identify ways to use innovative technologies to ensure the future development of the enterprise. (Figure 1).

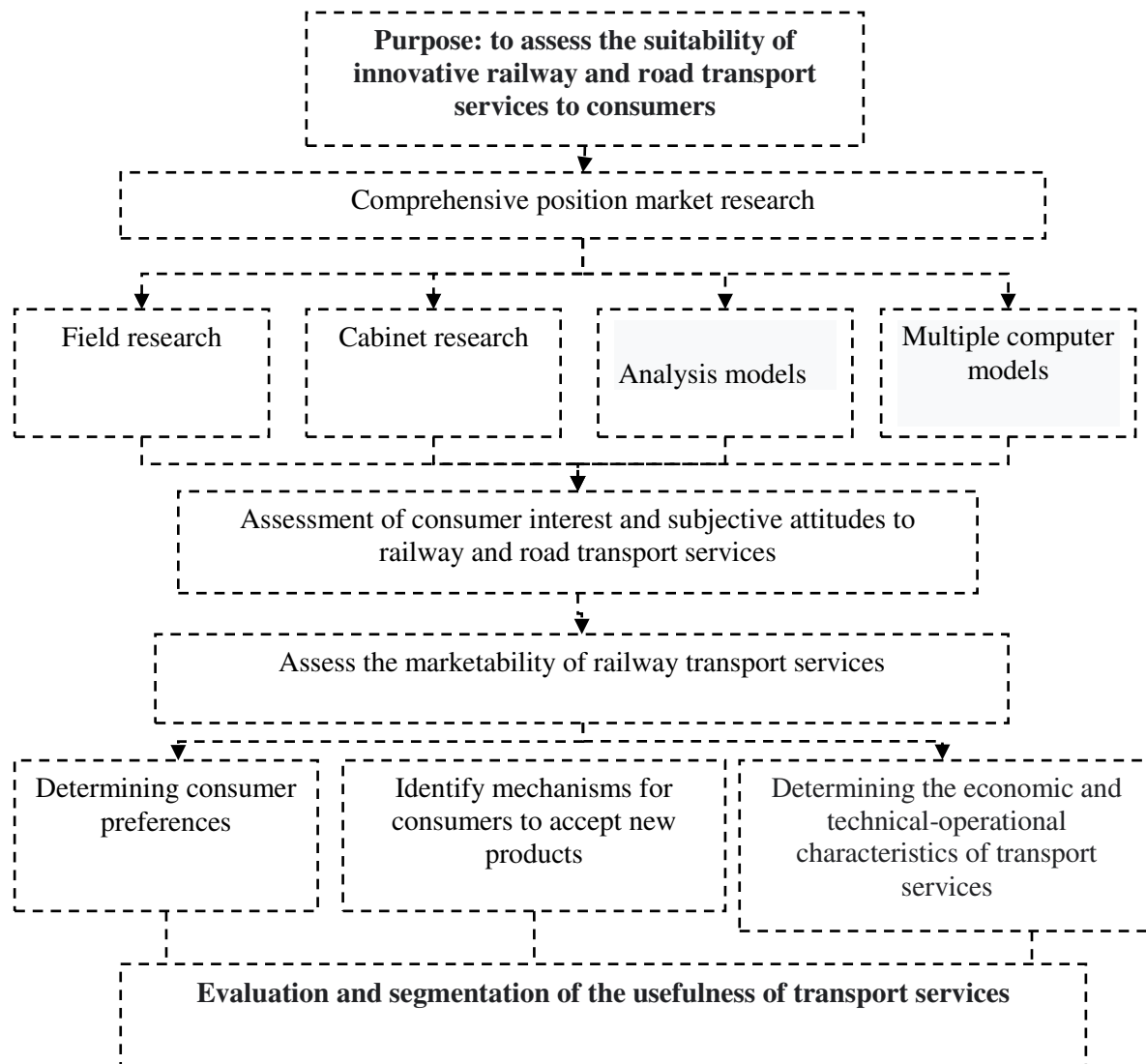


Figure 1. Evaluation of the economic efficiency of railway and road transport services⁵

In the process of developing new types of transport services, more attention is paid not to the evaluation of this service, but to the study of the market. This, in turn, suggests the use of innovative marketing technologies to effectively and successfully market the services provided by railway and road transport enterprises.

The existing problems in the railway transport system are one of the factors hindering the growth of the country's economy. Therefore, it is advisable to consider these issues separately:

- to meet the growing needs of the economy as the economy expands and the population grows;
- providing high quality services to meet the needs of consumers;
- development of measures to minimize transportation costs in the cost of production;
- Achieving high efficiency of the transport system.

The functions listed above can be summarized as follows in a hierarchical sequence (Figure 2).

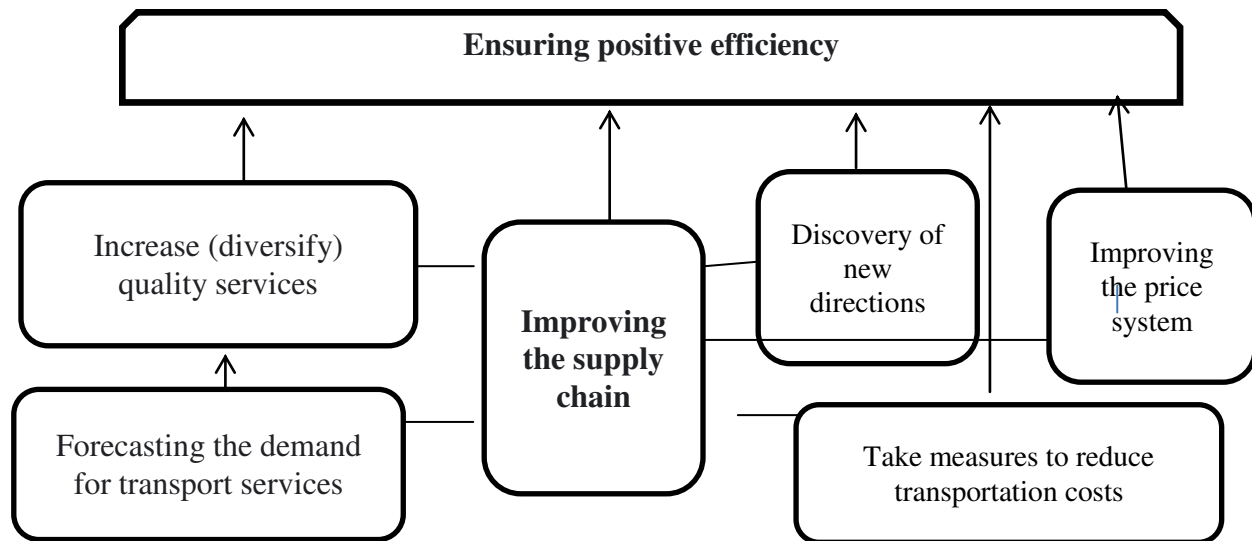


Figure 2. Tasks for the development of the railway transport system⁶

Based on the above considerations, in this study on improving the economic efficiency of transport services, the author proposed the following areas:

- establishment of scientific and technical capabilities and efficient use of production resources;
- improving the system of vehicle maintenance on the basis of modern technologies;
- to reduce or eliminate the damage caused to the environment and the economy by the transport system;
- the constant increase in expenditures for modern infrastructure and the search for new sources of revenue to meet this demand;
- facing crises in the economy and the reduction of the established level and amount of payments and tariffs for the use of infrastructure services, may require additional government subsidies;
- improving the system of public administration and discipline, with an increase in regulatory areas and facilities, including the legal use of infrastructure services;
- mutual division of responsibilities and tasks between the transport companies and infrastructure in terms of technology and operation between the economy and the system of transport safety.

Therefore, based on the above considerations, the following problems affect the slow pace of transport services:

- high freight costs by rail;
- about 60% of railway cars have been in service for 20-30 years, and 13% for more than 30 years;
- 1.5% of refrigerated cars are involved in international transportation (15-20% of demand), which is 4% of railway cars;

- in 2017, 68% of trucks involved in international transportation were 15-20 years old and 10% were 20-30 years old;
- more than 70% of the country's highways do not provide optimal traffic speeds;
- about 30% of the fixed assets of the warehouse are physically and mentally obsolete;
- the level of mechanization of loading and unloading operations is 20-30%.

CONCLUSIONS

Thus, in order to avoid the above problems, it would be expedient to identify the following main conceptual directions:

1. The following measures should be taken to reduce the growth rate of transport services:
 - changing the principles of tariff setting and the gradual transition to a new tariff system, reducing the number of correction factors, reducing the types of financing of rail transportation from all sides;
 - formation of a competitive environment in the field of rail freight by creating conditions for the establishment of private companies for freight transportation by rail with their own locomotives and wagons;
 - improving the speed and reliability of transport services, increase the share of electrified railways to 55% by 2030. To do this, it is necessary to provide electricity to an average of 168 km of railways annually, with an investment of 5.34 billion soums. dollars. 1.2 billion to upgrade locomotives and wagons by 2030 It is necessary to invest in dollars:
2. Expanding the network of multimodal transport and logistics centers in the regions to increase the economic efficiency of railway and road transport services through:
 - harmonization of normative and legal base, technical and technological regulations and standards, logistics centers, freight forwarding activities in accordance with international standards;
 - establishment of an integrated information system to ensure the efficiency of multimodal transport;
 - developing formation of a national network of customs logistics centers, ensuring that transport and logistics operations are at least 3PL.

Thus, increasing the economic efficiency of railway and road transport services will lead to the saving of all production and material resources, the acceleration of production, the reduction of transport costs and the development of sectors of the economy.

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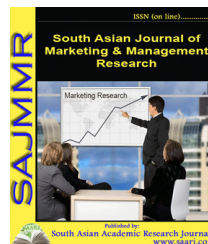
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DEVELOPMENT OF THE WORLD ECONOMY

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ABSTRACT

The article makes an attempt to generalize the factors and trends in the functioning and development of the world economic system and the world economic ties that unite it in the conditions of slowing down the pace of globalization and the growing dependence of trade and investment ties on geopolitical processes. The general context of the development of the world economy is considered - based on the analysis of key macroeconomic indicators of national development and interstate relations.

KEYWORDS: *Development of the World, Modern World Economy, National Economies, Economic Life, Information Technologies.*

INTRODUCTION

Several generations have passed in the development of the world economy. Pre-industrial stage of production - late 17th century. The world economy arose at the pre-industrial stage of production with the emergence of international trade and took shape until the end of the 17th century.

Early 18th - mid 19th centuries. It is characterized by the further development of the production of goods, a growing mass of which goes into regular exchange between countries; the transformation of foreign trade into a part of the national economy; the emergence of the world market - the highest achievement of capitalism. Late 19th - early 20th centuries. It was during this period that the formation of the world economic system on the basis of large-scale machine production was completed.

Late 20s - mid 80s of XX centuries. After the First World War, a process of qualitative changes in the system of the world economy began, which ended with the fall of the colonial system. The world economy split into two main systems - socialist and capitalist and was supplemented by many colonial countries that freed themselves from external economic dependence.

During this period, the market economy was significantly transformed in the direction of social management.

Market instruments began to intertwine more closely with government regulation at the macro level. With the development of productive forces and economic relations, a mixed economy was actively established. The market system of the world economy in the mid-80s of the XX century. formed more than 160 countries, including over 30 industrially developed ones.

The main trend in the development of the modern world economy is the internationalization of production. Its main factor was the transition of developed countries in the 60s - 80s of the XX century to a new high-tech base with a predominance of information technologies. This caused a rapid internationalization of the reproduction of processes in both areas - integration (through the convergence of national economies) and transnational (through the creation of international production complexes).

Subjects of the world economy

1. The defining trend towards globalization of the world economy:

- The planetary impact of national economies, interpenetration and interweaving;
- universalization or homogenization of economic life, which gravitates towards uniform standards, principles and values under the influence of the exchange of knowledge, people, goods, cultural values, and so on;

2. The tendency to deepen the crisis of the industrial civilization with the following signs:

- Unlimited, unsystematic, uncontrolled utilization of the substance of nature, maximizing economic growth, and not optimizing it;
- subordination of living labor to the past, that is, an increase in the dependence of a person on a system of machines, the dominance of technical approaches and a weakening of the anthropogenic principle in socio-economic development;
- Mutual interweaving of civilizational and formational differences.

WORLD-ECONOMIC RELATIONS - ties established between countries of the world as a result of trade, labor migration, export of capital, international credit, foreign exchange relations, scientific and technical production cooperation.

Characteristic features of the modern world economy:

- Development of international movement of factors of production (capital, labor force, technology);
- The growth of international forms of production at enterprises located in different countries (multinational companies, joint ventures ...).
- Economic policy of states, providing for the support of the international movement of goods and factors of production on a bilateral and multilateral basis;
- The emergence of an open economy within many states and interstate associations;
- A system of international and supranational, interstate and non-state mechanisms of international regulation in order to ensure the balance and stability of economic development;
- The economic policy of states based on the principles of an open economy.

The main stages of the development of the world economy:

- Geographic discoveries of the XV-XVII centuries. accompanied by the colonization of open lands, that is, the economic unification of enterprises of the metropolis and colonies on disparate (unequal) conditions;
- The industrial revolution of the 18th century. when, after the creation of the steam engine, the process of transition from manufacture (manual labor) to a factory production system began;
- The dramatically increased efficiency of labor made it possible to quickly saturate domestic markets and gave impetus to the formation of world markets and the international division of labor. The process of internationalization of exchange and production began.
- Gold standard. The gold content of paper money and the free conversion of currencies stimulated the development of international trade.
- In the XIX century. capital export began from European countries; largely caused by the industrial development of the United States. Bonded loans are becoming widespread.
- The end of the XIX century.
- 1939.

The world economy is characterized by a colonial structure. During this period, in developed countries, the formation and development of TNCs, financial and industrial groups (FIG) is actively underway, the rivalry for the economic and territorial redistribution of the world is intensifying, which leads to world military conflicts (World War I, 1914-1918), economic crisis (1929-1933).

At this stage, developed countries and TNCs seek to rationalize the structure of capital investments and take advantage of regional economic integration, acquire additional technological, organizational or market opportunities; there is a quantitative growth of TNCs.

At this stage of development of the world economy, most countries in the world use the neoliberal (monetarist) model of economic growth. The role of the state in economic management is decreasing, and the importance of market instruments is increasing.

The configuration of the world has changed: the socialist economic system has ceased to exist, most states are switching to a market economy model, the convergence of economic systems is increasing, and the liberalization of internal and external economic life is increasing.

For the developed countries of the world, this period is defined as the transition to a post-industrial society:

- The end of the 90s. XX to the present.

This stage is characterized by the intensity and deepening of globalization processes. TNCs form the core of the world economic system, which concentrates intellectual, scientific, technical and financial potentials. They control more than half of world trade and finance, the most profitable sectors of the economy of different countries.

The main benefits from globalization are obtained by rich countries and multinational corporations, which creates the threat of conflicts at the regional, national and international levels. The polarization of countries is increasing in modern the world.

The intensity of globalization processes is largely determined by the development of information technologies. In modern conditions, information flows have become a real factor of production,

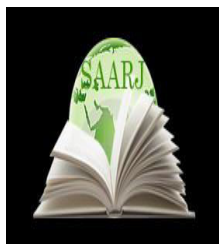
which radically changes the structure of the world system. The intensity of globalization processes is largely determined by the development of information technologies. In modern conditions, information flows have become a real factor of production, which radically changes the structure of the world system.

Globalization is a manifestation of the modern post-industrial stage of development of the economy and society, a new stage in the internationalization of public life: economic, political, socio-cultural, environmental and demographic ties between the subjects of the world economy.

And so, for the strengthening of economic ties between the countries, the influence of both positive growth factors and negative ones was determined. Economic problems go beyond the borders of countries and become the object of consideration in the world aspect. No country, no matter how successful it has achieved, can insulate itself from the demographic, environmental, economic, social and military problems that exist in the modern world.

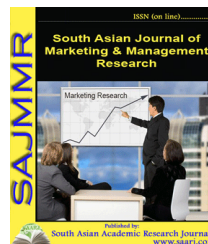
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GAZGAN CITY: EMERGENCE, DEVELOPMENT AND MODERN CONDITION

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ABSTRACT

This article analyzes the history of the formation and development of the city of Gazgan and the main mining industry - marble mining. In addition, the current state of the city is revealed. One of them provides information on the formation and development of cities on the basis of the assimilation of these natural underground resources [2:64-65]. The work on the industrial scale of marble production in Gazgan was organized from the middle of the last century. The Gazgan deposit was opened in 1934 year, it has been using it since the 70-ies of the last century. The attention of the city at the level of the population is due to the fact that during the years of independence, the need for marble in Uzbekistan and foreign countries is growing, the main product of the production of Gazgans. The annual production capacity of marble slabs of the enterprise is 60 thousand m2. 2000 year from marble slabs began to be produced with the help of a bench from the Italian firm "Tema frugoli".

KEYWORDS: Resource City, Marble, City, Industry, Enterprise, Mining Industry, Village, Gazgan.

INTRODUCTION

It is known that resource-intensive urban settlements arose as a result of the rapid development of rich and diverse natural conditions and natural resources of the territory.

From the very first period of independence of the Republic of Uzbekistan into the lake it was known that in our region there are almost all elements of the famous Mendeleev system. In particular, in the mid-1990s, more than 100 thousand different mineral deposits containing about 2,7 thousand types of minerals and promising areas were identified, which represented mining. More than 60 of them were involved in production, he said. It has a reserve of about 970 billion US dollars, with more than 900 mining searches. The overall mineral – raw material potential of Uzbekistan is estimated at more than 3.3 trillion US Dollars [1: 230].

Genetic classification plays an important role in the study of urban settlements according to the rule adopted in the science of economic geography. This method of classification provides information about the genesis of urban settlements. One of them provides information on the formation and development of cities on the basis of the assimilation of these natural underground resources [2:64-65]. According to some experts, Uzbekistan, at the same time, believes that the conditions for the formation of small and large resource cities in the territory of Central Asia began to arise in the middle of the 20th century. The resource notes that cities initially began to be formed on the basis of tiny working postings in the areas where energy and ruda resources were processed [3:10].

In this regard, the Navoi region, which is characterized by its richness in natural resources, occupies a leading position in Uzbekistan in terms of resource towns. Here, along with large resource cities such as Zarafshan and Uchkuduk, the city of Gazgan was formed on the basis of a unique decorative marble-fired mine in the Nurota district of the region (65 km north of Navoi). But the location of this city did not appear in the middle of the XX century, like most resource cities of its kind.

Its similarity to other resource cities is the fact that on the basis of mining, the distinguishing aspect is that it is an ancient city. According to some information, the beginning of the history of the city dates back to the early Middle Ages janius VII-th century. According to historical sources, the city of Gazgan is actually derived from the word “dug” or “qazgon” [4:6]. Gazgan marble is known from ancient times as a highly decorative product, relatively brittle, well polished, giving mirror reflection. Also, from time immemorial the gazganian were skilled in the extraction of marble khars, giving him gloss, preparing various, large-small souvenirs, gift-greetings. Gazgan marble was used in the construction and decoration of mosques and buildings in Samarkand and Bukhara in the middle ages[5:237]. In addition, the marble bowl made of marble in Sitorai Mohi – Khosa, the summer residence of the Amir of Bukhara, or the famous Uzbek poet Gafur Gulom, which was donated by the people's craftsmen of gazgan, is a vivid example of this.

The work on the industrial scale of marble production in Gazgan was organized from the middle of the last century. The Gazgan deposit was opened in 1934 year, it has been using it since the 70-ies of the last century. From here, a rare marble of yellow, white, pink, gray-yellow, orange, red and other colors is extracted. The variety of colors is 45 thousand, the total reserve of the mine is 9 million cubic, it is estimated. The annual volume of mining consists of 18 thousand cubic meters[6]. In 1953-1955 geological exploration works were carried out in this mine and in determining the reserves of the mine N.P.Petrov, G.F.Alfyorov, O.I.Shiller, N.V. Marxaliev such as geologists made a significant contribution [7:6].

Since 1936 year, mainly established an enterprise specializing in the extraction of marmalade and the supply of raw materials to consumers. With the construction of the plant in 1977 year, the Gazgan fortress began to develop as a settlement. The palette of goose marble is popular not only in all regions of the country, but also in other republics. The main thing is that the rainbow polish is in great demand and need as a building material for the recognized Gazgan marble of high quality. With its beauty and practicality, it even thrives in buildings and structures built in the cities of the CIS countries. For example, in Moscow, more than 20 metro stations, railway stations of the Russian Federation, the inner part of the Ostankino teleminora, as well as structures in the cities of St. Petersburg, Novosibirsk, Ulyanovsk, the capital of Ukraine-Kiev, the capital of Azerbaijan – Baku and Almaota, Qozog'istan [8:2].

Gazgan marble is popular not only in Uzbekistan, but also abroad, and is used in a number of districts of Tashkent metro, including the Alisher Navoi Theatre of opera and ballet. Also, this marble was used in the walls of the Moscow Metro Station “Kuzneskiy most” vestibul, the balcony gallery of Komsomolskaya station, “prospect veteranov” in St.Petersburg and the arch of the station "Admiralteyskaya" [6].

As a result of the reforms carried out in the years of independence on the basis of the requirements of the market economy, the company "Gazganmarmar" open Stock Company was established in 1994 on the basis of the previous state enterprise. This enterprise is a large enterprise in Uzbekistan, which produces coating and finishing plates used in the construction of natural stone (marble). “Uzqurilishmateriallari” is part of the company. The annual production capacity of marble slabs of the enterprise is 60 thousand m². 2000 year from marble slabs began to be produced with the help of a bench from the Italian firm "Tema frugoli". Marble products produced at the enterprise are sold both in the domestic and foreign markets. In particular, it is exported to Russia, Afghanistan and Kazakhstan [5:237]. In the city again, the production of marble was also reported by the fine private enterprise.

In the conditions of the formation and development of new economic relations, social and household life in the city also changed. Today there are 4 – “Sheikhan”, “Marmarobod”, “Gulistan” and “Tumar” neighborhood citizens' gatherings, and this neighborhood has more than 10 thousand inhabitants.

Creative work is regularly carried out in the city. 4 schools, sports facilities, swimsuit service buildings and kindergartens provide services for the population in the town of gazgan. On the eve of the holiday of the 21st anniversary of the Constitution of the Republic of Uzbekistan, young families of gazgan were awarded housing built on the basis of 15 samples [9:2]. All conditions have been created in these built-in housing, communications, electrical energy and natural gas installations.

At the same time, the decision of the president "on measures for the establishment of the Gazgan City Authority in the Navoiy region" was adopted. According to the resolution, in connection with the change of the boundaries of the city of Gazgan and the district of Nurata of Navoi region and its inclusion in the category of cities in the regional subordination of the city of Gazgan, the city of Gazgan in the subordination of Navoi region will be established.

The Cabinet of Ministers of the Republic of Uzbekistan adopted Resolution No. 611 of July 22, 2019 “on measures for the development of the Gazgan city of Navoi region in 2019-2021”[10]. According to the decision, 3 pre-school educational institutions will be built, 2 pre-school educational institutions will be reconstructed, as a result of which the coverage of preschool children will be increased from 85% to 100%, 2 schools will be reconstructed, 3 school buildings and the building of the Gazgan city public education department will be built anew, 1 village family polyclinic with, one sports institution will be reconstructed, the quality of providing sports services to an additional 1.5 thousand inhabitants will be improved, 13 multi-storey houses will be renovated, and 10 new multi-storey houses will be built.

The attention of the city at the level of the population is due to the fact that during the years of independence, the need for marble in Uzbekistan and foreign countries is growing, the main product of the production of Gazgans. The architectural value of this raw material is increasing in the modern processes in which the development of construction business is observed. The

increase in demand has a positive impact on the improvement of the social household share of the urban population.

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