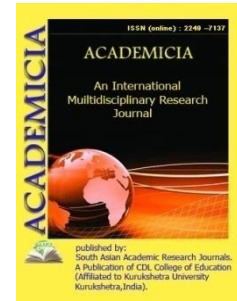




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**MODERN TRANSFORMATION OF THE ESSENCE OF THE
COMPETITIVENESS OF INDUSTRIAL ENTERPRISES**

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ABSTRACT

This article analyzes the modern transformation of the essence of competitiveness of industrial enterprises and its importance. The article establishes that the development of an industrial enterprise in the conditions of the information economy requires an assessment of the competitiveness of the enterprise. In the case where the absolute assessment of the ability of an industrial enterprise to introduce new technologies is equal to one, this enterprise can be considered as fully adapted to the use of modern tools and technologies provided by the information economy. The country in this case development and introduction of technologies and, most importantly, industrial enterprises are starting to develop global strategies abroad makes large-scale investments. At the same time, competitiveness is the ability to compete with others in real market conditions. Competitiveness is determined by the results of marketing research.

KEYWORDS: *Modern Transformation, Uzbek Economy, Enterprises, Competitiveness Of Industrial Enterprises,*

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