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**STRATEGIC MANAGEMENT OF PROJECT PROMOTION AND  
 ORGANIZATION IN UZBEKISTAN**

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**ABSTRACT**

*This article provides brief details on design problems in Uzbekistan and how to solve them. According to him, the main goal is to unite projects around the cluster in the strategic development of the country. Based on the purpose of the projects, their goal is to achieve the desired results in a certain period of time. In particular, the increase in demand for medical and technical equipment was addressed through the implementation of operational projects. The role of the legislation in our country, the conditions created for entrepreneurship and the benefits provided are also important. In this regard, Uzbekistan ranked 69th in 2020. This raised his previous position by 4 points. This has affected the corporate culture of the enterprise, the continuity of production and the way of life.*

**KEYWORDS:** *Strategic Management, Project, Programs, Innovation, Digital Economy.*

**INTRODUCTION**

Over the past five years, Uzbekistan has taken measures to develop the country in all respects, implementing large-scale projects. Large-scale projects are being implemented in Uzbekistan, mainly in the fields of construction, agriculture, information technology, oil and gas industry, medicine, education and banking. In addition, automotive, electricity, tourism, environmental projects greatly contribute to the social development of the population.

Programs aimed at the strategic development of the country and the management of the digital economy serve to promote the projects. This has led to a further development of the flow of investment projects. In particular, let's look at Table 1 below:

**TABLE -1 QUALIFICATION RATING FOR FOREIGN DIRECT INVESTMENT**

<b>Rating</b>	<b>Country name</b>	<b>Investment amount (\$ million)</b>
1	<b>United States</b>	258 390 000 000
2	<b>China</b>	203 492 014 029
3	<b>Germany</b>	105 277 588 652
5	<b>Turkmen - stan</b>	1 985 147 000
103	<b>- Stone</b>	624 293 458
133	<b>Tajik - Stone</b>	220 862 232
134	<b>Kazakhstan</b>	208 064 585
140	<b>Afghan Stone</b>	139 200 000
161	<b>Kyrgyzstan</b>	46 599 800

Source: The World Bank Group:  
Foreign Direct Investment 2019.

As can be seen from the table above, Uzbekistan ranks 2nd among Central Asian countries. 102nd place out of 163 countries in the ranking of socially developed population<sup>[1]</sup>, the country ranked 97th in 2020 in terms of development and 71st in terms of education. Also, taking into account that investment is inseparable from innovation, in 2021 our country ranked 86th in the world innovation ranking. The role of the legislation in our country, the conditions created for entrepreneurship and the benefits provided are also important. In this regard, Uzbekistan ranked 69th in 2020. This raised his previous position by 4 points. These assessments prove that Uzbekistan is striving for rapid development. However, there are problems in organizing and promoting projects in Uzbekistan.

The level of project implementation in Uzbekistan is growing every year, and the concept of tender has become a regular event. In particular, 51,071 transactions were concluded in 2021 through electronic tenders. That's a thousand more than last year, and even given that the year hasn't ended yet, the figure has shown some very significant numbers.

Based on the purpose of the projects, their goal is to achieve the desired results in a certain period of time. In particular, the increase in demand for medical and technical equipment was addressed through the implementation of operational projects. Due to the announcement of quarantine on March 16, 2021 in the country, the transition to online work and the level of

digitalization of activities has increased sharply. The growing demand for medical equipment and medical centers, as well as cars, has also led to the rapid implementation of many projects in the country. The study of the practice of projects and programs implemented during this period, without taking into account the factors influencing the organization of the following major projects, ushered in a new economic era in Uzbekistan. Let's analyze the above factors one by one:

Risk assessment factor. At the same time, the factor that hindered many multilateral projects in the strategic development of the country was the increase in risk management due to the rapid implementation of projects for the benefit of the people, but its scope was not high. Private entrepreneurs, contractors and subcontractors, intermediaries, as well as traders have all been able to increase their capacity to implement projects for the development of their enterprises, despite the benefits of mandatory payments. The segment to their product as well as the product life cycle were easily identified. This in turn has become the most effective way to manage risks.

Creating value added of products. This factor is mainly understood as a cluster, and the cluster, which we often encounter in agriculture, has helped Uzbek entrepreneurs in the strategic management of other areas. In particular, the effective implementation of projects on localization and diversification, as well as the growing need for clusters to serve the effectiveness of inter-sectoral infrastructure trade turnover, there is a need to implement projects aimed at developing clusters in education, food and logistics.

The funding factor is one of the most important factors in organizing and promoting projects. Accordingly, the bank has created an appropriate privilege on mandatory payments to strengthen operations with customers.

Problems in the implementation of localization projects, such as delays in the supply of imported goods, raw materials, quarantine rules and product orders in the logistics sector, have affected domestic demand. Each internal impact had a direct impact on the foreign exchange fund.

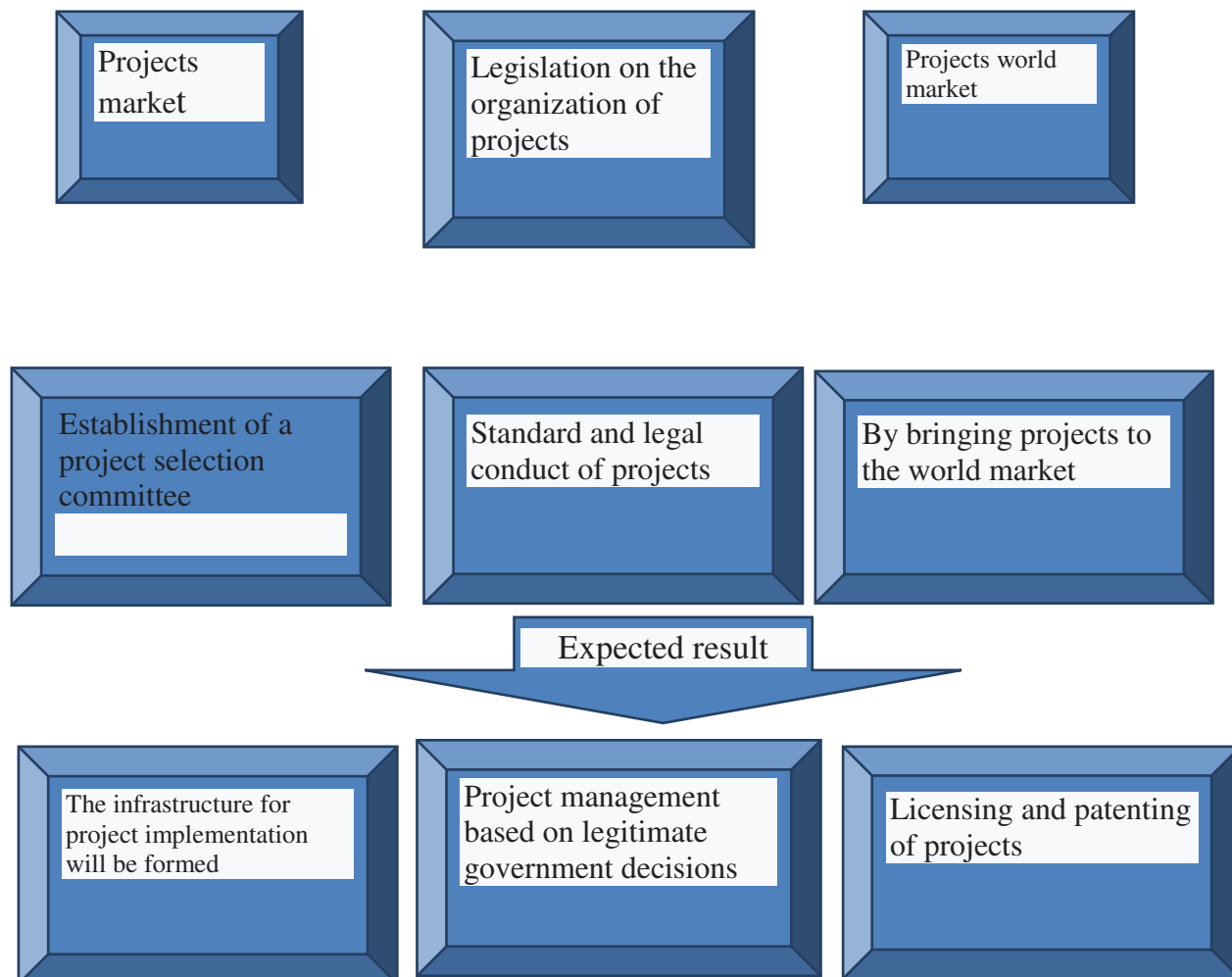


Figure 1. Model of centralized tender organization<sup>[2]</sup>

The synergistic factor is that the problems with the implementation of projects are mainly related to personnel management, in which management is based on chaos. This has affected the corporate culture of the enterprise, the continuity of production and the way of life. The fact that almost all enterprises that dare to sign a project with this problem do not have a system of motivational management of their employees is also a significant factor influencing the implementation of projects.

I propose to address the existing problems in Uzbekistan in recent years by offering a model that will serve to more effectively implement the many tenders for the implementation of projects.

This model outlines the tasks that will help to advance the projects, as well as their legislative, formative and alternative aspects. However, clustering projects as the ultimate goal is to organize and promote projects, clustering all the problems, organization of raw materials, innovative cooperation for product quality and financial interests all turn into a team of enterprises capable of removing problems that hinder the implementation of projects. Accordingly, the organization of projects in the country and the acceleration of clustering in the system of strategic management in their promotion will further contribute to the development of the country,

eliminating the complications of the pandemic. Competition in production will increase, and the level of innovation in enterprises will increase sharply. This, in turn, will serve to strengthen innovative projects.

**LIST OF USED LITERATURE:**

1. <https://gtmarket.ru/ratings/social-progress-index>
2. Stat.uz information
3. Kharid.uz information