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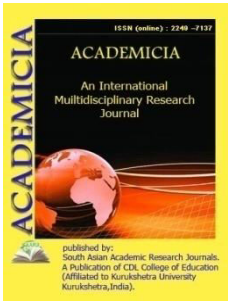

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MODERN TRANSFORMATION OF THE ESSENCE OF THE COMPETITIVENESS OF INDUSTRIAL ENTERPRISES

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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,*

INTRODUCTION

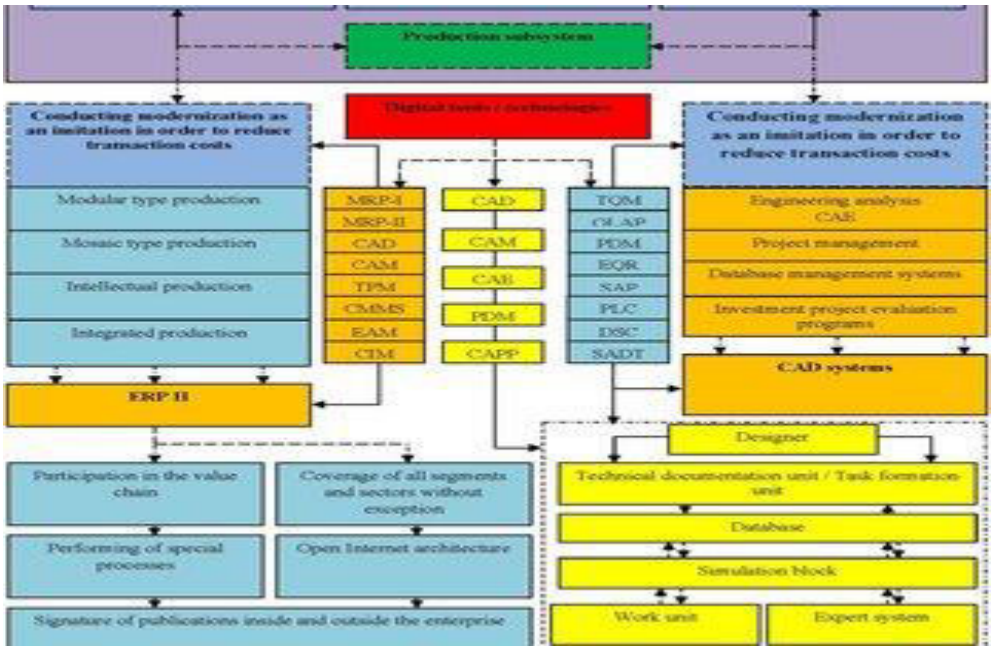
The competitive advantage of the Uzbek economy lies in innovation can rely on the industrial enterprises of the republic in the coming decades is a promising area of development and it is the national economy includes the internal potential of competitiveness. The country in this case development and introduction of technologies and, most importantly, industrial enterprises are starting to develop global strategies abroad makes large-scale investments. In the integrated assessment of competitive advantage: systemic, complex and normative approaches are considered appropriate. In the position of a systematic approach to the integrated assessment of

competitive advantage a separate assessment of the internal structure and external factors of the system is required.

In all spheres of social development in the Republic of Uzbekistan, the most first of all, further deepening and liberalization of reforms in the economic sphere A clear program has been developed. This is the main purpose of the program the goal is to implement democratic and market reforms in Uzbekistan, the world strong for broad integration into the community and sustainable progress to lay the groundwork. All sectors of the economy of the republic from the demands of a market economy for the benefit of businesses require production or service. Of the Republic important factors in achieving economic and financial stability, production increase in volume, reduce the devaluation of money, increase the volume of exports, etc. activities in the country while ensuring similar macroeconomic growth as business entities of every enterprise, firm, companies operating requires development [1].

There are various theoretical concepts and practical approaches to competition, competitiveness and competitive advantage. A comparative analysis of the definitions of these concepts by foreign and domestic scholars can be defined as follows: It is a competition between market participants in order to gain their trust and to have the intended money resources". Competitiveness is the ability to compete with similar competitors, to maintain equality in competition, and in some cases to gain an advantage. Competitive advantage is the difference between the price and quality of a market entity with competitors and their suitability for buyers and consumers. There is a link between competition and competitiveness, and one comes from the other. Competition encourages companies to produce competitive goods and services.

Competitiveness is an object property that characterizes the level of satisfaction of a specific demand for the best similar objects available in the market.



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. It is a description

of a product that differs from a competitor's product in terms of both the degree of its suitability for a particular social need and the cost of meeting it. In the practice of Uzbekistan, the concept of "product quality", which has the same meaning as the concept of "product competitiveness", is more commonly used in relation to goods, because product quality is understood as a feature of low cost and optimal customer satisfaction. The competitiveness of a product is determined by its superiority over other manufacturers of the same type in terms of quality and price. Competitiveness of firms is related to the ability to produce and supply the same or substitute products of the same or substitute to similar, competing enterprises in terms of quality and lower prices in terms of consumption characteristics.

It is proposed to build a mechanism for assessing the competitiveness of an industrial enterprise in the information economy based on three models. The first one is a model of comparative evaluation of the competitiveness of an industrial enterprise, which makes it possible to compare the company with competitors or with world leaders. The second one is a model for assessing the capacity of an industrial enterprise to introduce new technologies that are constantly emerging in the information economy. The third component is the integrated quantitative assessment of competitiveness, which allows comparing such complex and multi-element characteristics of the enterprise as the competitiveness of different enterprises. A model for comparative assessment of the competitiveness of an industrial enterprise provides an opportunity to calculate indicators that characterize the competitive advantages or disadvantages of an industrial enterprise in the aspect of functioning in the information economy and compare them with other enterprises, competitors in the industry and the region where the enterprises operate or enterprises that are world leaders this area.

The next component of the mechanism for assessing the competitiveness of an industrial enterprise in the information economy is a model for assessing the ability of an industrial enterprise to introduce new technologies that are constantly emerging in the information economy. The research on domestic and world successful machine-building enterprises ma- kes it possible to conclude that the ability to implement new technologies depends on many factors, some of which may be considered key. Among them:

a) Availability of highly skilled personnel capable of adapting and implementing the latest technologies,

b) Sufficient qualification of the majority of personnel in the field of information technology use,

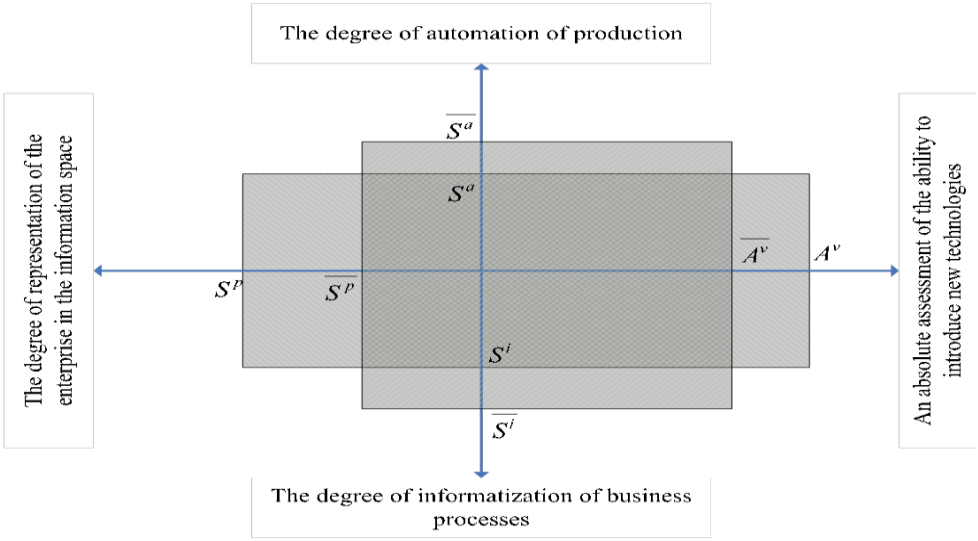
c) Availability of financial resources for implementation or the ability to attract them from the outside.

Calculation of the absolute assessment of the ability of the industrial enterprise to introduce new technologies Av is proposed to be carried out by drawing up all the received marks. The evaluation of these factors is suggested by analy- zing relevant indicators.

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 last element of the modeling mechanism for assessing the competitiveness of an industrial enterprise in the information economy is the integrated quantitative assessment of competitiveness. It is suggested, when calculating the integrated quantification, to use the indicators of the previous

two models, namely: the de- gree of automation of production; the degree of informatization of business processes; the de- gree of representation of the enterprise in the information space; an absolute assessment of the ability to introduce new technologies [2].

These four indicators are displayed in a four-dimensional space and form the corresponding figure. Also in this space is a figure that consists of estimates of these indicators in the industry average. The integrated quantitative score in the result is the ratio of volumes of these two figures (Fig. 2).



In addition to the model support, the mechanism for evaluating the competitiveness of an industrial enterprise in the information economy includes information support, which consists of an information system for monitoring the environment and an information system for analyzing the competitiveness of the enterprise. The first information system provides the collection and aggregation of data, which necessary for the assessment of competitiveness. The second provides the presentation of the results of the assessment of competitiveness in the form convenient for owners and managers, and also provides opportunities for analyzing the sensitivity of the components of competitiveness, their response to the change of individual factors. Thus, a mechanism for assessing the competitiveness of an industrial enterprise in the information economy has been developed, which implies a set of interacting elements and constitutes a holistic tool for collecting and processing information aimed at obtaining estimates of the competitiveness of an industrial enterprise in its operation in the conditions of the information economy. This mechanism provides the control system of the industrial enterprise on the basis of developing measures for its development in the conditions of the information economy, taking into account the existing and potential competitiveness of the enterprise.

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