

IMPROVING THE METHOD OF EVALUATING THE EXPORT CAPACITY OF COTTON-TEXTILE CLUSTERS

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Annotation. The article examines the issue of improving the method of assessing the level of use of export potential in cotton-textile clusters based on an integrated system.

Key words: integration, system, industry, export potential, market, evaluation.

INTRODUCTION

International experience shows that the organization of regional clusters and their activities are highly effective. This is evidenced by the fact that the experience of economic clustering in developed countries is effective in increasing the competitiveness of the economy of individual regions and the entire country. Currently, the main basis of the development strategy of many national economies is to increase competitiveness through cluster initiatives and technologies. In the process of deepening the economic reforms of the Republic of Uzbekistan and increasing the openness of the economy, the integration of the republic into world trade and the rationality of imports, and the creation of conditions for ensuring the competitiveness of national producers in the foreign and domestic markets are of urgent importance. Although the problems of evaluating the export potential have been studied by many researchers, the issue of evaluating the export potential of these enterprises, taking into account the characteristics of sewing and knitting enterprises, has not been sufficiently studied.

LITERATURE REVIEW

In modern conditions, discussions on the meaning of the concept of «export potential of the enterprise» continue. In the works of some authors, the export potential of the enterprise is considered as a special case of foreign economic potential. Many authors understand the enterprise's export potential (EEP) as the level of competitiveness of its products in the foreign market. However, this understanding does not affect the organization and management of production and foreign trade activities of textile enterprises. I.A. Rusakov [1] defined the term

enterprise export potential as follows: “EEP is the general ability of the enterprise to sell its products abroad, attract foreign direct investment and participate in international cooperative industrial processes based on the production and economic capabilities of the enterprise”. Another Russian economist I. Yakovlev [2] described the export potential of the enterprise as follows: “EEP is the overall ability of an enterprise to create and produce competitive products for export, to promote them in the foreign market, to sell profitably and to provide the required level of services”. Paying more attention to this issue, the Russian researcher E.V. Volkodavova [3] expressed the following opinions: “EEP is a rapidly changing component of economic potential, its organizational and technical structure ensures stable sales volume with a certain level of profitability in foreign and near foreign markets, taking into account the influence of environmental factors and its internal situation, subject to the mission and goals of the enterprise”. American economist J. Naisbitt [4] offered the following definition: “EEP is one of the rapidly changing components of the economic potential, whose organizational and technical structure determines the volume of stable sales with a certain level of profitability in near and far foreign markets, taking into account the influence of environmental factors, domestic product production, based on the tasks and goals of the enterprise”. Besides revealing the essence of the concept of the export potential of the enterprise, it is also important to evaluate the efficiency of using the export potential.

RESEARCH METHODOLOGY. The methodology of scientific research is the dialectic method, and statistical, selective observation, comparison, and expert evaluation methods were used in the research process.

ANALYSIS AND RESULTS

The export potential assessment methods proposed by some authors are limited to modeling indicators and do not specify data sources for calculation, which reduces the practical value of such methods. In the proposed methodological approaches, as noted above, the concept of export potential and the selection of indicators recommended for its assessment are not fully justified, there is not always a logical connection between these indicators.

Based on the study of the works of the leading authors, the following methodology for assessing the export potential of the cotton-textile cluster was proposed.

Assessment of the level of export potential of cotton-textile clusters involves five stages. Let's look at the most important of these stages.

The first stage of evaluating the effectiveness of using the export potential based on the optimization of the infrastructure of the cotton-textile cluster is the creation of an analytical base of the indicator system.

Based on the optimization of the infrastructure of the cotton-textile cluster, in the second stage of the evaluation of the effectiveness of using the export potential, an improved method of evaluating the export potential of the enterprise will be developed. In this process, we focused mainly on the micro level of the export environment. Because textile products intended for export are created precisely at the micro level, that is, in production enterprises. We found it necessary to form a system of indicators describing the internal potential of the enterprise, the success of the enterprise in the current market, and the potential of the local market in the process of developing a method for evaluating the efficiency of using the export potential based on the optimization of the infrastructure of the cotton-textile cluster. For this, a group of 24 experts was formed, consisting of leading experts and scientists who know well the production and export activities of cotton-textile clusters.

First of all, this group of experts was asked to determine the weight indicators for the importance of the three selected groups of enterprise export potential assessment. Based on the results of the analysis of the results of the survey, the following result was obtained: the importance of the internal potential of the enterprise is 40 percent, the importance of experience in the domestic and foreign markets in determining the local export potential is 27 percent, and the potential of the local market is 33 percent. Therefore, the integral indicator of the export potential of the cotton-textile cluster is calculated using the following formula:

$$K_{kes} = 0,4 * K_{kis} + 0,27 * K_{kbm} + 0,33 * K_{mbs}, \quad (1)$$

here, K_{kes} – cotton-textile cluster export potential;

K_{kis} – internal potential of the cotton-textile cluster;

K_{kbm} – market success of the cotton-textile cluster;

K_{mbs} – local market potential.

Second, the respondents were asked to choose the most important of the 42 presented factors that can affect the export potential of the enterprise. As a result of the survey, the respondents selected 30 factors that can affect the export potential of the enterprise, and we grouped them into 3 blocks: factors of the internal environment of the enterprise, market factors, factors of the planned sales market.

The third stage of evaluating the effectiveness of using the export potential based on the optimization of the infrastructure of the cotton-textile cluster consists of the processes of

standardizing and normalizing the information module of the coefficients and bringing them to the calculated data set, at the same time, there is the application and use of methods that allow calculating the normalized value of zero and negative coefficients.

The studied indicators vary in different limits. For example, x can vary from some minimum value x_{min} (reflecting lack of quality) to some maximum value x_{max} (extreme degree of presence, presence, dominance).

Based on the optimization of the infrastructure of the cotton-textile cluster, the fourth stage of the evaluation of the efficiency of using the export potential is to determine the private integral coefficients of the export potential of the studied cotton-textile clusters, including the calculation and evaluation of various types of investment management efficiency indicators.

In this study, the generalized real integral indicator of the export potential in the strategic development of cotton-textile clusters ($K_{KES.real}$) is calculated according to the following formula:

$$K_{KES.real} = \sum_{i=1}^n W_i * K_i \quad (2)$$

here, $K_{KES.real}$ – generalized real integral indicator of export potential in the strategic development of cotton-textile clusters;

W_i – the level of importance of the indicator determined by experts;

K_i – coefficient amount;

n – number of coefficients.

Intervals are calculated to determine the real integral value of the export potential of the cotton-textile cluster (Table 1).

If the calculated value of the real export potential of the cotton-textile cluster is ≥ 0.751 , then its level is considered «high». In this case, the enterprise has an alternative internal potential for external economic activity, and for this the market has been chosen correctly.

If the calculated value of the real export potential of the cotton-textile cluster is between 0,376 and 0,751, then its level is considered «good». Managers of the enterprise are tasked with further identifying unused domestic opportunities, identifying new market areas, and creating new types of products in order to increase export potential.

The estimated value of the real export potential of the cotton-textile cluster is between 0,251 and 0,375, and it is rated as «average». The managers of the enterprise are recommended to review the components of the local export potential in order to eliminate the weak points in the enterprise's activity and to prevent negative consequences in the export activity.

Scale for assessing the real level of export potential of the cotton-textile cluster¹

Value	Content description of the real level of export potential of the enterprise
0,751–1,0	Real export potential is at «high» level
0,376-0,750	Real export potential is at «good» level
0,251–0,375	Real export potential is at the «medium» level
0,126–0,250	Real export potential is at «low» level
0,000–0,125	Real export potential is at «very low» level

If the calculated value of the real export potential of the cotton-textile cluster is between 0,126 and 0,25, it is evaluated as «low». Enterprise managers are advised to eliminate the weak points in the enterprise's activity and, possibly, to choose a new sales market. If, after eliminating the identified shortcomings and recalculating the local export potential, its value has not changed, it is recommended to contact specialized export-oriented enterprises.

If the calculated value of the real export potential of the cotton-textile cluster is $\leq 0,012$, then the enterprises are not recommended to engage in export activities.

The research conducted on the basis of the report data of 6 cotton-textile clusters for 2018-2023 made it possible to obtain sufficient statistical material to determine the interval values of the level of export potential of these clusters.

At the fifth stage, measures will be developed to increase the efficiency of using the export potential in the strategic development of the cotton-textile cluster.

Thus, the method of evaluating the export potential in the strategic development of this cotton-textile cluster allows to obtain objective results and to determine the factors affecting the sustainable development of these clusters in the future and to develop measures.

CONCLUSION/RECOMMENDATIONS

In order to improve the management through the existing legislation in order to increase the export potential by further developing the foreign economic activity of the network, it will be appropriate if the following interrelated works are carried out:

- it is necessary to develop and legally establish a single comprehensive program for managing foreign economic activity through tariffs and without tariffs;

¹Муаллиф ишланмаси.

- since the large number of introduced laws and acts under the law complicate the activities of subjects of foreign economic activity, it is necessary to prepare a single normative act for the purpose of managing currency accounts;

- Development of a strategy to protect the market of Uzbekistan and local producers of goods through the principles of liberalizing foreign economic activities and rationally combining protectionist policies;

- In order to eliminate complete dependence of Uzbekistan on other countries, it is necessary to implement the policy of diversification of foreign economic relations;

- to find a solution to the transport issue in order to determine alternative sales directions for the export of finished products;

- to develop a method of choosing effective diversification options for increasing the production of exportable products in cotton-textile clusters;

- unite independent production and/or service companies (including their suppliers), technology and know-how creators (universities, research institutes, engineering companies), market institutions (brokers, consultants) and consumers within a single value chain. - implementation of the state «cluster policy» in a dominant way on the development of interconnected industrial clusters;

- to determine the possibilities of more effective use of export potential based on the improvement of the method of assessing the export potential and efficiency of cotton-textile clusters;

- in order to effectively use the export potential of cotton-textile clusters, to carry out a product assortment policy and to find promising market segments;

- optimization of the structural structure of cotton-textile clusters in order to find internal opportunities to reduce costs;

- forecasting long-term indicators of export activities of cotton-textile clusters.

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