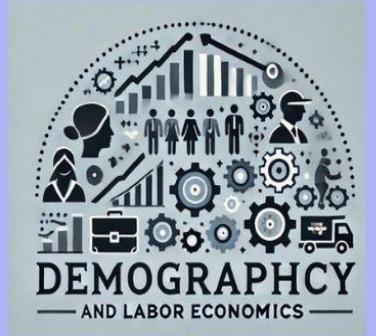


# DEMOGRAFIYA VA MEHNAT BOZORI



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## LEVERAGING MARKETING STRATEGIES TO BOOST NATIONAL ECONOMIC COMPETITIVENESS

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**Abstract:** The article highlights the importance of marketing strategy in local industrial enterprises, its role in enhancing enterprise efficiency, and provides practical suggestions for the further sustainable development of the economy of the Republic of Uzbekistan.

**Keywords:** marketing, strategy, marketing strategy, industrial enterprises, modernization and diversification, competitive environment, macroeconomically balanced economic mechanism.

## ИСПОЛЬЗОВАНИЕ МАРКЕТИНГОВЫХ СТРАТЕГИЙ ДЛЯ ПОВЫШЕНИЯ КОНКУРЕНТОСПОСОБНОСТИ НАЦИОНАЛЬНОЙ ЭКОНОМИКИ

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**Аннотация:** В статье освещается значение маркетинговой стратегии на местных промышленных предприятиях, ее роль в повышении эффективности предприятий, а также даются практические предложения по дальнейшему устойчивому развитию экономики Республики Узбекистан.

**Ключевые слова:** маркетинг, стратегия, маркетинговая стратегия, промышленные предприятия, модернизация и диверсификация, конкурентная среда, макроэкономически сбалансированный экономический механизм.

## MILLIY IQTISODIY RAQOBATBARDOSHLIKNI OSHIRISH UCHUN MARKETING STRATEGIYALARIDAN FOYDALANISH

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**Annotatsiya:** *Маколада маҳаллий саноат корхоналарида маркетинг стратегиясининг ахамияти, маркетинг стратегиясининг корхона самарадорлигини оширишдаги ўрни ёритилган ва Ўзбекистон Республикаси иқтисодиётини янадабарқарор ривожлантириш борасида амалий таклифлар берилган*

**Kalit so'zlar:** *маркетинг, стратегия, маркетинг стратегияси, саноат корхоналари, модернизация ва диверсификация, рақобат муҳити, макроиқтисодий мувозанатлик иқтисодий механизм.*

**Introduction.** Improving the competitiveness of the national economy is inextricably linked to the activation of innovative processes. Modern models for achieving competitiveness have a general character for economic development and the features of forming a competitive environment. These factors include:

- The state of production in terms of quality and its efficiency;
- The scientific potential, qualifications, and scientific and technical achievements of employees;
- The state of related and supporting small industries in key competitive industries;
- Demand requirements;
- Enterprise strategy and structure.

To create an effective economic environment, it is crucial to ensure the high competitiveness of domestic products both in the domestic and foreign markets. Today, despite the significant share of manufactured and processed goods in the domestic and foreign markets, there is potential for further increase. This makes it urgent to focus on saturating the domestic market and enhancing the competitiveness of export-oriented products.

Achieving sustainable development and increasing the competitiveness of the national economy requires having a cutting-edge innovative economy. To achieve this, it is necessary to create equal opportunities for competition in the domestic market for all goods producers, i.e., to create a favorable macroeconomic environment, support national producers in foreign markets, and develop a long-term state competition policy based on national interests and taking into account the global situation at the current stage of economic development.

The Action Strategy for the Further Development of the Republic of Uzbekistan for 2017-2021, aimed at deepening structural reforms, modernizing and diversifying leading sectors of the economy to enhance the competitiveness

of the national economy, envisages the timely implementation of sectoral programs, including the realization of 649 investment projects worth a total of about 40 billion US dollars for deep processing of mineral raw materials. [1].

Therefore, currently, along with the technological modernization of our republic's industrial enterprises, there is a need to continue strategic management of innovation processes and the formation of a competitive environment. This becomes an even more pressing issue in the context of accelerating globalization processes in all spheres of the modern economy, the integration of national economies, and the intensification of competition in commodity markets.

A distinctive feature of modern development and its prospects in the near future is that strategic management of innovation processes is becoming an increasingly necessary tool. This trend is evident both in economically developed countries and in countries where market reforms have been implemented recently. In recent years, new forms and methods of organizing the innovation cycle have emerged in Uzbekistan, without centralizing it. There is an intensive process of the emergence of new generations, whose main task is to perform engineering and current work. A "entrepreneurial" approach to innovation is becoming increasingly widespread, where the inventor becomes the leader of work on the development and implementation of new technologies[12].

In recent years, the projected indicators for all indicators of the country's economic development are being met. The economy has entered a new stage of development. While the economies of world countries are developing at relatively slow rates, the successes achieved as a result of economic reforms carried out in our country are the result of the tireless efforts and efforts of our people and the leader of our country.

In our country, along with other sectors of the economy, industry is developing rapidly. Great attention is paid to the development of industry, improving product quality, creating a healthy competitive environment among enterprises, which is one of the main factors in the development of the country's economy and gives a strong impetus to the development of other sectors and branches of the country's economy. As in other sectors and branches, in industry, in its various sectors and enterprises, attention is paid to modernization, improving product quality, correctly choosing marketing

strategies at the enterprise, determining forecast indicators based on strategic analysis, technical and technological renewal.

The implementation of these tasks requires the widespread use of marketing activities at every industrial enterprise and the implementation of effective activities of industrial enterprises through a marketing strategy.

### **Analysis of the literature on the topic.**

It should be noted here that the Decree of the President of the Republic of Uzbekistan dated February 7, 2017, No. PF-4947 "On the Strategy of Actions for Further Development of the Republic of Uzbekistan" approved the Strategy of Actions for the five priority areas of development of the Republic of Uzbekistan for 2017-2021. Achieving the goals set out in the Action Strategy requires, first of all, increasing the efficiency of marketing activities of enterprises, which, in turn, requires the development and implementation of marketing strategies. Strategy is a real action program for renewal processes. [2].

### **Methodology.**

This research extensively employed scientifically grounded statistical analysis, literature review, comparative analysis, and other approaches and methods. In particular, the systematic analysis method was used in analyzing relevant literature and sources. Conclusions and proposals have been developed to further enhance the competitiveness of the national economy through the widespread use of innovations and the improvement of the sector.

### **Analysis and results.**

In our country, the "Strategy for Innovative Development of the Republic of Uzbekistan for 2019-2021" was adopted. According to the document, the Strategy for Innovative Development of the Republic of Uzbekistan for 2019-2021 and the target indicators for the innovative development of Uzbekistan until 2030 were approved.[18] The development of human capital was set as the main goal of the Strategy as the key factor determining the country's level of competitiveness in the international arena and its innovative development. One of the main tasks of the Strategy to achieve this goal is to include Uzbekistan among the 50 leading countries in the world according to the Global Index ranking by 2030. The economic reforms being implemented are aimed at achieving the main goal of the Strategy, in this case, the effective use of existing economic and scientific potential is one of the key factors ensuring the sustainable economic growth of the country.

The growing importance of innovation in our socio-economic life, as well as the widespread use of innovations in economic sectors, and comprehensive support for innovative activities have led to an increase in the number of enterprises producing innovative products.

Marketing strategy is a social process aimed at adapting the enterprise's capabilities to the market, developing enterprise development strategies in the field of goods, prices, sales, and communication, satisfying consumer needs through the free competitive exchange of their needs and desires.

It should be noted that scientists from the prestigious American Marketing Association working in the field of marketing have defined marketing strategy as "an indirect or direct statement that indicates the directions for achieving the goals of the enterprise in terms of brand or product line." In addition, the marketing strategy itself consists of a number of strategies, depending on their types. One of them is the enterprise growth strategy. [3].

Taking into account the above thoughts, we concluded that it is necessary to improve the marketing strategy to increase the sustainability and efficiency of marketing activities in enterprises.

### **Analysis and results.**

Currently, any strategy can be considered innovative for industrial enterprises that are developing a strategy for the first time, which indicates a new way for the organization to adapt to the external environment. The organization's strategy, specifically aimed at achieving innovative goals, is also considered an innovative process. By comparing the state of various strategic plans and evaluating their individual components, it is possible to determine the degree of novelty of the strategies.

For example, while the number of enterprises producing innovative products was 289 in 2015, this number reached 2171 by 2019.

The increase in the number of enterprises producing innovative products has led to an increase in the volume of innovative products. While 1849 billion sum worth of innovative products were produced in 2017, this figure increased tenfold to 18543.3 billion sum by 2019.

It can be said that the Program for High-Tech Development of Industry for 2019-2024, as well as industry programs for modernization of production, technical and technological re-equipment, are opening new pages in the production of competitive products with added value in all sectors.[11]

**Table 1**

**Dynamics of the number of enterprises independently developing innovative products, as well as the volume and costs of production of innovative products [5]**

Indicators	2015	2017	2018	2019
Number of enterprises producing innovative products	289	2134	2374	2171
Volume of innovative products, billion sum	1849	8023.9	10688.2	18543.3
Volume of costs for the production of innovative products, billion sum	264.4	5528.3	2571.4	4162.3

The effectiveness of the activities of scientific and technical and scientific and production associations, scientific and industrial associations and other large centers in Uzbekistan can be realized by creating small scientific and production enterprises under them, the main task of which is to ensure the wide implementation of scientific developments and inventions. In the conditions of Uzbekistan, the following tasks are of great importance in ensuring the successful operation of innovative enterprises:

- Creating an environment that is geared towards seeking and adopting innovations, which is largely dependent on the skills of local managers;
- Subordinating all innovation activities to consumer needs;
- Reducing the number of levels in management to accelerate the "research - production - sales" process;
- Shortening the timeframes for developing and implementing innovations.

The current state of the innovation environment does not allow for achieving a high level of innovation orientation of local businesses in the short term. Therefore, its development requires effective actions of the state in various directions. The transition of society to innovative development is hindered by bureaucratic rules of standardization and certification when mastering new

goods, departmental monopoly on technical services for the introduction of new productions. By granting privileges to certain enterprises, we ourselves stifle a free competitive environment, negatively impacting the stability of prices. We will now abandon such practices. Equal conditions will be created for everyone in this matter. Privileges will be granted not to individual enterprises, but to stimulate specific types of production and services. Using privileges to establish a complete monopoly on the most important types of activities is strictly prohibited. [6]. At the same time, the activation of the innovation process will depend on the activities of research institutes, higher education institutions, and companies dealing with these issues.

**Conclusion.** In conclusion, it can be said that the full use of the company's marketing strategies can contribute to the formation of demand for the company's products, accelerate the production mechanism, develop elements of the marketing complex, stabilize trade processes, increase the number of consumers, and introduce specific incentive measures for the consumer. Therefore, the development and selection of a marketing strategy implies attracting more existing and potential customers.

Thus, the innovative vector (price, tax, structural, regional, etc.) should be taken into account in every direction of the state's economic policy. Another factor hindering the innovative development of the economy is the existing system of standardization and certification. Measures taken by the state in recent years have ensured transparency of this process, reduced the need for unofficial payments, and shortened the time for processing documents. However, these measures have not yet created conditions for solving many problems. To expand innovative activities in the industry of Uzbekistan, it is necessary to conduct a structural analysis and analysis of the industrial sector, with a special emphasis on the most effective industries for the production of industrial products.

Global experience has shown many methods and positive results achieved in the structural modernization of national economies. Two of them can be highlighted as the main modern directions:

- modernization and development of education, science and innovation sectors in accordance with the requirements of the "knowledge economy";
- comprehensive support for entrepreneurial activity, especially innovative activity [7].

From the above considerations, it can be concluded that the modernization of leading sectors of the economy and the processes of technical and technological renewal are accelerating. In this situation, improving the management system for work in this direction and implementing their consistent application in practice will contribute to enhancing the competitiveness of our national economy on the international stage.[9]

The implementation of state policy aimed at developing innovative activities in national enterprises and forming the innovation infrastructure that serves them is creating conditions for the gradual expansion of the production of import-substituting products in our country and increasing the competitiveness of national enterprises.[15] This, in turn, requires the formation and effective management of innovation infrastructure in our country. Because, firstly, the formation of innovation infrastructure creates the basis for the socio-economic development of society and the formation of an innovative economy, and secondly, it leads to an increase in the intellectual potential of the Republic and an increase in the share of innovative products in GDP. As a result, tasks are being solved to introduce modern technologies into production, expand production volumes, and improve product quality, as well as ensure its competitiveness.

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