

COMPETITIVENESS MANAGEMENT PRODUCTS OF THE AGRICULTURAL SECTOR

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Abstract: *The purpose of this research was to provide a scientifically methodological substantiation for managing the competitiveness of products in the agricultural sector of the Republic of Uzbekistan, on the basis of which an effective food market is formed and the level of foodstuffs provided to the population. To achieve this goal, the following tasks were solved: the content of the basic concepts of competition of producers was investigated in modern agricultural markets with stable and volatile market relations in regional agro-industrial complexes, the methodology for studying the competitiveness of enterprises has been clarified and products, identified and systematized indicators based on the financial analysis of the balance sheet of an agricultural enterprise, substantiated the scientific and methodological aspects of management accounting, as the most important component of the accounting information system of the enterprise in operational and strategic management, investigated the current level of production and factors, affecting the competitiveness of products of the agrarian sector of the Republic of Uzbekistan, an economic analysis of the quality level and prices of the main types of agricultural products was carried out, markets of agricultural products in the Republic of Uzbekistan, conceptual provisions for managing production costs, quality of agricultural products and marketing management based on management accounting information, external and internal conditions for the functioning of agricultural enterprises are systematized, models of the enterprise's accounting information system and analytical accounting have been developed, ensuring rational management decisions. Organizational, production structures of competitive agricultural organizations are provided.*

Key Words: *management of factors, the competitiveness of products of the agricultural sector, agrarian policy, product quality.*

1. INTRODUCTION:

Agrarian sector of the economy - one of the largest in the national economy. His condition affects economic, political and social development of society and position countries in the world. The tendency of concentration of the main commodity mass agricultural products in a limited group of developed countries and carrying out the economic policy of world organizations to expand of food sales markets is waiting for the agrarian sector of the Uzbekistan economy engage in tough competition and necessitate achieving and enhancing the competitiveness of products.

The reform of the Russian economy was carried out by political methods. without scientific justification of priorities. Open economic the borders of the country's domestic market in the absence of a system of protection and awareness commodity producers and consumers enhanced the effect external competition in the markets, and agricultural products turned out to be uncompetitive.

In domestic science, certain factors were deeply investigated competitiveness of products of the agricultural sector and developed ways to ensure it in a centralized system of management: quality, organizational and production structures, resource-saving technology, quality management system and production costs, enterprise information systems. With the help of these scientific and methodological developments made it difficult to solve many problems of competitiveness in market economy due to instability the external environment of functioning and changes in the target orientation of economic entities.

2. LITERATURE REVIEW:

Management problems of individual competitive factors products of the agricultural sector investigated Umurzakov U. P., Nazarova F. Kh., Farmonov T., Umarov S. R., Sulonov B. F., Kadirov A., Rashidov J. H. and etc.

Managing firms in a market economy researched overseas Scientists: V. Govindarajan, R.Dornbusch, K.Drury, R.Coze, F.Kotler, M.Meskon, M.Porter, D.Sigel, J.Stigler, D.Stiglitz, M.Tracey, J.Shank, K.Shim, F.Haek, P.Heine, C.Horngren, S.Fisher. In the management of economic entities of the agrarian sector of the Republic of Uzbekistan undeveloped problems of conceptual, methodological and applied character in ensuring competitiveness reduction of volumes etc. Production and resource potential, loss of modern intensive technology, reduced marketability production and efficiency of agricultural production. Monopoly Trends in the processing of agricultural products have led to

the convergence of technological chains, a decrease in the profitability of the agrarian sector, reducing food consumption.

At the present stage of development of the agricultural sector the most important task economic management is to increase competitiveness products in BH from friction and external food markets. Uncertainties and risks inevitable in a market economy require disclosure environmental factors, their influence on internal conditions functioning and market sustainability of enterprises.

In this regard, the study of competition in the agricultural sector, the definition criteria, indicators, factors and competitiveness systems products based on management accounting information, disclosing the external and internal conditions of enterprises, forms of regional support for efficient agricultural marketing firm's products, organizational and production structure – four tour is a very relevant scientific direction. Importance and relevance these problems determine the choice of the topic of dissertation research.

3. MATERIALS AND METHODS:

Methodological basis the study was based on the classical theory, the writings modern domestic and foreign scientists who covered economic problems of the development of society and the agricultural sector in a market economy. Transition to a market economic system in the Republic of Uzbekistan was carried out in a historically short period of time by political by methods. Before reforming, domestic scientific research on economy based on the opposition of economic systems and an indispensable proof of the advantages of the socialist economic system. Many problems of market relations were not known and gave in the economic practice of our country negative multiplicative effect: decline in agricultural production and loss of competitiveness domestic producers in foreign and domestic food the market. This was partly due to crisis cycles, but to a greater extent by the lack of economic policies for creating a competitive environment in the agricultural sector and the system protection of domestic producers and consumers. Control the competitiveness of the agricultural sector requires the formation of organizational and production structures, flexible management systems production costs, quality and product marketing, creating active and market-adapted accounting information systems in agricultural enterprises.

The study used the following methods:

- logical - when setting goals, objectives of the study;
- a systematic approach used in the study of management problems organization in a competitive environment and in the allocation of competitive factors the agricultural sector of the country;
- systemic and situational approaches are applied in the development of the methodology assessing the competitiveness of products and the body of research level of agricultural production, information systems management, modeling of cost management systems and product quality, accounting analytical systems and marketing control, discloses s TII internal and external conditions of functioning agricultural enterprises and production structures;
- economic and mathematical: statistical methods, economic models and design and calculation methods used in the study level of development of agricultural production, factors competitiveness and market forecasting of agricultural products sector.

4. DISCUSSION:

The results of the study are scientific and practical development of quality management and production costs that are used in the organization of agricultural production. Systemic study of competitive factors products of the agricultural sector allows you to apply different forms of regional support for competitive organizations.

Developments and proposals for dissertation research will allow form a competitive environment, compete business entities agricultural sector in selected market segments. Competitiveness Management products in production cost management systems, product quality based management information accounting will allow strategic, administrative, operational management of agrarian organizations and ensure sustainability in the markets at various fluctuations of a conjuncture.

The main provisions of the thesis submitted for the defense:

- the theoretical position and methodology for the study of competitiveness products of the agricultural sector;
- management accounting of production costs in the information enterprise system;
- economic analysis of market conditions in agricultural products Tashkent District;
- management of production costs, quality and marketing of agricultural products;
- economic models of accounting information systems of agrarian enterprises.

5. ANALYSIS AND RESULTS:

Competition as the main factor of economic and social development of society highlighted in the classic works, its fundamental role and relevance recognized in modern theories.

A.Smith, J.Schumpeter, R.Koz, M.Porter, J.Stigler, F.Haek, P.Heine, define it as process, form, mechanism of regulation of relations in the market system management and highlight features: heuristic and experimental nature, sustainability of incentives and fragility of agreements, diversity, interpenetration of forms, uncertainty, unpredictability and the impossibility of empirical verification, inconstancy results over time, the benefits of its effects in general and the inevitability disorders of expectations of individual market subjects, manageability in creating competitive advantages and inconsistency in that, selecting the best organizations, it contributes to the creation of monopolies.

Depending on the author's approaches to market research, competition is defined as competition, rivalry, competition of any market subjects for sales markets and better conditions production, purchase and sale of goods in order to obtain higher income and other benefits. It establishes market prices and the equilibrium of supply and demand. Instead of the broad concept of "competition" or rather use the updated definition of "market competition". This indicates on its action in an industry in which, as in agriculture, can losses prevail and it is rather difficult to determine equilibrium. Terms "Rivalry" or "competitive struggle" characterize rigidity competitive environment. Market and competition should not be identified.

Competition is the most important motive for entrepreneurship and its action requires a market. Market as an institution to commit transactions exist to facilitate and reduce costs exchange transactions. Competition in perfect form operates at a certain system of rules, restrictions and regulations. Organization exchange transactions characterizes the market structure: competitive, monopolistic or market perfect and imperfect competition.

Definition of market structure of agriculture in theory is important in choosing the priorities of the state agrarian politicians. At the beginning of market transformation, the rejection of state regulation was justified by the assignment of the agricultural sector to the market of a perfect competition. The reason for this was the performance of two conditions of the market model of perfect competition: a large number of independent producers, do not have the soup's influence on prices and freedom entry and exit taken them from Atelier p uncap. Unlawfulness of this position is that on the competitive environment of the agrarian markets impact monopolistic competition of resource providers and oligopolistic competition of consumers of agricultural products sector. The dynamism and qualitatively changing nature of these forms competition under the influence of global development factors (world transport systems, information networks) leads to the acquisition of unreasonable competitive advantage that puts pressure on agrarian markets. The generalization of the features of market competition and the relationship of subjects of the agricultural sector with consumers and supplier's in competitive environment are presented in Figure 1.

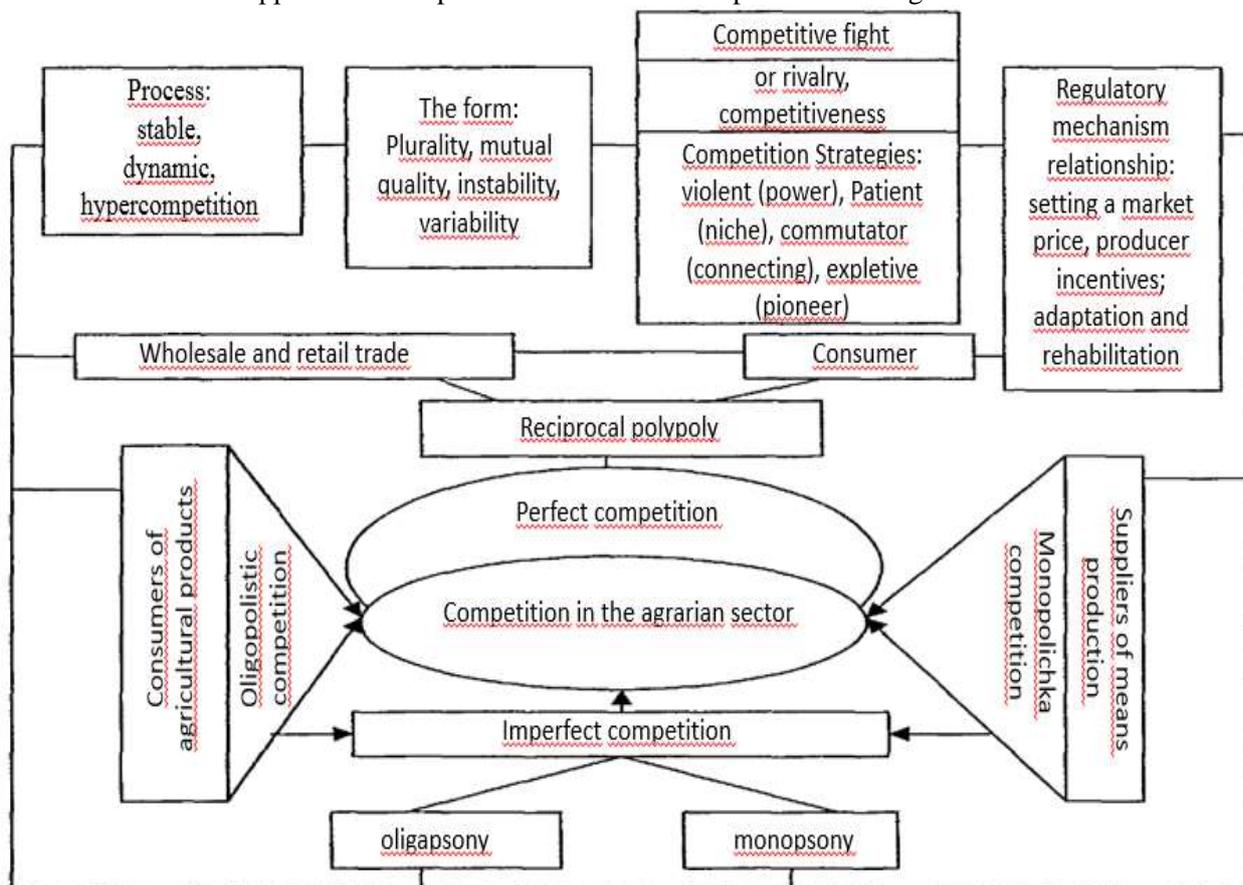


Fig.1. Characteristics of competition in the agricultural sector

The competitive environment is determined by the diversity of forms of ownership, the rule of law, the existence of infrastructure, mobility of resources and that, that the market is not monopolized by the state or a private company.

The originality and complexity of agricultural production leads to a lack of many signs of a competitive environment. Weak and uneven development market infrastructure, unavailability of pricing and information is more conducive to the entry of entrepreneurs into the sphere of distribution agricultural products. Moderate substitution effect, decreasing marginal utility of agricultural products determine the in elasticity of prices for products and the magnitude of prices, and income. Increase the volume of agricultural production leads to a fall in prices and income commodity producers. Production efficiency is dependent from the development of many branches of the agro-industrial complex. In agriculture, the need timely cultivation of the land creates a different motivation for activity subject than profit maximization, based on the theory of the company.

Changes in demand for agricultural products with total economic downturns warn subjects about the need to preserve agricultural production. About grass ness of product diversification, low mobility of agricultural labor, the invariable nature of agricultural resources, the relative insensitivity of production to change prices due to the high proportion of fixed costs reduce the effect market competition for industry structures. Current trend reducing the diversity of cultivated crops and chemical and technological intensification reduces the ecological sustainability of agro ecosystems and land and other resource efficiency. These features agrarian production affect the formation of competitive environment and objectively imply the need for state participation.

Contradictions and duality of relations of participants of competition and subjects of legal regulation should be resolved in a competitive environment and show the benefits of fair competition.

Market structure of perfect competition agriculture can be considered subject to a high degree of protection of agricultural markets domestically and protectionism in competitive foreign markets.

The practice of economically developed countries has proven that the market mechanism does not provide effective functionalization of agrarian spheres without direct or indirect government influence. In the United States and EU countries, the policy of protectionism in the export of agricultural products allows interventions to foreign markets and increase profitability of the agricultural sector of their countries.

In the formation of a competitive environment, state participation is based on a certain concept of competition. Global regulatory experience relations in the market economic system highlights the liberal, social - market and institutional concept of competition.

The liberal concept of competition defines the market as self-regulating mechanism that is based on the principle of "invisible hands" and rejects state intervention. This is motivated by that in the laws, instead of competition, protection of individual interests of competitors and inevitably the state seeks to replace market and competition. At the beginning of the transformation reforms on this concept led to a loss of competitiveness of the agricultural sector.

Freedom of competition in the market under certain restrictions, protecting a significant number sub such as are for, it must be guaranteed by law. Regulation, the market is expanding, but the benefits to entrepreneurs, but they neglect the pre, according R.Kouza of claim richened lack of understanding of trasaktsionnyh costs.

Development of social - market and institutional concepts competition, the commonality of which is determined by the need for mechanisms regulation of the market, due to the elimination of the inevitable consequences monopolistic and oligopolistic competition.

Socio - market concept of competition core principles highlights the creation of conditions for competition and free entrepreneurial activities. L.Erhard noted that government regulation should eliminate agreements and cartels, provide benefits free for private investment.

The institutional concept of competition is in principle articulated. M. Porter. Action Conch or entail in a competitive environment is provided the creation of institutional conditions in the economic system countries taking into account national characteristics, geographical, natural and res or factors. The generality of the theory of economic develop M. Peter's noise and the theory of competitive advantages M. Porter highlighting new combinations of factors or typical innovations (new technologies, new and changed customer inquiries, the emergence of a new market segment; changes in the value assembles not s production or government regulation), open the way for the development of the subject.

Drivers of development are competition, innovation and entrepreneurial human talent. Branches with a strong dependence on natural res urns s excluded from the theory of competitive advantage on the basis of that they do not represent elements of a highly developed economy, and the ability of subjects to compete in them is due to the classic by theory. But the realization of competitive advantages in industries industry changes the natural environment and negatively affects the agrarian the scope.

Agriculture - as a traditional sphere of human labor determines the preservation of human resources. Prevention damage to human physiological health and genetic development depends on the usefulness of food. Based on competitive theory advantages agricultural production should use not primitive technologies, but achievements of highly developed industries. Competitive strategies of managing subjects taking into account the climatic factors, geographical

provisions: minimizing resource costs per unit of production based on dressings LUN enema crop yields and cont. Animal's differentiation products based on deep specialization and concentration of efforts on a separate market segment, should contribute to meet a variety of agricultural products consumers and volumes ensure food independence country. Of particular importance is the geographical factor. In the regions where there are no jobs other than agricultural production, reducing them leads degradation of the population. Creating a competitive environment and creating conditions for market competition in the production of competitive agricultural production is the basis of regional development and food supply of the population. The principles of social and p Un internal and institutional concepts of competition may ensure the sustainability of the agricultural sector, taking into account national and natural climatic factors and social priorities. Liberal concept is not acceptable due to lack of conditions in the country and m iron howl the economy.

Institutional changes in the agricultural sector led to changes in the structure of agricultural production.

Macroeconomic conditions (concessional lending and taxation of farms) contributed the emergence of farms, but full competition forms of management in the agricultural sector did not happen. Due to non-parity pricing on resources incomes agriculture independent from the forms of management are low, and the enterprises themselves are unattractive for investing cap ital. But nevertheless, the activity of agrarian subjects in competition is strengthened by large investments and leads to mergers and acquisitions of enterprises, changes in sectoral structures.

Conch or entosposobnost as a category expresses functional the result of using many factors of competition various levels and market segments. This is a summary measure of effective activities of the enterprise, the ability to effectively use resources. Product competitiveness is challenging and multi-level concept, meaning compliance with market conditions, specific customer requirements for quality, technical, economic, aesthetic characteristics, commercial conditions (price, delivery time, distribution channels, service, advertising) and the level of consumer spending.

The complexity and diversity of the conditions makes it impossible to give unambiguous definition of competitiveness. Consumer and economic properties of products are evaluated by specific consumers on a particular market segment. The property of the product to meet the needs consumers at a higher level in comparison with similar products on the market, characterizes the ability Seller in competition and willingness to change.

Product competitiveness factors are classified by the possibility of influence of the subject of management on the object - external and internal, by value characteristic - price, non-price, by structure - product, technological and organizational (fig.2).

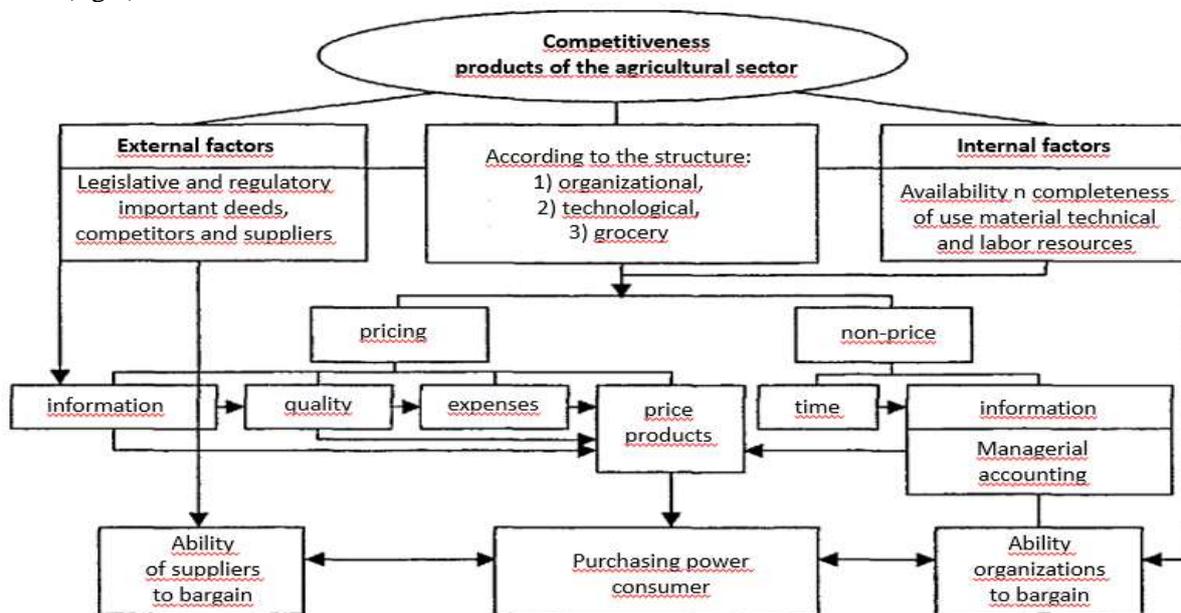


Fig.2. Factors of competitiveness of agricultural products

Price factors: product quality, production costs, price implementation, external information about competitors and market conditions.

Product competitiveness is often identified with its quality, but in terms of quality, only homogeneous goods are comparable. Competitiveness products is a collection of only those properties that of interest to a particular buyer. Information, formed in the course of the fulfillment of the functions of the management apparatus, the right to refer to non-price factors. Its cost is included in the elements the cost of labor management personnel. Time is non-price competitiveness factor, but it strongly influences all other elements of competitiveness. Rapid response to change

of factors and mobilization of resources retain market position or significantly improve and minimize the costs of market transactions. Accuracy in the delivery time of resources reduces the cost of storage and movement and ensures the rhythm of production. Ability Market subjects also affect the competitiveness of products.

In competition, an economic entity must evaluate own competitiveness and develop development strategies business. Enterprise competitiveness is in relation to the competitiveness of products as a whole and private. At the micro level it takes its final and final form as a ratio price and quality of the goods, which depends on the conditions formed at previous levels, and from the staff of the enterprise, his ability use both their resources and comparative national and sectoral advantages.

The competitiveness of agricultural products expresses a synergistic effect from the use and operation of many resources and bioclimatic potential interacting in reproduction process of the agricultural sector and characterizes the ability to satisfy consumer demand for food.

In assessing the competitiveness of products, two interact parties: on the one hand, consumers, and on the other, commodity producers. Aggregate properties of products that determine the degree of their suitability for use must meet the criteria and indicators of consumer demand. Criteria for assessing the competitiveness of products of the agricultural sector, the author presents in Fig. 3

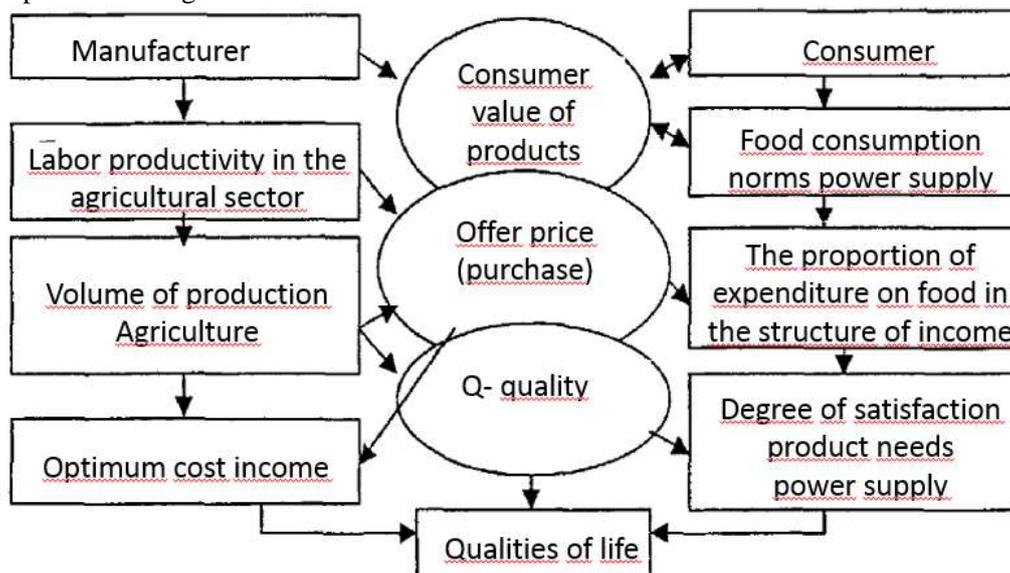


Fig. 3. Criteria for assessing the competitiveness of products

The consumer value of agricultural products consists in their special significance, satisfying the human physiological needs that cannot be deferred in time. Volumes of different agricultural products with the required level of quality must meet the needs of the population in food according to the standards that ensure the reproduction of human resources. Standards the quality and formulation of the manufacture of products from agricultural raw materials, as indispensable for the food industry, should be under the special control of society. Producers of agricultural products sectors to achieve competitiveness in a certain market segment should have information on the magnitude of the demand for a particular type of product, its resources and production technologies, its directions use, quality requirements, preferences, changes in consumer tastes, competitors in the domestic and foreign markets. Over time, consumer requirements for a product may change under the influence of a combination of factors. With the development of the industrial system, with time and with the development of the industrial system, the requirements for performance indicators are tightened to the goods of other industries, energy intensity, ergonomics, flexibility of production systems and the versatility of machines, the complexity of fertilizer and plant protection products. Consumer requirements for agricultural products are not subject to strong changes, but the impact of man-made factors in the industrial system tightens environmental requirements in the standards of agricultural production, and consumption rates

Foods differentiate according to age person Ensuring stable volumes of agricultural products production, the creation of a variety of food with preservation of nutrients in the consumption standards throughout life cycles of the population are targets in production agrarian sector. Consumer quality information is important the product, the impact on the human body, the acquisition price, the beneficial effect, the ways of supplying goods on the market.

In assessing the competitiveness of an enterprise, various signs and groups of indicators characterizing market share, profits, competitive advantages are distinguished and analytical, expert methods, integral indicators of quality and competitiveness are used.

The competitive position of the enterprise in the segment of the commodity market is determined by the rating score. Comparison of economic entities in the real market environment and competing in a separate commodity market is determined by the highest results of the conditional reference enterprise.

The grouping by production costs per unit of a planted area of grain crops shows that those enterprises in which the low labor intensity of grain production and higher selling prices have a higher rating.

Assessment of product competitiveness is useful to subjects for organization of effective management of competitive factors on the basis of system (system-structural), target and situational approaches. This allows you to define the structure of the organization in accordance with a chain and value system. The value chain is determined by economic value of a product for each link, costs are allocated in each direction and organized analytical accounting centers costs in the information system.

Management as a specific activity of the subjects determines three areas: goal setting; development of implementation mechanisms goals; coordination of efforts to produce results. Systems approach in management, it reveals relations with the external environment, relationships and coordination subsystems and elements of the internal environment of the organization. At market system, the economic entity is independent in selection of funds and responsible for the results of activities. It forces develop goals and priorities for development and ensure sustainability.

On the market. Achieving management objectives requires identifying resources, selection of stages, elements, functions, organizational structures, communication with external environment, feedback and control methods. Primary management functions: planning, organization, motivation and control, their communication and decision-making processes allow achieve the goal of the enterprise. To ensure effective work manager must make the right choice from several alternative opportunities. The ability of managers to mobilize resources to achieve a goal in real conditions determines the effectiveness and the success of the enterprise. Opponents note the limited target approach. Decision makers are not always confident in their purposes (random search or logical incrementalism) or have many goals that does not allow to pursue one of them, refusing others. The instability and variability of the external environment makes it difficult to produce target orientation of the enterprise. But highlighting the main goal in the organization and its decomposition, their separation by periods of time, the choice resources increase the efficiency of enterprise management. Structural the model of the method of solving the tasks solved on several levels and determine the means of their implementation, is a graph of goals.

The main goal of the agrarian organization is to produce competitive products. One of the levels of the goals tree is resource saving and specification of tasks for land, labor, material and financial resources. In accordance with the coordinates of carried and tin activities structural units. The criterion of the quality of the organization is to obtain the planned results in the budget of the enterprise.

The system of product competitiveness management in a specific the firm is part of a more global market system.

Author's concept of managing product competitiveness is to understand it as a process implemented in functions and system approach to the management of factors. Effective functioning production and quality management systems, marketing enterprise management require organizational flexibility production structures, preparedness for change in activities and coordination connections and rapid response to changes in external environment. The impact of the managing subject on internal factors of production, promotion and sales of products to consumers, taking into account the influence of the external environment for any fluctuations (market cycles) of the market should be carried out at a higher level than those of competitors and be ahead of them in time. Competitiveness management system in a separate enterprise of the agrarian sector consists in reflecting its multidimensional and complex nature (Fig. 4).

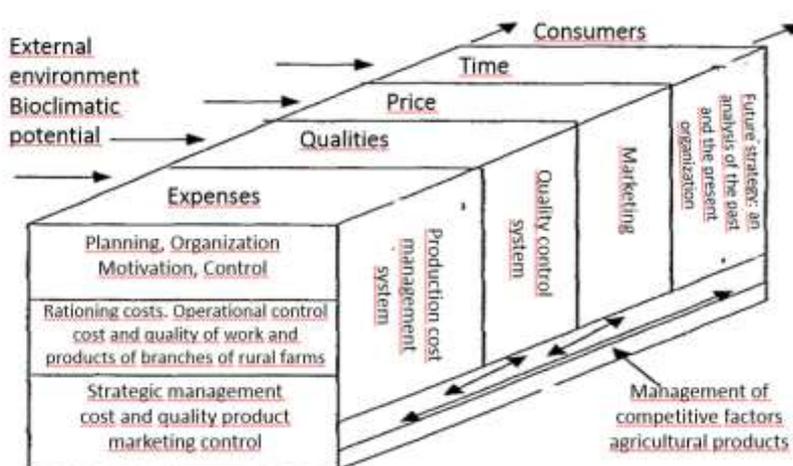


Fig.4. The system of product competitiveness management

The system of cost management, structured by industry, type of production and products provides strategic, administrative and operational management.

6. RECOMMENDATIONS:

To improve the competitiveness of products of the agricultural sector the following activities are offered:

1. Use marketing tools: domestic advertising agricultural products obtained without the use of mineral fertilizers, chemicals, vitamin and other supplements; realize preparation of products for sale, find the most effective sales channels. When organizing product refinement, assess the need for and expediency of creation of processing industries in agricultural enterprises. Strategic management agribusiness with a developed management accounting allows you to allocate transaction costs, minimize them and ensure the growth of gross income in the enterprise.
2. Generate consumer demand for food in two directions: to reveal the advantages of domestic food products and to pursue a policy of increasing the population's cash income while reducing polarization between population groups.
3. To develop the export of agricultural products to the CIS countries to create organized markets and favorable market conditions. In agrarian enterprises to carry out a test policy for integrating accounting financial and management accounting for timely use information in production cost management systems products and marketing.

7. CONCLUSION:

On the basis of the study, the following can be done findings:

Market competition is competition or rivalry economic entities in a particular market segment for a limited effective consumer demand. Features agrarian production does not allow full use of the benefits competition. Prevalence of steady decline trends agrarian sector necessitates state forms of protection of the market structure of competition. Regulation on principles social market and institutional concept of competition creates institutional conditions for the formation of a competitive environment and the revitalization of human resources, inclined to entrepreneurship.

The structure of the competitive environment of a specific market segment and characteristics subjects of competition allow you to open up reserves improve the competitiveness of products at the micro level.

The competitiveness of a particular enterprise shows the achievement success in the domestic and foreign markets, the possibility of expanded reproduction in agriculture, expresses a functional result activity of the economic entity and product compliance with all characteristics and market conditions.

Assessment of product and organization competitiveness is helpful business entities for strategic and operational management business in accordance with market conditions. Assessment methodology competitiveness of agrarian enterprises includes an overall assessment competitive environment of the functioning of the subjects by determining market share of large organizations in a particular product market, rating of organizations specializing in manufacturing specific types of products, the analysis of the financial condition of the individual agrarian organization, expert and analytical methods. Financial analysis of the state of property and obligations of the enterprise determines degree of guarantee of the economic interests of the participants of the organization, positive and negative trends in the structure of the balance sheet and the type of financial situation in the enterprise. In the rating subjects in the grain market occupy a high competitive position enterprise with low labor intensity and higher product sales prices.

Our studies have shown that in achieving the competitiveness of an organization, the most important role is played by the information the system. Its structure consists of separate harmonized subsystems financial, managerial and tax accounting, adapts to the conditions of uncertainty in the market environment and ensures effective organization management. Structural elements of management accounting carry out operational and strategic management and increase enterprise resource efficiency.

The economic analysis of the conjuncture of the agrarian market of the Republic of Uzbekistan shows the instability of the commodity supply of the main types of agrarian products and the fluctuation of the demand prices. Connections quantities of demand, prices and volumes of commodity supply depend on mass subjective assessments of the value and usefulness of products from manufacturers and consumers, create the prerequisites for the fall and rise prices. The functional qualities of the subjects: "exchange ability", "purchasing ability" defines transactional relations and conjuncture of the market. The lack of compromise at the conclusion of transactions reduces effectiveness of the organization, which is especially evident in the implementation products. Sales prices set based on total production costs goods, reduce the turnover of funds, increase costs on storage, movement of finished goods and in long period lead to a reduction in production and share of the market.

Product competitiveness management is a process implementation of management functions in production cost management systems, quality and marketing of agricultural products. The process of systemic application of management functions requires flexibility organizational and production structures of the organization. Purposeful impact on internal factors of production, promotion and sales of products to consumers, taking into account the influence

of the environment any market cycles to meet the needs consumers should be carried out by an economic entity for higher level than competitors.

The functioning of the competitiveness management system products in agricultural organizations include close collaboration management of production processes and sales of products in marketing consumer-oriented approach. Process management endogenous nature in the structures of agricultural enterprises under the influence of market competition - an exogenous environmental factor in a long period of time leads to the perception of the internal environment enterprise innovations.

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