

ENSURING COMPETITIVENESS OF THE REGION BASED ON THE AGROCLUSTER APPROACH

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Abstract: *The aim of the research is scientific oboes considerations idea of ensuring the competitiveness of region on the basis of cluster approach. According to an identified the following problem: to study regional territorial organization economics: cluster approach; The essence, the structure of the territorial-organizes the bathroom of the economic system; explore the competitiveness of the region based on a cluster approach; propose the construction of an industry cluster in relation to the regional economy; to evaluate the performance of a geographically organized economic system (cluster); offer economic integration variance subjective comrade in cluster associations as a factor of competitive ability of the region. The object of research is the cluster approach to object liver competitiveness of the regional economy. The subject of the research is organizational managerial relations arising in the process of ensuring the competitiveness lilies region.*

Key Words: *fruit and vegetable clusters, organizational and economic bases.*

1. INTRODUCTION:

Currently, the world is a complex and contradictory process of globalization economics, which are carried out within the framework of a profound transformation in all of the world economy and national economies, where the regions (regions) are more important than their constituents. Over the past decade, government policy in Uzbekistan has been primarily focused on the macroeconomic level. Of course, macroeconomic stability is fundamental basis for the success of the economy. However, the traditional set of tools used by the government (state regulation, the protection of national manufacturer by an pre is brought privileges, preferences and direct government Institute visits) is very limited and does not allow to achieve the main goal - improving the competitiveness of the economy in the region. Based on the concept developed by Michael Porter, a lot of devalues countries have started to implement the so-called cluster of policy, single main idea of which - the transition to the implementation of the new phase of the pro cession improve competitiveness, create a strong micro- economic foundations of the national economy. The idea of the cluster represents a new approach to the vision on the national economy, the region's economy. They form a platform on which can (or even should) take a new type of dialogue IU waiting firms, government agencies and other organizational nations (schools, universities, organizations for cooperation). Theo deuce clusters continues to evolve and spread, it has given rise to a growing number of initiatives in the direction of the create Nia formal clusters on the city and region level. Clustering leads to increased competitiveness of region. Given reasonable to shift the focus of journalism from macro- to micro-level and the presence of certain areas as an important factor in the development of clusters in the process of developing the role of regional administrations significantly improved strategy nations and universities. Nowadays, when Uzbek corporations are beginning to seriously con oversee the international markets, and the government in the face of negative factors forced to look for new approaches to public policy, for example the detection to enhance the competitive ability of the country, the study of clusters and their establishment in the region is basis for the formation of micro-economic policy areas. Therefore, the changes in the regional economy Uzbekistan require further study and refinement of scientific ideas about the possibility of using the cluster approach as a basis for improving the competitiveness lilies. This is very important for the economy of the regions of Uzbekistan, especially now, when the country is facing a choice of a new development path.

2. LITERATURE REVIEW:

Well-known foreign and domestic scientists and specialists on the study of this topic have theoretical and methodological bases of foreign economic activity, as well as scientific works on classical, international and regional issues of international trade. A number of theoretical and practical aspects of increasing the efficiency of foreign economic activity and the role of the state in it have been studied by foreign economists Dj.St. Mill, P.R. Krugman, M. Obstfeld, U. Stolper, P.Samuelson, T.Ribchinskiy, F. Edjuort, G .; News E. Xelpman, R. Etier, B .; Ballass, R. Vernon, Dj. Hicks, Dj. Robinson, E. In Chamberlin and P. Dixonham, Russian economists S.N. Ivashkovsky, A.I. Mixaylushkin, V.D. Matveenkov, E.A. Onoxin and A.P. Kireev, Matskevich, L.I. D.M. Ioksha, L.P. Babash, L.I.Matskevich, S.N. It has been analyzed in the scientific works of Lebedevakabi. Also, some aspects and solutions of the existing problems in this area were developed by economists of the republic U. UmurzakovA, S. Umarov. A. Durmanov, Alimov, A.Bedrintsev,

A.Bekmurodov, G.Khachiev, B.Islamov, A.Rasulov, G.Saidova, E.Trushin, K.Sirajiddinov. studied in his works. In particular, A.Alimov's research provides a comprehensive analysis of Uzbekistan's foreign economic relations in the first period of independence and predicts future foreign economic activity. The research of A. Bekmurodov and G. Khachiev is devoted to the role of marketing in increasing the export potential of national enterprises and its further development. Also, research on the direct export of fruits and vegetables Sh.H. Conducted by Muminov and defined by the researcher the concept of export potential of the agricultural sector on the basis of the theory of "economic growth at the expense of exports". The researcher also proposed a methodology for determining the relative efficiency, i.e., relative advantages, in assessing the competitiveness of fruit and vegetable products. Although the issues discussed in the above research are more in-depth, the methodological aspects of product export efficiency assessment, factors influencing it and their classification, methodological aspects of effective use of modern strategies in directing fruit and vegetable exports to target markets have not been sufficiently studied. The above circumstances show that this problem has not been studied at the level of modern international trade requirements and was the basis for its selection as a research topic.

3. MATERIALS:

Methodological and theoretical basis of the research waking were conceptual and theoretical principles presented in classic and modern works of Uzbek and foreign economist: J. Schumpeter (evolutionary theory of economic development), J. Dozy (the concept of changing techno-economic paradigms). Also methodological and theoretical basis of the study are the works: U. Umurzakov, S. Umarov. A. Durmanov, Alimov, A.Bedrintsev, A.Bekmurodov (the transition from regional policy concept to the concept of territory blew competition); Proceedings of the small meeting ions, laws and regulations of the Republic of Uzbekistan. When processing the actual material used such ICs the interrogation techniques as a dialectic, the problem-chronological logically, comparative historical, systemic-functional, local, scientific generalizations, the statistical analysis. Application of these methods allowed for the validity conducted Foot analysis, theoretical conclusions and proposals. Research was carried out through the use of a systematic approach, macroeconomic and general economic analysis such Tania historical, logical and evolutionary approaches, the method of ascent from the abstract to the concrete, methods of comparative analysis, theoretical modeling, cycle-by genetic progress to economy dynamics. The information base for work served as reference and statically materials, economic surveys prepared techiest governmental, foreign and international organizations, mothers ly periodicals, information and analysis of Material research institutions, news agencies. Validity and reliability of scientific statements and conclusions of the author are based on the use of laws and regulations, regulations of the Republic of Uzbekistan, as well as the critical skim analysis and synthesis of a wide range of works by foreign and Uzbek economists. The empirical base of the study served as the official statistical data from the State Statistics Committee of collections of the Republic of Uzbekistan, research the results you and the facts published in the scientific literature and periodicals, materials management and statistical governance of the republic, conferences and seminars on regional No-go development, sustainable development, globalization.

4. ANALYSIS, DISCUSSION AND FINDINGS:

Extended generally accepted definition of the cluster in order set of steady-related entities and department makers, the joint activities in providing the achievement of positively synergies in excess of the simple sum of its individual components potentials. This increment is possible as a result of co-operation and to better use Nia capacity of partners for a long period, a combination of cooperative radio and competition, proximity of consumers and producers, network effects and diffusion of knowledge and skills due to the migration of staff and the allocation of business, where there are no boundaries between sectors and vie rows activities and they are all considered in correlation. Proposed variance integration of managing sub objects in cluster associations at the regional level, with the result that revealed the main advantage implémentation of a cluster-oriented bathroom regional policy in ensuring the competitiveness of the region, which are defined: for regional authorities - in the general revival of the regional economy and diversify economic structure regions, entailing employment growth, increasing the number of taxpayers and the tax base, the emergence of an effective mechanism of interaction with business, CNI voltage depending on the individuel business groups, business - in seizing advantage staffing, availability of infrastructure; extension rhenium opportunities to reduce costs; the emergence of opportunities to enter international markets. Theoretical and practical significance made dis certification work lies in the development and deepening methodology based surveys, improving the competitiveness of the regions of the Republic of Uzbekistan on the basis of cluster approach, which promotes coordination and overcome the fragmentation of scientific knowledge in this field.

The findings of the research results, developed at the Obese recommendations and practical proposals will Promotes Vat development of sound and effective state program for sustainable development of the regions of the Republic of Uzbeks and on. Explore the results of money, namely assurance program strategy competitiveness economy

of the regions of the Republic of Uzbek and on based on cluster policy - may be used to develop specific areas of re - regional economic policy related to the country's accession to the WTO.

The main factor that contributes to competitive advantage arising in a globalized economic system are camping the country's ability to rapid practical application of scientific governmental knowledge. Computer technology contribute to a sharp express check- rhenium turnover of constant and variable capital, terms of creating new products. Therefore, in our opinion, the regions of the Republic of Uzbek and on, pre Tandy for success in the global competition with the developed of the state should: to carry out structural adjustment of their economy in order to switch to the production of more technological products; 2) Sit skill level of its workforce; 3) to cooperate with other regions and even countries to implement Compatible Smartphones governmental programs in R & D, as well as use various forms of regional cooperation; 4) the introduction of new organizations national form. In this connection, in the thesis defines competitiveness region, the basis of which serves an estimated subjects of environment excellence in selected market segments, moat and services produced in its territory, and the level of competition the first potential of the economy, which is determined by region ability to also in future preserve its qualitative superiority the goods and services through the introduction of new organizational forms. Competitiveness is aimed at the future and the competitive potential of the region is formed on the basis of creation and you are dividing the new organizational forms. Based on the concept of time worked M. Porter, many developed countries have begun to implement cluster policy, the main objectives of which is the transition to the implementation phase of the new process to improve the competitive ability, creating a strong microeconomic foundation of the national economy. In world practice, there are five key factors to the Management Board for improving the competitiveness of the region: letters management: innovation: entrepreneurship; Inform Nia and communication; human capital.

World experience shows, Thu on implementation of a cluster-oriented bathroom regional policy makes it impossible to increase the compete liveness of territories and industrial complexes. In this connection, consider that the cluster - an ordered aggregate were steadily-related entities and individuals that achieve positive synergies in synergies greater than the simple sum of the fittings of its components. This increment occurs as a result of cooperation and effective use of the opportunities ditch for a long period, a combination of cooperation and competition, consumer and producer, network effects and diffusion of knowledge and skills due to the migration of staff and the allocation of business, where there are no boundaries between the sectors and activities, and they are all considered interconnected. Of course, the absence of the distribution divided between the producers of consumption sector requires the development of a system of mutually beneficial agreements in the framework of the priorities and rules set by the state, it is also necessary to take into account the fact that each of the participants decide their specific tasks determined by its statutes, program, regulatory documents. Within the region, this task is most feasible, where the government, business and society always have a circle of common tasks. Cluster policy to ensure the competitiveness of region to provide authorities effective tools interact -interaction with the business, a better understanding of its characteristic parameters and tactical tasks, enables targeted first, real and reasoned strategic planning re LAS region, development of territories. Unlike conventional forms of cooperative and economic interact interacting small, medium and large businesses cluster systems are characterized by: the presence of a large enterprise-leader, as a rule, in many respects initiating the formation and development of a cluster and determining its long-term economic, innovative and other strategy; territorial localization of the main participants in the cluster dimensional system; the sustainability of economic relations of entities - participants of the cluster system; long-term coordination of internal production programs, innovation processes and basic management systems. A relatively small number of clusters is usually responsible for the economy mega block any geographic area and for submitting those reflected part of foreign trade activities (export and interments in other regions, implemented by local companies). Klan erased with an external orientation is closely related to two other types of business: localized industries and clusters, not compete conductive with companies located in other regions (this can be restaurants, entertainment, logistics services, working with not movable, construction), and with local subsidiaries impersonate divisions competitive firms stationed in other regions, which serve primarily local market. The investigated by clusters in the regional economy; evaluate the effectiveness of activities, territorial and organized economic system we have; The option of integrating enterprises into cluster associations as a factor in ensuring the competitiveness of the region is proposed. The priority direction of a new stage of economic measurable in the economy of the region is the cluster approach as a basis of increase of its competitiveness. In achieving this strategy call goal of the important role to be played by regional and local authorities, in connection with the need to change the priorities in their activities. The studied and analyzed to build a competitive economy in the wasps cluster approach. The analysis confirmed that the increase compete liveness economics possibly formed on the basis of competitive clusters in promising sectors economy, which will contribute to:

improving the level and quality of life of the population;
improving national security;
ensuring sustainable economic development;
the formation of economic development potential.

The creation of clusters in the region is one of the effective mechanisms to increase the competitiveness of the region and ensure sustainable economic development. The construction of clusters will provide the following areas: The effect of the base: the cluster enterprises make a significant contribution to the growth of GRP and increase the level of employment. Competitiveness: cluster products are represented in regional, national and global markets. Market growth and market segment profitability. Di dynamic the developing target markets. In the first stage of our study of the economy of the region (on the example of the Tambov region) on the basis of statistical indicators were calculated quantitative indicators, reflecting compete the rental capacity of industries in the region, and to identify opportunities for potential of their clustering. Industrial production localization coefficient region showed the presence of economic specialization ion under industrial production (Table. 1).

Table 1. The coefficient of localization of industrial production

Indicators	Units rev.	Coefficient localization
Industry volume of industrial produk tion (services) in acting boiling organizations prices including by industry	million rubles at prices of the corresponding years	
Power industry	million rubles at prices of the corresponding years	2.2
Chemistry and petrochemistry	million rubles at prices of the corresponding years	2.86
Mechanical engineering and IU talloobrabotka	million rubles at prices of the corresponding years	0.9
Forestry, Woodworking batyvayuschaya and Zell Lozno-Paper, Thinking	million rubles at prices of the corresponding years	0.3
Food industry	million rubles In accord prices sponding years	1.73
Production builder governmental materials	million rubles In accord prices sponding years	1.92

Industry where estimates of greater than or equal to one, are potentially ready to transition to the new organizational functional forms, i.e., to building clusters. Regional factors affecting the competitiveness of industries in the region are shown in table 2.

Table 2 : Regional factors affecting the competitiveness of manufacturing industries

No. p / p	Industries	Factors			
		natural	mate ble	labor	infra structure tour
1	Rural household	+++	+-	++	+-
2	Transport	+-	+-	++	+-
3	Power industry	+-	+-	.+-	+-
4	Chemical and petrochemical	++	+-	++	++
5	Engineering and metalworking	+-	+-	+-	+-
6	Construction materials	+-+	+-	+-	
7	Food about thinking	++	+-	+-	+-
8	Lumber processing	+-	+-	++	+-

+++ - available and not limited,

++ - available,

+ - available but limited,

- not available.

About - does not affect competitiveness. In the dissertation, and the most attractiveness industry in the implementation of cluster poli ltski region (Table. 3).

Table 3. Sectoral approach to the implementation of the cluster policy of the region

Industries	Potential from rasli in sodey Corollary development economics	The level of international and regional competitive industry capacity	Volume investment	Ready for cluster tion
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Agriculture and Processing	Very attracting tive	Low competi petitiveness	considerable ny	Ready
Chemistry and petrochemistry	attracting tion	Average competi tiveness	Middle	Ready
Lesopere work	Attraction full	High competition rentability	Significant ny	Low readiness
Car structure	Attraction full	Low competition the ability to	Very familiar sensible	Low readiness
Production building materials	Attraction full	High regio onal competi petitiveness, the low level of the competitiveness of the international lities	Middle	Low readiness

The analysis showed that a potentially effective and competitive cluster in the area can become RGM on industrial cluster; cluster for grain processing, cluster for the production and processing of fruits and berries, etc. All of these clusters have a significant growth potential, attractive investment and market lane prospects for. The thesis proposed variance integration business people subjects in cluster associations. Recommendations for the creation of agro-industrial cluster wasps Nova: favorable climatic conditions; provision of land and labor resources; the presence of strong ties between business entities in the field of production, processing, marketing, etc. agricultural products; the effectiveness of the functioning of peasant farms and personal subsidiary plots.

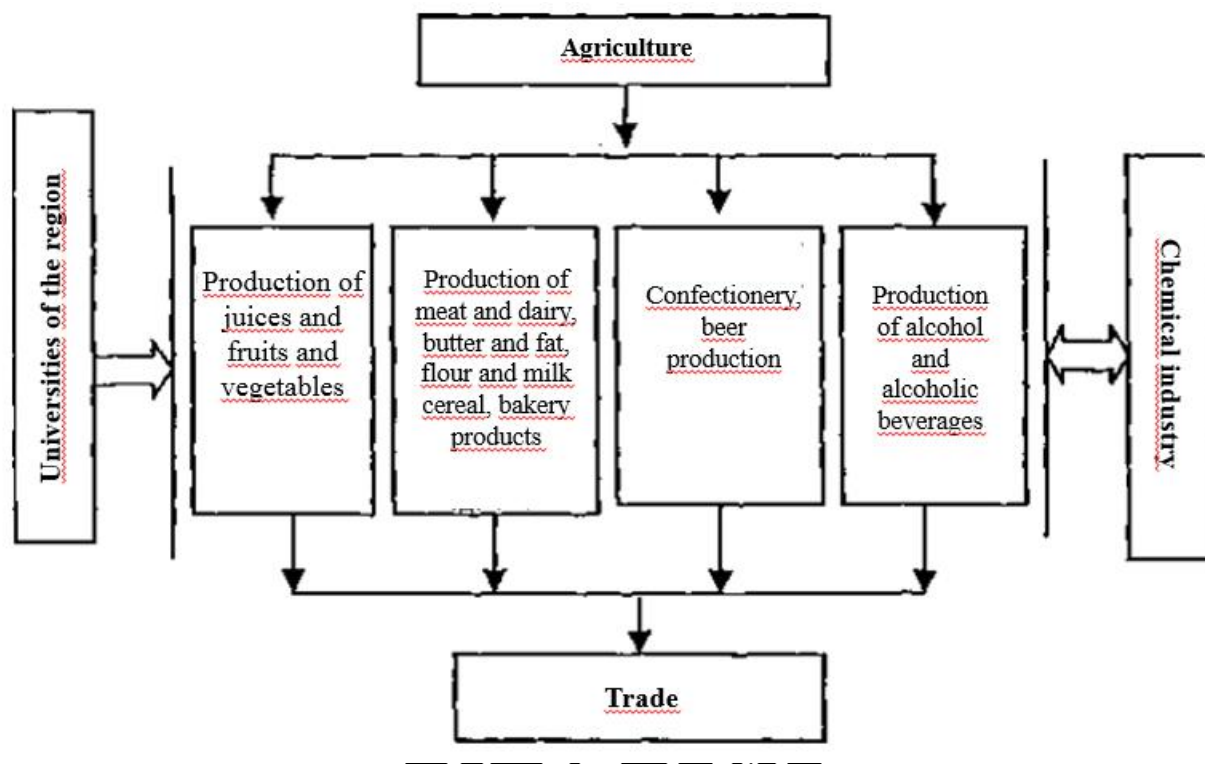


Figure 1. The organizational chart for the construction of the agro-industrial cluster

This agro-industrial cluster includes production and processing of grain, sugar beet, fruit and vegetables, a sun oil, rape, etc. In addition, it should be emphasized that element of this cluster also includes the construction of their clusters. It:

- cluster for the production and processing of sugar beets;
- cluster for the production and processing of sunflower oil and rapeseed;
- cluster for the production and processing of fruits and vegetables;
- chemical cluster;
- bioenergy cluster;
- cluster for the production of building materials.

The creation of clusters from its participants requires: organization of communication platforms within the forming Myth clusters; creating a network of relationships between enterprises; improving corporate governance. Actions of the regional administration to support the development of clusters ditch suggest: interest rate subsidies; tax incentives; initiating the development of agricultural holdings (for Farmhouse venous cluster); completion of technological chains; stimulation of production modernization; targeted education programs, including in the field at tally, secondary and higher vocational education.

4. RECOMMENDATIONS:

The main advantages in the implementation of cluster-oriented regional policy in ensuring the competitiveness of the region are determined: - for regional authorities - in the general revival of the regional economy and diversification of the economic structure of the region, entailing growth in employment spine, increasing the number to logopatelists and tax base, the emergence of convenient furnish of interaction with the business, reducing dependence on individual business groups, clusters allow governments in the region is much point it to track business trends, predict possible changes in the way the individual sectors of the economy, opening up new who power for coordination activities; for business - in improving staffing, with increasing the availability of infrastructure for research and development, expanding opportunities to reduce costs, with the emergence of opportunities for more successful entry into international markets. The main prerequisites for creating clusters are:

- The proximity of the participants, in order to secure chit to achieve any positive results related to exchange and shared resources.
- Interconnections of mutually beneficial cooperation in the direction of achieving a common goal (for example, the identification and formation, etc. of demand in the final market).
- The constant exchange of information and the intensification of the interaction Wii cluster members in order to achieve a positive effect on their activities.
- The presence of a critical mass, i.e. you must have a sufficiently precise number of participants so that their interaction flashing a significant impact on businesses.

I should add that the creation of clusters in the economy of the region, on the one Noah side, determined by the conditions that can contribute to their development, on the other - to prevent. By the favorable process Cams include the provision of production and technology and infrastructure, highly qualified personnel, psychologists call readiness for cooperation. The constraints cluster development should include the poor quality of the business climate, undeveloped occupancy of institutional infrastructure, reflecting the focus on getting a quick effect, whereas the real benefits from the creation of the cluster appear only after 5-7 years. We believe that the most appropriate organizational structure of the cluster in the region at the present stage of the economy - it is the network structure with the specific requirements for membership in them and shared intentions, consistent with the objectives of participants: co OCU chat, conduct marketing, purchasing, producing, creating economy structures and foundations etc. The main problem that will face re today regions to create clusters - is fragmented and inconsistencies existing regional infrastructure support systems. In connection with what is important 'state support in the development of regional clusters at the initial stage, which is as follows:

Identification of vertical or horizontal formations in high-tech sectors of industry with the involvement of the state and scientific institutions; Planning studies to identify areas that could benefit from the organizations of the cluster type of economy region and building on the basis of their strategy of social and economic growth; definition of interaction mechanisms national and re -regional initiatives; improvement of the legislative framework in the field of the creation and functioning of clusters; development of information materials on the implementation of stem stubble policy in the region; identification of barriers and constraints in the way of time clusters and implementation of systematic adjustments so stances measures in the field of cluster policy; stakeholders apprised of the potential your years of creating clusters.

5. CONCLUSIONS:

It is important to bear in mind that the cluster approach can bring polo living results only if it is part of the stratum goes for Regional Development. It is impossible to develop a cluster in isolation from the development of the region as a whole. Therefore, mu talk about successfully implementing ion special stimulate clusters of projects only in the presence of a regional strategy as part of the strategy, there Vitier region.

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