

ISSN 2181-8622

Manufacturing technology problems



Scientific and Technical Journal Namangan Institute of Engineering and Technology

INDEX  COPERNICUS
INTERNATIONAL

**Volume 9
Issue 1
2024**



MECHANISM FOR ASSESSMENT OF FACTORS AFFECTING THE DEVELOPMENT OF SMALL BUSINESS SUBJECTS

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Abstract: Small business and private entrepreneurship is an integral element of the mechanism of the modern economy, so its research is very relevant today. At the current stage of the development of the world economy, small business and private entrepreneurship face many obstacles: in underdeveloped countries - insufficient support from the state or its ineffectiveness; problems in developed countries are not so much dependent on internal factors as external, for example, the current state of the world economy. Small business and private entrepreneurship offer innovative ideas in the field of climate change, resource efficiency, social cohesion and contribute to the transition of countries to a sustainable and digital economy. In some developed countries, the result of its activity is more than half of the annual GDP. The main part of the economically active population is engaged in this type of business. Such a result is ensured not only by the state's favorable conditions for the implementation of business activities, but also by the responsibility of small business and private business entities, the honesty and transparency of their activities.

Keywords: Small business, private entrepreneurship, modern economy, gross domestic product, macro environment, STEP-analysis, PEST analysis, macro-ecological factor.

Introduction. The situation in Uzbekistan is the same - a large part of the GDP is made up of small businesses and private entrepreneurship, but the honesty and transparency of doing business is still a problem. The study of Uzbekistan's small business is relevant because it can identify development problems and possible ways to overcome them, which in turn will help the growth of Uzbekistan's economy. Perhaps the most important contribution of small businesses to economic growth is the regulation of employment, which is reflected in the ability of small businesses to create new jobs. In addition, small business and private entrepreneurship contribute to the formation of the middle class, which usually constitutes a significant part of the economically active population.

There are several options for analysis that can show how the macro environment affects business entities. It is appropriate to use STEP-analysis in the analysis of developed countries, because they have a stable political system and are economically developed, where priority is given to social and technological factors. PEST analysis is used to analyze countries that cannot be classified as developed, and this in turn is determined by political and economic factors.

The essence of PEST analysis is to determine and assess the impact of macro-ecological factors on the current and future results of small business entities.

PEST is an abbreviation of four words in the English language: P – Political, E – Economic, S – Sociocultural, T – Technological forces.

The purpose of the PEST analysis is to monitor changes in the macro environment in four main areas and to identify trends and events that are not under the control of the enterprise, but affect strategic decision-making.

The PEST analysis is an analysis based on the assessment of the impact of individual factors within these factor groups on the basis of the identification of political, economic, socio-demographic and technological factors affecting the studied process.

Therefore, it is recommended to use this analysis to consider the macro environment of small business in Uzbekistan. We will conduct a PEST analysis to determine the state of small business in Uzbekistan in 2018-2023.

This method is often used by academics and practitioners and can be a first step for further research. The influence of the macro environment on the development of small business enterprises of Uzbekistan is considered in terms of four groups of factors: political, economic, social and technological factors.

Methodology & empirical analysis. The author's approaches are presented based on the study of scientific literature and articles of foreign scientists on the subject and the analysis of the experiences of foreign companies in this regard. Also, in order to increase the scientific and practical value of the article, statistical analysis methods (dynamic and comparative analysis methods) of the data of the State Statistics Committee of the Republic of Uzbekistan were used.

A methodical approach based on an improved research paradigm is proposed in accordance with the subjective nature of economic reality for the appropriate description of the processes that determine the characteristics of the formation of various territorial models of the innovative development of small business.

The proposed theoretical and methodological approach is the use of a multidimensional space-time coordinate system, which includes economic-value, organizational-institutional, technical-economic, cycle-time dimensions, which allows to take into account the main types of influence. It appears depending on the ability of local systems of small business to create certain forms of organization of innovative processes.

Results. As a result of collecting and systematizing data based on the analysis of scientists' researches, reports of analytical agencies, and the authors' survey of experts in the field, groups of factors were formed in four departments and identified elements of each group according to the PEST analysis method. A scale from "-1 to -3" and "+1 to +3" was used to evaluate the influence of each element in the group of factors. The "Minus" and "Plus" signs allow you to determine the "negative" or "positive" effect of the element. The level of influence of the factors, the description of the characteristics of each level is presented in Table 1 below:

Table 1. PEST Factor Group Elements Rating Scale - Small Business Analysis.

Rating	Description of effect
	Description of negative influencing factors
-1	the influence of the factors is weak, any change in the factor does not bring significant changes to the small business
-2	of small business economic efficiency indicators Ahamiya tsi z effect partially effect to do can
-3	of factors significant the effect of the factor each how change small business in the activity (development). significant to changes take will come
	Description of positive influencing factors
+1	the level of influence of the factor is low, any change in the factor has almost no effect on the level of small business development.
+2	only a significant change in the factor has an impact on the level of small business development.
+3	the influence level of the factor is high, any fluctuation of the factor indicator will have its effect on the level of small business development.

The formed matrix based on the results of the PEST analysis, taking into account the assessment of the impact of small business external environmental factors, is presented in Table 2.

Table 2. Analysis of the external environment of small business development in Uzbekistan based on PEST analysis.

Factors	Factors to the group comment
	Political factors (P)
of Uzbekistan Level of integration into the world economy in Uzbekistan political situation Legislation in the base changes	The direction of Uzbekistan's integration into the World Economic Community has a positive effect on small business. It has the opportunity to establish cooperation with small business entities, study abroad and improve the quality of real estate objects. More attention is being paid to quality standards of work performance. There are opportunities to open enterprises and expand markets in other countries. The political situation (war, constant conflicts between internal political circles) creates small but negative fluctuations that affect small businesses. Significant changes have been observed over the past periods, many legislative initiatives have been introduced, which should fundamentally change the rules of the game in the market in the future (reduction of powers to intervene in mortgage, small business activities) and will bring significant benefits to small businesses.
	Economical factors (E)
Exchange rate to the national currency relatively constant vibration Materials (raw materials) of the price increase of the population purchase ability Small business of competition increase	Exchange rate change and hryvnia devaluation is imported construction materials of the price to increase take it comes while construction objects of the price to increase and construction of their pace to decrease take will come Uzbekistan of the population purchase of ability decline different types to objects has been of demand constant to change take will come Last in years of small business active development of competition to increase take came ,

Working people work the right increase
Own financial of resources less quantity

this of the market main to the participants effect showed . In the field companies not only customers and work and services quality, but also employees for too compete . Legislation level acceptance done the most less monthly work of the right increase according to field employees work of the right increase and own financial resources of size low on the network entrepreneurship of subjects financial to the situation negative effect is showing.

Socio-cultural factors (S)

Uzbekistan Consumers of goods produced by small businesses (physical, legal) preferences of individuals and values change
Specialists abroad work migration
Demographic condition
In small business professional development

Prices rise and purchase of ability to decrease despite, in the market of consumers high good quality and more expensive to objects has been desires their change convenience of infrastructure existence and etc grow up is going In the future this trends quality in terms of competition level significant effect shows and of small business development encourages. Visa-free regime and own work for get more money desire work to migration help gives and with that together construction business the owners of employees work right level to increase encourages. Demographics in the 1990s crisis in the market personnel shortage cause released, this of small business important problem is considered High study countries and profession education institutions development for funds lack of too in the market specialists' level negative effect is showing.

Technological factors (T)

Digitization development
Procedure's automation
IT development
New technologies work exit

procedures simplification , corruption to the field effect reduce enable gives Of this using field entrepreneurs demand and to the proposal effect show tools , buyers find , product and goods in the market before push for new technologies takes Job processes and management automation human being to the factor dependence step by step reduce enable gives High qualified experts search trend there is IT is work the time planning and optimization according to new products and programs to create help gives , this while of small business development help gives Also of the industry main consumers IT field representatives (office real estate property , house and others) is considered . New technologies development in progress affairs quality and in general construction level to increase help gives

In order to carry out PEST analysis, the factors affecting the development of small business were determined in 4 groups and included in table 3.1.3, divided into separate groups.

Political factors include the political situation in Uzbekistan (political stability); cooperation with other countries ; support from other countries ; state support and legal framework; changes in legislation ; state influence on small business, including the share of state property ; such factors as state regulation of the competitive environment in small business were selected.

GDP and GDP per capita as economic factors ; financing options ; the share of small business in the level of population employment ; the number of operating enterprises; average nominal salary; stability of the national currency exchange rate; inflation rate; factors such as the qualifications of workers were selected.

Socio-demographic factors affecting small business - honesty and transparency of business, demographic trends; trends in education; change in income structure; attitude to work and rest; factors such as social mobility of the population .

The level of productivity as technological factors affecting small business ; encourage innovation; competitiveness of the country; the ability to purchase new technologies; level of introduction of new technologies; factors such as state technical policy were selected.

In order to assess the level of impact of each factor group on the development of small business and the importance of the impact of this factor, the conclusions of the leading experts of the regional departments of the Ministry of Economic Development and Poverty Reduction of the Republic of Uzbekistan of Namangan, Fergana and Andijan regions were used and small business operating in the regions leaders 270 respondents (90 from each territorial unit) were selected based on the results of the questionnaire survey. (Table 3).

Table 3. Factors affecting population employment and their level of influence obtained for PEST analysis¹.

Factor group and type	Respondent Rating**		Factor group and type	Respondent Rating**	
	Effect level of the factor*	Effect level of the factor*		Effect level of the factor*	Effect level of the factor*
Political (P – Politicallegal) group of factors (score/number of respondents/percentage indicator)			economic (E – Economic) factors (score/number of respondents/percentage indicator)		
in Uzbekistan political situation	+2/210/78%	-1/60/22%	Uzbekistan of the economy status and trends	+1/245/90.7	-2/25/9.3
Other countries with cooperation	+3/238/88%	-2/32/12%	Funding possibilities	+2/181/67	-1/89/33
Other countries by support	+2/247/91.5%	-1/23/8.5%	Share of small business in population employment	+1/225/83.3	-1/45/16.4
By the state support and legislation base	+3/270/100%	-	Number of operating infrastructures	+2/93/34.4	-2/177/65.6
In the legislation changes	+2/119/44%	-2/151/56%	Average nominal salary amount	+1/254/94.1	-3/16/5.9
To small business state effects , including state property share	+2/133/49.3%	-1/137/50.7%	National exchange rate stability	+2/290/100	-
	+1/201/74.4%	-1/69/25.6%	Inflation rate	+3/17/6.3	-2/253/93.7

¹Developed by the author.

In small business competition environment state by in order put			Qualification of workers	+2/260/96.3	-2/10/3.7
Total scores	+15	-9	Total scores	+14	-13
Socio-demographic (S – Sociocultural) group of factors (score/number of respondents/percentage indicator)			technological (T – Technological forces) factors (score/number of respondents/percentage indicator)		
Job of keeping honesty and transparency	+2/205/75.9	-2/65/24.1	Work to issue validity level	+2/218/80,7	-2/62/19.3
Demographic trends	+1/36/13.3	-1/234/86.7	Innovations encourage of the country competitiveness	+3/241/89.3	-1/29/10.7
Education in the field trends	+3/174/64.4	-2/96/35.6	Opportunity to purchase new technologies	+2/199/73.7	-1/71/26.3
Earnings of the composition change	+1/35/13	-1/235/87	The level of introduction of new technologies	+3/172/63.7	-2/98/36.3
Labor and to relax relationship	+3/238/88.1	-2/32/11.9	State technology policy	+2/194/71.6	-1/76/28.4
of the population social mobility	+2/194/71.6	-1/76/28.4		+3/194/71.6	-1/76/28.4
Total scores	+12	-9	Total scores	+15	-8

* Based on the PEST analysis methodology, the level of influence of the factor was determined between "-1;-3" and "+1;+3" levels. **The total number of respondents was 270.

Based on the results of the PEST analysis, we identify groups of positive and negative factors and justify their impact on the development of small business in the Fergana Valley. Based on the data of Table 3 above, we determine the group of indicators expressed by the highest negative (with a minus) and positive (with a plus) (Table 4). The results of the analysis of the influence of groups of factors provide a basis for the development of strategies for the further development of small business and setting priorities, taking into account its situation.

The results of the analysis show that the group of factors with the highest positive score is "+15" and the following group factors with the highest negative score are "-13 and -9" (Table 4).

Table 4. Grouping of PEST analysis factors of small business development in Uzbekistan.

Groups of factors	Total score	Small business development of factors effect
Positive factors		
Technological factors (T)	(+ 15)	Technological development, digitization, automation and IT the field more development is the driving force. Technological from innovation use, quality increase, external in the environment to changes answer to give speed and today's of the day new to the call's adaptation ability market to the participants personnel problems solution in doing help gives and in the market competitive advantages provides.
Political factors (P)	(+ 15)	Political factors small business development effect because it does market participants for game the rules exactly state determines Today's political situation, world community direction movement new technologies, work experience appropriation and own organizations World standards and requirements adaptation enable gives, this while competitive advantages increases and local of companies external to markets exit provides. A series legislation initiative in the future field development service does
Negative factors		
Economic factors (E)	(- 13)	Economic factors small business to the activity strong destabilizing effect shows (materials and raw materials of the price increase, Uzbekistan citizens purchase of ability decrease) small business of participants efficient to the activity hindrance is doing and his development is slowing down.
Socio - demographic factors (C)	(- 9)	Inconvenient demographic situation, personnel abroad out leaving and their low qualifications of the field important from problems is one Exhibitions between cooperation, scientific studies financing and professional education development personnel with depends problems solution to do help gives and of small business development encourages.

Transferred to research according to, external of the environment destabilizing factors economic and is socio-cultural. Economic factors the most negative effect shows (especially the exchange rate change and of the population purchase of ability decline), socio-cultural factors less effect does (awkward demographic situation and personnel abroad out departure).

Positive factors between the following our emphasis possible: political (small business development contribution adding one row the law projects acceptance to do and of Uzbekistan market participants for new opportunities opener World Economic Community towards movement, new technologies work output, processes automation) and technological factors.

Conclusions. The experience of most developed countries shows that the most important aspect of small and medium business development is state support. Small and medium enterprises state by of support the most advanced and efficient from systems

one is American and European systems. So so, Western Europe and in the US, countries present at the time small enterprises new work more than 80% of the seats is creating 2.

The US experience that's it shows that, is small and medium enterprises in development to success the following support from the network use because of can be achieved: financial, logistics, information, advice. Such network in creating state, local power bodies, public, universities and big business participation is enough 3the world economy development present stage small and There are many medium-sized businesses to obstacles face is coming and the main ones usually: undeveloped in countries - state by e field level lack of support or his ineffectiveness.

Today, Uzbekistan has a system of state support for small and medium-sized enterprises, and the state is accelerating the processes of economic integration with the world community by forming and improving infrastructures, increasing the income of the population, and improving secondary and special education.

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