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CRITERIA, INDICATORS AND LAWS OF SMALL BUSINESS DEVELOPMENT

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Abstract: The possibility of increasing the efficiency of entrepreneurial activity depends on the level of substantiation of strategic directions in the field of production of competitive products and the organization of their introduction to the market in accordance with the logic of economic actions in dynamic market conditions. The process of economic reform is aimed at developing market infrastructure, intensifying competition and the manifestation of its stimulating innovative properties, forming effective mechanisms for the structural restructuring of the national and regional economy, creating sustainable production and market communications, as well as promoting entrepreneurship. The scientific significance of the research results is explained by the fact that the conclusions and proposals of the developed theoretical description can be used to improve the methodological foundations of scientific and research work aimed at further developing small business activities, enrich the scientific apparatus, and form targeted programs aimed at increasing the effectiveness of the implemented activities. The current stage is characterized by the introduction of a systematic approach to state regulation and support of small businesses, the distinctive feature of which is the formation of strategic and programmatic initiatives for the development of small business entities and the development of state support institutions. Based on the analysis of state policy in the field of small entrepreneurship, shortcomings of a legislative-regulatory, institutional-regulatory, assessment of activity efficiency and institutional-infrastructure nature were identified and grouped, and priority measures were also identified to improve state regulation in the field of entrepreneurship.

Keywords: methodology, efficiency, economic development, business entities, integrated indicator.

Introduction. The current stage of national state formation is characterized by the democratization and improvement of the national legal system. In these conditions, special attention is paid to the formation of the legislative base of Uzbekistan, taking into account the experience of world communities. The main vector of the constitutional reform launched in Uzbekistan is ensuring the decentralization of national power, which today serves as the main means of changing social relations and is characterized by a maximum approach to power, management tools and services for each citizen. Accordingly, it becomes clear that in such unfavorable conditions of the internal and external environment, Uzbekistan needs not only partial changes and individual reforms, but also important fundamental changes in the economy and society. World experience and business practice show that the most important feature of a market economy is the presence and interaction of large and small enterprises, as well as their optimal ratio.

Among these economic entities, the most dynamic element of the market is small business, which is formed on the basis of small production, determines the pace of economic development, and is distinguished by freedom of market choice. It plays an important role in quickly and easily filling the market with consumer goods and services in daily demand, introducing innovations, creating additional jobs, and carrying out technical re-equipment of production.

Modern trends in the economic development of Uzbekistan require changing the conditions for managing and developing the private sector as an important factor in

accelerating the growth of the country's national economy, ensuring social stability, increasing employment, and innovations.

Taking into account the specific characteristics of the national economy of Uzbekistan, in particular, the processes of continuous improvement of the legislative and regulatory framework, tax, pension, social reforms, informatization and digitalization of society, and problems associated with global crisis events, we take this into account.

It is advisable to propose to understand the national economy as a process of qualitative transformation of the economy through structural transformation, reorganization, digitization, and infrastructure reconstruction. The processes of integration of the national economy into the economies of developed and developing countries and the need to adapt to their risks of uncertainty, the consequence of which is the creation of a new model of the national economy, the objective necessity of which is determined by the main factor.

This creates new opportunities for the development of small business and private entrepreneurship, helps to increase their competitiveness in local and world markets due to innovations in products, services, and production processes; – globalization, which helps to improve the interaction of societies and governments in the process of cross-border economic integration and the involvement of the national economy in the world market.

In scientific circles, the concept of “business” is widespread, viewed as a process (profit-oriented activity) or an organization (firm, company, enterprise). That is, the definition of the difference between the concepts of "enterprise" and "business" (as an organization) corresponds to the following: an enterprise is the activity of only legal entities, and business can be carried out by individuals and legal entities.

Table 1. Matrix of comparative descriptions of the concepts "enterprise", "business", "entrepreneurial subjects", "entrepreneurship"

Type of activity	FEATURES					
	Activities of individuals	Activities of legal entities	Purpose - profit making	Purpose - non-commercial	Possibility of interpretation from the point of view of the process	Possibility of interpretation from the point of view of the subject
Enterprise	-	+	+	+	-	+
Entrepreneurship	+	+	+	-	+	+
Business	+	+	+	-	-	+

On the other hand, the common thing is that the goal of both business and entrepreneurship is to make a profit, which determines the terminological proximity of the corresponding concepts. Taking into account the above, in order to answer the

question of what is the same and what is different in the concepts of “small entrepreneurship”, “small business”, “private business entities”, “small entrepreneurship”, a matrix of comparative characteristics of the concepts of “enterprise”, “business”, “business entities”, “entrepreneurship”, which helps to identify common and distinctive features, is presented in Table 1.

Business entities conduct their activities mainly on the basis of private property and therefore have great internal potential for self-development due to the full realization of its advantages. The fundamental differences between a small and a large enterprise lie in the scale of activity - a larger production volume means a larger scale of activity, requiring larger production capacities.

If the operating system of a large enterprise is complex and multi-hierarchical, then in small business entities it is much simpler. At the same time, the passage through all stages of the life cycle is characteristic and common for both small and large enterprises. Thus, in the late 1980s, foreign authors began to consider the growth of an enterprise from its survival to its expansion or liquidation, likening it to the life cycle of a person: Greiner L.E. (1972) “Evolution and revolution as organizations grow”, Adizes, Ichak (1988) “Enterprise Life Cycle” and Arie de Gues (1996) “The Living Company”. These studies marked the beginning of the development of the life cycle theory, according to which business entities go through their “life” from birth to growth, “aging” and “death”. [10]. Competitiveness can be divided into components, for example, the competitiveness of products, technologies, firms, brands, industries and others. In addition, management theory recommends that small enterprises form only specific competitive advantages, since it is impossible to achieve true competitive advantages in all areas. The relationship between the competitive advantages of a small enterprise and its potential, as well as possible strategies for the development of a small enterprise, is presented in Figure 1.

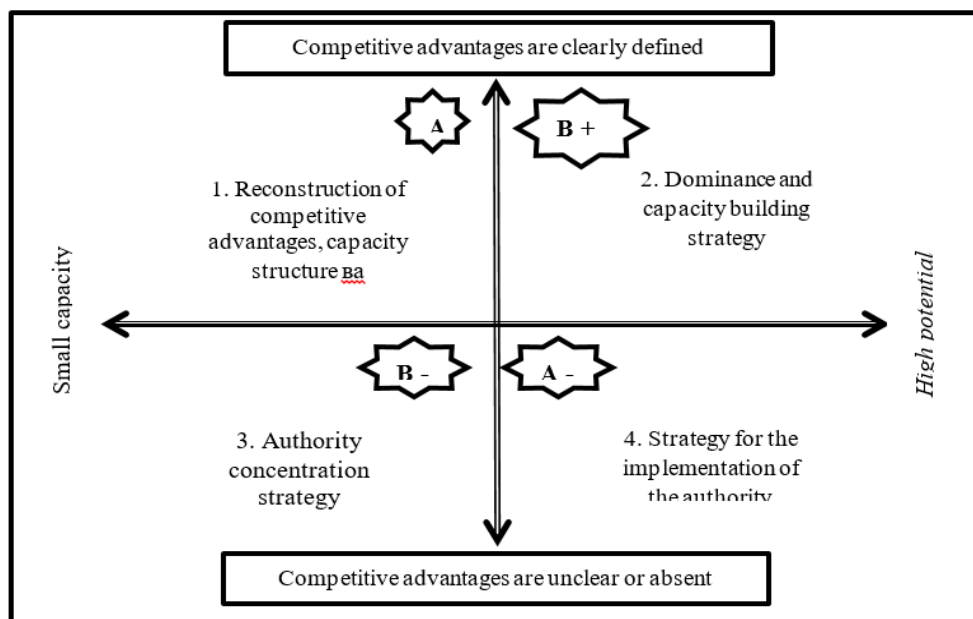


Figure 1. Competitive advantages of small business and interrelationship of its potential, as well as possible strategies for small business development

Competitiveness can only be considered as a result of the existing potential. That is, potential is the basis on which certain competitive advantages can be formed. However, the existence of these two categories is not automatic. Small businesses can be competitive, but the level of potential is low.

The task of increasing the profit of a small business, research shows, is most often solved by increasing the price of finished products. In the second case, the choice falls on reducing costs, and the simplest and most understandable: reducing wages, marketing costs, saving on office supplies, reducing expenses for business trips, etc.

If there is a sudden explosion of the market, that is, rapid growth, the problem is formulated in the same way - a change in the parameters of the external environment. It should be remembered that small businesses go bankrupt not because they suffer losses, but because they are unable to pay. Profit or loss is an economic category, that is, the problem of the economist in a small enterprise, the possibility of ensuring the activities of a small enterprise, the lack or excess of funds is a financial problem.

The correct or incorrect selection of factors affecting the development of a small business affects its future state (decrease or increase). (Figure 2)

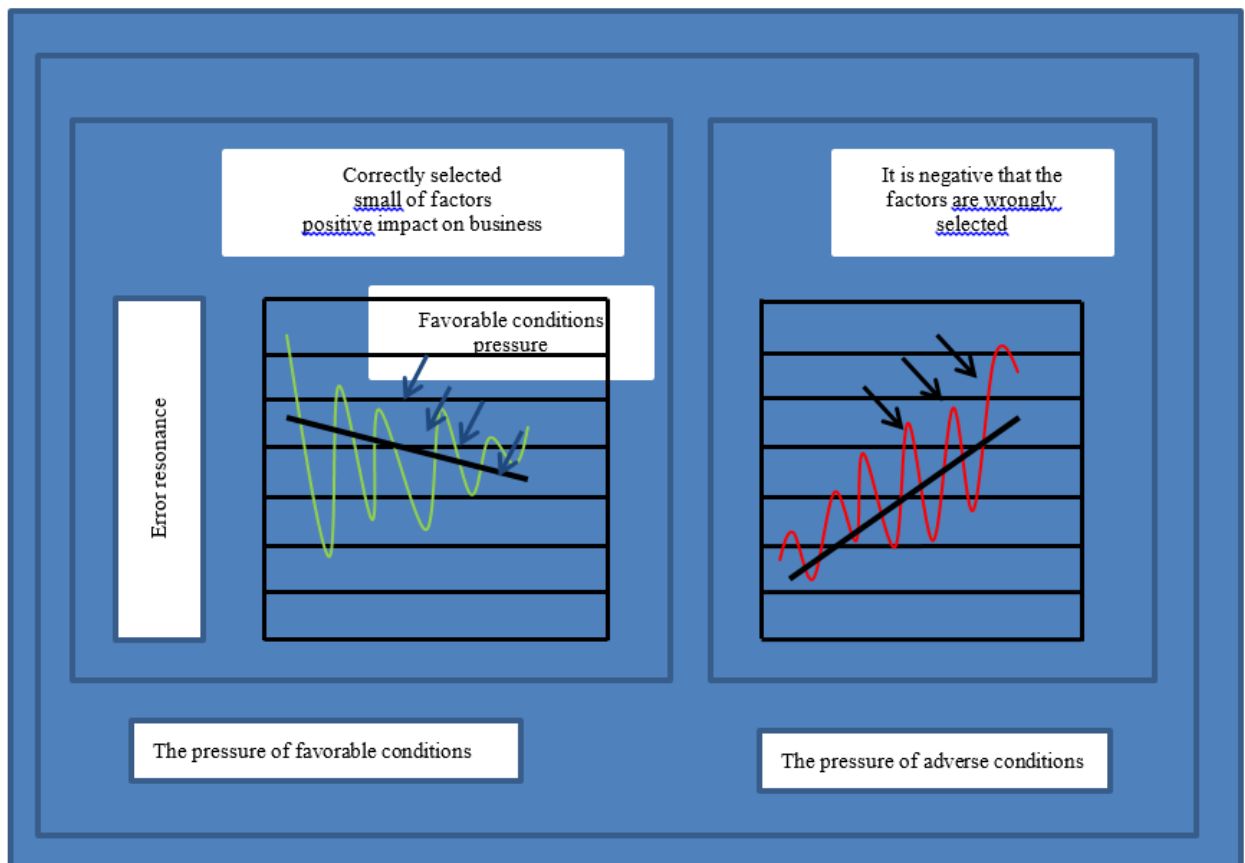


Figure 2. Consequences of influencing factors of small business development in different conditions

Small business is not only a producer of goods and services, a catalyst for scientific and technological progress, but also potentially the largest employer, a form of self-preservation for many people, replenishing budgets at all levels. Small business is the basis for major social changes in society and its stability in the form of the so-called middle class. [11].

Methods. Statistical analysis methods, monographic observation, induction and deduction, abstract thinking, economic-mathematical modeling, expert and rating evaluation methods were widely used in the research process.

Results. Despite the large number of studies of indicators of small business activity, the issues of comprehensive assessment of the development of business entities, development of effective state and regional programs to support their activities remain insufficiently developed. One of the important issues is the comprehensive assessment of the development of small business in Uzbekistan based on the multidimensional averaging method for developing directions for supporting the activities of small businesses.

The system of indicators of small business activity includes groups of indicators such as the number of entities, the number of people employed in them, the efficiency of various types of activities, resources, and determines their role in development. Quantitative assessment of the values of these indicators characterizes certain aspects of small business activity. It does not give an exact answer in which regions the development of entrepreneurship is developing rapidly, since certain indicators are distinguished for each indicator.

At the present stage, the development of effective, priority management solutions requires a comprehensive approach to studying the development of business entities in Uzbekistan based on generalizing indicators. To determine a holistic assessment of the development of small businesses in the regions of Uzbekistan, this article uses the multidimensional average method. This method allows us to provide a generalized description of the development of small businesses based on dimensionless dimensions. At the same time, many statistical indicators characterizing various aspects of entrepreneurial activity are taken into account. The modern economy of the country is characterized by uneven development of small business activities in the regions of Uzbekistan.

This is due to the opportunities for the creation and operation of enterprises, the implementation of their activities, the development of market infrastructure, the availability of qualified workers, the priority of types of economic activity, and the effectiveness of regional programs to support entrepreneurship. The existence of such conditions requires an objective assessment of the rating of each region in terms of the level of small business development, and the identification of leaders and underdogs.

A system of indicators will be developed for analysis, while ensuring a single direction of the impact of indicators on small business activities in Uzbekistan. To this end, indicators will be divided into stimulants and de-stimulants.

The following indicators are used as incentives:

X₁ – number of small enterprises per 10,000 people of the existing population, units;

X₂ – relative weight of workers employed in small enterprises in the total number of those employed in entrepreneurship, %;

X₃ – labor productivity, sum/individual;

X₄ – relative weight of the volume of products (works, services) sold by small enterprises in the total volume of products sold by business entities, %;

X₅ – return on capital, sum;

X₆ – profitability of operating activities, %.

Indicator X₇ - operating costs per unit of product sold, sum.

The financial result of the operating activities of small enterprises is operating profit (the difference between operating income and expenses). A decrease in operating expenses affects the growth of the operating profit of small enterprises, therefore, the operating expenses indicator is a hindrance. To compare the initial indicators with different units of measurement and direction, their standardization is carried out, which consists in the ratio of the empirical values of the indicator to a certain value. As a basis for comparison, it is recommended to take the maximum values of the indicators as a benchmark for the development of small enterprises in Uzbekistan. Standardized estimates of indicators stimulating the activities of small business entities (Z_{ij}) are determined as the ratio of the indicators of each region to their maximum value:

$$Z_{ij} = \frac{X_{ij}}{X_{max}}. \quad (1)$$

Since the relationship between the integral estimate and the stimulus must be direct, and the relationship with the destimulus must be inverse, the destimulants must be converted into stimulants during the collection:

$$Z_{ij} = 1 - \frac{X_{ij}}{X_{max}}. \quad (2)$$

Using the above equation, we calculate the integral indicators of small business development in Namangan, Andijan, Fagana, Syrdarya, Jizzakh and Samarkand regions for the period from 2012 to 2023. To do this, using the statistical indicators of the relevant regions, we first determine the maximum values of the state of small business development in the above-mentioned regions for 2012-2023. The maximum indicator of small business development in Namangan region falls on 2023 and is 32305. That is, X_{max}=32305; in Andijan X_{max}=39038 (2023); in Fagana X_{max}=2682 (2023); in Syrdarya X_{max}=15036 (2022); In Jizzakh, X_{max}=22474 (2022) and in Samarkand, X_{max}=47943 (2022)

In the next step, the integral value (multi-dimensional average) is calculated as the average value of the standardized indicators (m) calculated for each region:

$$\bar{P}_j = \frac{1}{m} \sum_{i=1}^m Z_{ij} \quad (3)$$

Using the above 3 equations, we determine the average integral values of the regions. Then, the following values were determined for Namangan region: -0.438; Andijan - 0.369; Fergana - 0.527; Jizzakh - 0.488; Syrdarya - 0.381; Samarkand - 0.504. Accordingly, we can see that Namangan, Andijan and Syrdarya regions are in 1st place

in the rating of integral values of the state of small business development, Jizzakh is in 2nd place, and Fergana and Samarkand regions are in 3rd place. [4].

For a more detailed comparative analysis of the performance indicators of small businesses based on the integral indicator, the grouping of regions of Uzbekistan was carried out in 2012 and 2023. Groups with equal and unequal intervals (with equally filled intervals, as well as with intervals gradually increasing in arithmetic and geometric progressions) were tested. Grouping with unequal intervals led to empty groups, so grouping with equal intervals is considered optimal.

This allows for a secondary grouping of the regions of Uzbekistan by the integral indicator of small business development, dividing the indicators of small business activity into high, medium, average and low levels of development. (Table 2).

Table 2. Distribution of regions of Uzbekistan by integrated indicators of small business development in 2012 and 2023

Integrated indicator of small business development	2012		2023	
	Total, number	Provinces	Total, number	Provinces
Low	1	Ferghana	-	-
Unknown status	2	Syrdarya, Jizzah	1	Ferghana
Average	1	Namangan	1	Syr Darya
High	2	Andijan, Samarkand	4	Andijan, Samarkand, Namangan, Jizzah

Table 2 shows that in 2012, only 2 regions had a high level of socio-economic development of small businesses: Andijan and Samarkand regions, and in 2023 their number increased by 1. It should be noted that the changes in 2012-2023 were also within the group itself. Samarkand and Andijan regions managed to maintain their leading positions and increase the integral coefficient by 28.6 and 18.9 percent, respectively. Namangan region first entered the group with an average level of small business development in 2012, and by 2023 it became a member of the group that occupies the leading position in this indicator. Fergana region also moved from a low level to the 2nd group. [7].

Conclusion. The main directions of state support for small businesses are: improving and systematizing the legislative framework; forming an effective infrastructure for supporting and developing small businesses; promoting the development of cooperation between small and large enterprises; improving the simplified system of taxation, accounting and reporting; providing financial and credit support to small businesses; encouraging small businesses to implement innovative and socio-economic programs, and selling products (works, services) produced by small businesses for state and regional needs. Further development of small businesses is

possible only under conditions of a rational balance of effective methods and directions of state policy. Effective economic reforms determine the development of small businesses in the regions and in the economy as a whole. Consistent and targeted directions of state policy ensure the effectiveness of the activities of small businesses in Uzbekistan as a leading sector of the economy.

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