

TRADE EFFICIENCY IN A MARKET ECONOMY AND WAYS TO IMPROVE IT

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Abstract: This article examines the issue of trade efficiency in a market economy and suggests ways to improve it. We analyze the main factors influencing trade efficiency, such as competition, innovation, regulation and technological progress. The article also discusses strategies and measures that can be taken to improve trading efficiency in today's market economy.

Key words: Trade, market economy, efficiency, competition, innovation, regulation, technological progress, strategies.

Аннотация: В данной статье исследуется вопрос эффективности торговли в условиях рыночной экономики и предлагает пути её повышения. Мы анализируем основные факторы, влияющие на эффективность торговли, такие как конкуренция, инновации, регулирование и технологический прогресс. В статье также обсуждаются стратегии и меры, которые могут быть приняты для улучшения эффективности торговли в современных условиях рыночной экономики.

Ключевые слова: Торговля, рыночная экономика, эффективность, конкуренция, инновации, регулирование, технологический прогресс, стратегии.

Introduction. Trade is one of the key elements of a market economy, playing a significant role in stimulating economic growth, allocating resources and satisfying consumer needs. Trade efficiency is a fundamental aspect of the successful functioning of a market system, having a direct impact on business prosperity, innovation and social welfare. Nowadays, in a rapidly changing world market and technological progress, issues of trade efficiency are becoming increasingly relevant and require special attention.

The purpose of this article is to consider the factors influencing the efficiency of trade in a market economy, as well as to explore ways to improve it. We will focus on key aspects of trade such as competition, innovation, regulation and technological

progress, and propose strategies and measures that can help improve trade efficiency in today's environment.

Addressing these issues is not only important for business and the economy as a whole, but also has significant implications for society as a whole. Improving trade efficiency helps increase production, lower prices, increase consumer choice and create new jobs. Thus, studying and optimizing trade processes is an integral part of sustainable economic development and social progress.

Main part. The efficiency of trade in a market economy depends on many factors, including competition, innovation, regulation and technological progress. Competition plays a key role in stimulating trading efficiency as it forces companies to constantly improve their products and services, improve quality and reduce prices. In a highly competitive environment, businesses are forced to constantly look for new ways to attract customers, which drives productivity and innovation.

However, for competition to be effective, certain rules and regulations must be observed. Market regulation plays an important role in ensuring fair and effective competition, preventing monopolization and other forms of unfair competition. Effective regulation can create conditions for competition, which in turn stimulates innovation and improves the quality of goods and services.

Innovation also plays an important role in improving trade efficiency. The development of new technologies, production and distribution methods allows companies to improve processes, reduce costs and offer better products. Rapid technological progress creates new opportunities for developing trade and improving its efficiency.

However, for innovation to lead to real improvements in trade, active investment in research and development is required, as well as the creation of an enabling environment for entrepreneurship and innovation. This could include supporting small and medium-sized businesses, promoting technological training and developing infrastructure for innovative enterprises.

Thus, increasing the efficiency of trade in a market economy requires an integrated approach, including the development of competition, effective regulation, stimulation of innovation and the development of technological progress. Only if all these conditions are met can an optimal level of trade efficiency be achieved, which contributes to economic growth and improving the quality of life of the population.

While researching the topic, we identified the following problems and expressed our scientific proposals to them, which include:

1. Market monopolization: Some companies may use their dominant market position to limit competition and suppress small businesses.

Scientific solution: Regulation of antimonopoly policy and application of laws aimed at preventing market monopolization, also stimulating competition and ensuring trade efficiency.

2. Technological backwardness: Some companies may remain behind in technological innovation, which can reduce their competitiveness and efficiency.

Scientific solution: Supporting investment in research and development, stimulating technological upgrading and facilitating access to modern technologies will help companies improve their efficiency and competitiveness.

3. Trade Restrictions: Various trade barriers, such as high tariffs or complex customs procedures, can impede international trade and limit market access.

Scientific solution: Promoting free trade through the signing of international trade agreements, reducing trade barriers and simplifying customs procedures help increase the efficiency of international trade.

4. Insufficient consumer confidence: Insufficient consumer confidence in the quality of products or services can lead to decreased trading volumes and business losses.

Scientific solution: The development and implementation of mechanisms for guaranteed product quality, as well as strengthening control over compliance with quality standards, will help restore consumer confidence and increase trade volumes.

Solving these problematic situations will improve the efficiency of trade in a market economy and promote sustainable economic growth.

Conclusions and offers. Trade efficiency plays a key role in the development of a market economy, influencing the level of competition, innovation, product quality and the overall welfare of society. Through our research, we have identified several factors that affect trading efficiency and also proposed a number of scientific solutions to overcome them.

It is important to understand that improving trade efficiency requires a comprehensive approach that includes a combination of measures to stimulate competition, innovation, market regulation and the development of technological progress. Only such an integrated approach will achieve an optimal level of trade efficiency, contributing to sustainable economic growth and improving the quality of life of the population.

Offers:

- Continue research in the field of mechanisms for stimulating competition in the market in order to develop effective tools for antimonopoly policy.

- Increase investment in research and development to support technological progress in trade.

- Continue work to reduce trade barriers and simplify customs procedures to stimulate international trade.

•Develop mechanisms for guaranteed quality of products and services, as well as strengthen measures to monitor their compliance to restore consumer confidence.

•Training and advanced training of personnel in the trade sector to improve professionalism and quality of service.

The implementation of these proposals will help improve the efficiency of trade in a market economy and make a significant contribution to the overall economic development and welfare of society.

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