METHODOLOGY OF RATING ASSESSMENT OF BUSINESS ENTITIES IN METALLURGY ACCORDING TO NETWORK CHARACTERISTICS

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Abstract. In this article, the rating evaluation methodology of business entities in metallurgy is considered.

Keywords. Metallurgical industry, internal environment, external environment, internal competitive environment, competitiveness, economic entities, rating evaluation methodology.

Аннотация. Ушбу мақолада металлургиядаги хўжалик юритувчи субъектларнинг тармоқ хусусиятлари бўйича рейтингли баҳолаш услубиёти кўриб чиқилган.

Калит сўзлар. Металлургия саноати, ички муҳит, ташқи муҳит, ички рақобат муҳити, рақобатбардошлик, иқтисодиёт субъектлари, рейтингли баҳолаш услубиёти.

As a result of the market changes of the economy in Uzbekistan, new business conditions have arisen for economic entities, which are characterized by the decisive influence of competition on the production results. Therefore, the assessment of the competitiveness of the enterprise has become extremely relevant both from the point of view of solving the problems of strategic development of an individual economic agent, and from the point of view of solving the issue of the competitiveness of the national economy in general. The competitiveness of the enterprise is understood as the ability to perform profitable economic activities in competitive market conditions, and it is based on the skillful use of organizational-management, scientific-technical, economic, production, marketing, financial and other means of effective economic activity [1].

According to some economists[2], the main tasks of increasing industrial competitiveness include deepening of institutional and structural changes; strengthening the process of joining international industrial relations; include reducing cost growth due to more efficient sales.

It is known that the rating is an assessment of the analyzed object on a scale of indicators, as well as an indicator of business activity that accurately reflects the economic situation and allows to accurately forecast its changes.

The method of rating evaluation of enterprises has a systematic-complex tone and is based on various analytical approaches to their sorting. It has a universal nature, but at the same time it can take into account the network characteristics of the studied

enterprises. This method can be used separately for each of the indicated methods, as well as using all methods at the same time.

The method of ranking using a number of indicators is relatively simple and is based on the classification of enterprises according to the value of the main indicators selected for analysis. This method can be used on the basis of four indicators - income, net profit, capitalization, total income of the investor. However, it should be noted that the selected indicators do not fully describe the financial condition of the enterprise, and indicators such as capitalization and total return of the investor are more indicators of rating evaluation of securities based on stock indices. Systematic and complex approach to the assessment of the financial situation is more grounded and allows for a comprehensive assessment of the enterprise's activities. Therefore, we will try to give a general description of the known methods.

1. Matrix analysis method.

The matrix analysis method is used for general evaluation of the efficiency of enterprise activity. The matrix method is based on the concept of representing the production process as input-output in the form of a matrix model. In the input, resources are consumed and costs are formed, and in the output, the finished product is received and sold, and the results of activity expressed in value are determined.

The matrix of performance indicators of economic activities is made up of paired local performance indicators. In each pair (for example, cost efficiency and profit cost capacity), when efficiency increases, one indicator (direct indicator of efficiency) should increase, and the other indicator (inverse indicator) should decrease. The matrix of efficiency indicators can be compared with the means of the production function, which allows studying the economic and technical aspects of production based on the interdependence of costs, resources and results.

2. Point evaluation method.

This method is relatively simple and is based on the opinion of leading specialists - experts. The rating is determined as a sum of points according to the indicator system. All indicators are divided into classes:

- 1st class – the value of the indicators exceeds the established or theoretically based norms;

- 2nd class – the values of the indicators are at the standard level;

- 3rd class – the values of the indicators are below the standard level.

The indicator system consists of liquidity, financial stability, business activity and profitability ratios.

When calculating the rating, there may be various options for including indicators in one or another class. The performance of the first class is evaluated with 3 points, the second - 2 points, and the third - 1 point.

3. Comparative ranking assessment method.

The method of comparative rating assessment of the company's financial condition is based on the theory and practice of financial analysis in the context of market relations. In order to implement this method, the following stages are distinguished: preliminary data collection and analytical evaluation for the period under evaluation; justification of the system of indicators used for the rating assessment of the financial situation and their classification; calculation of the final indicators of the rating; classification of enterprises by rating.

The company with the lowest comparative value is given the highest rating. It is possible to simultaneously include both instantaneous and rapid indicators in the initial data, which allows obtaining a generalized rating assessment describing the state and dynamics of the financial and economic activity of the enterprise.

In our opinion, the peculiarity of the indicator system is that almost all indicators have the same direction. The higher the level of this indicator or the higher its growth rate, the better the financial condition of the evaluated enterprise. Therefore, it is necessary to make sure that this requirement is met when solving the intended system at the expense of introducing new indicators into it.

4. Rating financial analysis method.

The financial condition of the enterprise is the most important description of its activity. It is determined by the placement and use of funds and sources of their formation. Financial indicators serve as evaluation criteria. These ratios are an assessment of liquidity; financial stability; business activity; grouped by key areas such as profitability.

Thus, the system of criteria that forms the basis of the methodology of calculating the integral indicator most accurately reflects the assessment of the quality of the positioning of the industrial enterprise in the conditions of the competitive environment and allows to effectively solve the tasks of achieving and maintaining the competitive advantage of the enterprise in the conditions of a highly dynamic business environment.

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