DEVELOPMENT OF INDUSTRIAL ENTERPRISES AND ANALYSIS OF THE FACTORS OF THEIR COMPETITIVENESS

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Abstract: Since the widespread use of factors of competitiveness of industries is an important factor, the article examines the issues of modern competition to identify potential buyers of an enterprise, study and satisfy their desires, and ensure the expansion of market activity. The paper presents practical proposals and recommendations based on the analysis to improve the competitiveness of industrial enterprises.

Keywords: Industry, enterprise, industry, competition, economy, production.

The current market reforms in Uzbekistan are aimed at improving the well-being of the population by ensuring long-term sustainable economic growth. The material basis for sustainable economic growth is national production, in which the widespread use of the competitive potential of industries is an important factor. Consequently, the development of the economy requires the improvement of organizational, economic and legal relations, which are necessary for the effective use of the production potential of industries. It is important to expand the range and improve the quality of products produced by the country's industrial sectors, effectively organize a commodity policy, determine and improve the directions of its formation in order to take a worthy place in the competition in our domestic and world markets. Modern competition requires a company not only to search for the target market, but also to identify potential buyers, study and meet their needs in order to ensure the expansion of market activity. As a result, the positions of these enterprises in exports are maintained at a reasonable level, and favorable conditions have been created to ensure financial stability.

The worsening epidemiological situation due to the global pandemic had a significant negative impact on the global economy in 2020. According to preliminary estimates of the International Monetary Fund (IMF), the world economy contracted by 3.5% in 2020 and will recover by 5.5% in 2021. A competitive environment is an environment in which the necessary conditions are created for continuous and unrestricted competition. This environment is typical of a highly competitive market. Its main features are freedom of private property, freedom of economic choice, free pricing, free choice of methods of economic competition. The following factors mainly affect the competitiveness of an enterprise: the level of service of the enterprise during

the warranty period and the warranty period of competing products; the level of product promotion in various ways and its effectiveness; the level of organization of service of the enterprise and its efficiency; reputation of the company and trademarks of the company; change in prices for the company's products depending on demand and supply in the market; an increase in the share of exported products in the total volume of production (which indicates the breadth of the market), etc.

The difficult situation in the global economy in 2020 also influenced the dynamics of GDP growth in the country. At the end of 2020, the volume of investments in fixed assets in real terms decreased by 8.2% compared to 2019 and amounted to 202.0 trillion. soums. At the end of 2020, the country's foreign trade turnover amounted to $ 36.3 billion (13 percent less than in 2019). At the same time, the total export volume amounted to $ 15.1 billion (13.4% less than in 2019), excluding gold exports - $ 9.3 billion (30% less than in 2019). The sharp decline in exports was negatively affected by the decline in exports of services (41.7%) as a result of a sharp decline in its composition in terms of energy (79.8%), raw materials (19%), investment goods (2.4%). By the end of 2020, imports of goods and services amounted to $ 21.2 billion, which is 12.8% less than in the previous year [6]. The implementation of programs for reforming, restructuring and diversifying production, strengthening the material and technical base laid the foundation for the development of industrial production in the country. As a result, in 2020 the volume of industrial production will increase by 0.7% compared to the previous year and will reach 367.1 trillion. soums. The low growth rates of industrial production were influenced by a 21.9% decrease in the production of mining products (the share in the industry as a whole - 9%). The processing industry, which accounted for 83 percent of the industry, grew by 7.1 percent. The share of high-tech industries in the total technological structure of the manufacturing industry is 1.9% (in 2019 - 1.5%), medium- and high-tech industries - 22.4% (25.4%), medium-low-tech industries - 40.1 percentage (36.6 percent) and low-tech industries - 35.6 percent (36.5 percent). To achieve an external competitive advantage, a firm must provide a product with a quality advantage, reduce costs, and ensure profitability. This situation increases the firm's influence on the market and allows it to offer goods (services) at a higher price than competitors. For firms to gain the advantage of internal competition, they need to innovate in production and reduce the cost of competitors' goods (services). Based on the methodological approaches used, we have determined the competitive environment in the retail trade of Fergana for 2019-2020 between the countries producing knitwear.

The share of children's underwear produced in Uzbekistan, including the Fergana region, is 45-46%. However, the share of Uzbekistan in women's outerwear is the lowest - 15-16%, and in men's outerwear - 16-18%. 42-52% of women's underwear and outerwear are produced in Turkey. Analysis of the average prices for commercially

available knitwear shows that the cheapest of them are produced in Uzbekistan. Development is the most important task for an enterprise, andmanagement strategies are important for promoting an enterprise'sdevelopment (Chui et al., 2020;Nakayama et al., 2021). As a manage-ment center for experience and innovative knowledge in enterprisedevelopment, the optimization and application of management strat-egies are crucial (Plageras et al., 2018;Ruel et al., 2019). Although theoptimization of enterprise knowledge management (EKM) strategiesis not perfect at present, many studies have provided technical sup-port.Tomlinson (2020)pointed out that with the rapid development ofthe economy and technology and accelerated market globalization,enterprises are now facing an increasingly complex competitive envi-ronment. The traditional enterprise model can no longer adapt to thisunpredictable competitive environment; therefore, virtual enter-prises have emerged as the times require (Cai et al., 2022;Zhenget al., 2021a,2021b).

Knowledge management can be regarded as amagic weapon for competitive advantage of virtual enterprises (Liet al., 2019;Tomlinson, 2020).Marabelli & Newell (2019)showedthat the exponential growth of data and emerging technical tools inthe era of big data have put forward new requirements for EKM, thusthe innovation and exploration of EKM is significant for improvingthe core competitiveness of enterprises based on big data (Marabelli& Newell, 2019;Zheng et al., 2021c).Chatterjee et al. (2021)indicatedthat innovation is thefirst driving force for development. This indi-cates that innovation-driven high quality economic development isan inherent requirement for realizing the transformation of develop-ment momentum and improving the quality of development. Toaccelerate the growth of an innovative country, implementing aninnovation-driven development strategy and highlighting technolog-ical innovations that lead to all-round innovation are necessary (Fanet al., 2022;Zhang et al., 2021;Zhou et al., 2022).

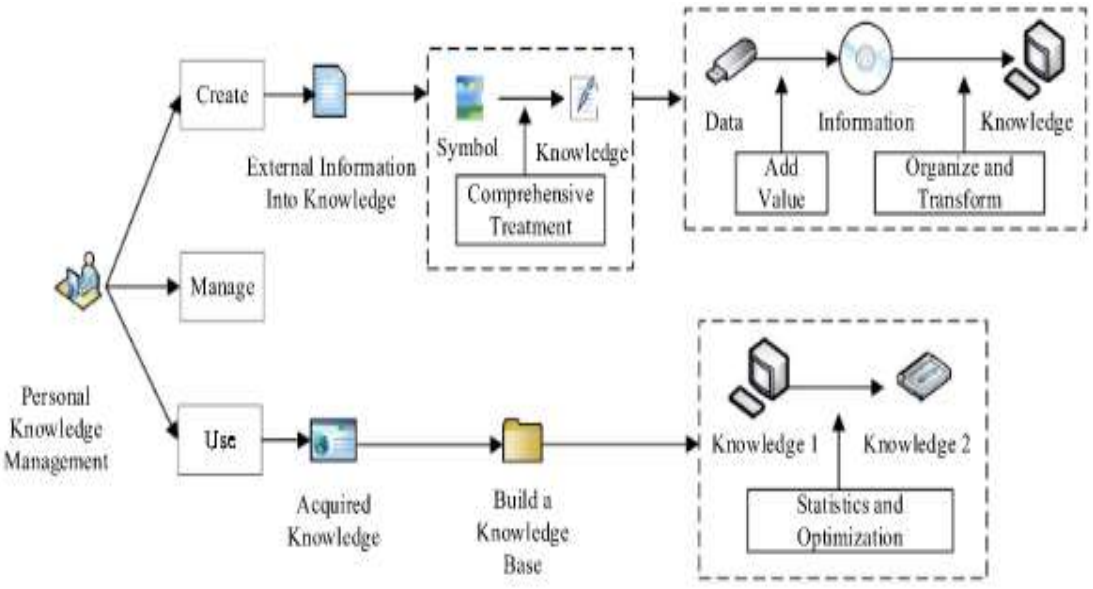

Fig. 1. Personal knowledge management framework.

Knowledgemanagement is a key driver of technological innovation. On the onehand, the implementation of knowledge management can tap thepotential of enterprise innovation; on the other hand, it can reduceinnovation risks. Knowledge management effectively promotes thecontinuous development of enterprises'technological innovation.Therefore, how to use knowledge management methods to efficientlyintegrate and promote technological innovation has become the pri-mary issue for improving enterprises market competitiveness (Chat-terjee et al., 2021;Chopra et al., 2022).Sorokin et al. (2020)demonstrated that with the continuous improvement of the econ-omy and technology, technical means and artificial intelligence, par-ticularly, artificial neural network (ANN) technology, have graduallyattracted attention. ANN technology can imitate the relevant systemstructure and process the dynamic technology of the model using anInternet platform to achieve the actual goal of Internet managementand control. With the maturity and improvement of relevant technol-ogies, ANN technology has been widely used (Kumar et al., 2021;Sor-okin et al., 2020).Gui & Xu (2021)suggested that in enterprises, therisk of knowledge sharing is a direct factor affecting the success orfailure of EKM activities.

Effective risk prediction of enterprise knowl-edge sharing leads to assessment of possible risks and help the enter-prise to control them before occurrence. Timely adaptation tochanges in the external environment is extremely important forenterprise development. Neural networks (NNs) technology can pro-vide reliable risk prediction for the enterprise through calculationand management thus promoting effective enterprise development(Al-Qerem et al., 2020;Gui & Xu, 2021).The summary of this paper is as follows: the current situation ofEKM is understood, and its strategies are analyzed. Second, specificalgorithms and applications of NNs technology are elaborated.Finally, NNs technology is applied to EKM strategies research, andthe evaluation and optimization of EKM are analyzed. It not only pro-vides technical support for the optimization of EKM strategies butalso contributes to the development of enterprises.EKM strategies and innovative developmentTheory of EKMEKM is divided into three parts: personal knowledge manage-ment, knowledge value management, and knowledge creation. Per-sonal knowledge management refers to employee management oftheir own problem-solving skills and methods. There are four stepsto personal knowledge management. First, employees can formulatemethods and strategies to acquire knowledge according to theirneeds. Second, employees canfilter the knowledge or informationthey acquire according to their conditions of use. Third, they formu-late a specific usage strategy forfiltered usage data. Finally, they canbuild their own databases based on the large data they have obtainedand make adjustments at any time according to specific needs(Elgendy et al., 2021;Oliva et al., 2019).

The specific requirement ofpersonal knowledge management is that the enterprise's employeesuse of information and data ensures they can quickly obtain

therequired work data, thus improving the quality and efficiency of theirwork (Cvitic et al., 2021;Friedrich et al., 2019). The framework of per-sonal knowledge management is illustrated in Fig. 1.From Fig. 1, individuals shouldfirst collect the data needed in thework process of the enterprise in personal knowledge managementand convert the collected data into their own knowledge.

All knowl-edge statistics are then built into their own independent knowledgebase through accumulation, such that they can timely obtain whatthey need in the process of work (Bouncken et al., 2022;Gou et al.,2019).Knowledge value management refers to the use of knowledge byenterprises, which includes the acquisition, adjustment, and utiliza-tion of knowledge (Bouarara, 2021;Orenga-Rogla & Chalmeta, 2019;Singh & Sachan, 2021). In the process of acquisition, the enterpriseneeds to obtain information from external sources based on its needsand process this information into knowledge that meets the enter-prise's needs. Finally, the obtained knowledge is managed and usedthrough building a knowledge base (Lv et al., 2022;Mohd Selamat etal., 2020). The specific process of enterprise knowledge value man-agement is shown inFig. 2.FromFig. 2, Enterprises manage the value of knowledge throughvarious processes, such as processing, expansion, innovation, andreconstruction. The resulting knowledge statistics are sorted andbuilt into a knowledge base used in the process of operation toimprove the value of the enterprise (Gacanin et al., 2019;Sheng et al.,2022). Knowledge creation is significant in the development of enter-prises, as through acquiring external knowledge according to its owndevelopment experience, the enterprise aggregates and sorts out theknowledge to obtain knowledge that can eventually be directly used(Chen et al., 2021;Mullins & Cronan, 2021). The acquisition of poten-tial knowledge should be explored through new activities and con-verted into directly available knowledge. The acquisition of obviousexternal knowledge requires enterprises to strengthen external con-tact in the conducting new activities and then acquire useful knowl-edge (Lei et al., 2022;Skobelev et al., 2019). Ultimately, theenterprise needs to process the acquired knowledge into usefulknowledge, which should be updated and improved in real time, forfuture development process (Sardi et al., 2019). The process of enter-prise knowledge creation is shown.As shown, Enterprises shouldfirst create different typesand scales of activity. In the course of the activities, promptly explor-ing the required internal potential knowledge and external knowl-edge is necessary. Then, aggregating all the knowledge andinternalizing it into the enterprise's own knowledge through process-ing is needed (Evans & Price, 2020;Wu & Zhu, 2021). EKM is crucial to the growth and development of enterprisesbecause EKM can provide data support for enterprises, summarizeexperience, and guide the direction for the development of enter-prises. Modern enterprises are paying increasing attention to knowl-edge management, and the study of EKM is also becomingincreasingly significant.

However, related technology is lacking.Therefore, EKM is researched and analyzed using NNs technologythrough big data. In the process of enterprise development, NNs tech-nology analyzes and obtains data for enterprises in a timely mannerand provides relatively complete knowledge through forward andreverse error calculations. This helps enterprises build an indepen-dent knowledge base, evaluate it in real time during the applicationof the knowledge base, and improve stored knowledge. In otherwords, using NNs technology can not only create new knowledge forenterprises, but also provide technical support for the developmentand improvement of EKM. In addition, if enterprises want tostrengthen the optimization of knowledge management strategies,they should obtain relevant information from external sources, con-vert useful information into their own knowledge through explora-tion, combine knowledge to build a knowledge base to improve thedepth of EKM, and extract useful information through development.They should also transform information into their own useful timelyknowledge tofill gaps in the knowledge base and improve EKMstrategies. In terms of evaluation, enterprises need to strengthentheir adaptability to the external environment, improve the vitalityof the environment, increase competitiveness and creativity, andcomprehensively improve their management ability.ConclusionWith the support of big data, NNs technology is used to study andanalyze EKM strategies and provide data through step-by-step analy-sis to enable formulation of relative strategies for EKM. OptimizingEKM should start with improving the adaptability to the externalenvironment of the enterprise, vitality of the internal environment,competitiveness and creativity, and real-time analysis of the currentsituation of the enterprise. Meanwhile, the management model ofthe enterprise should be adjusted in a timely manner according tothe collection and analysis. Using NNs technology to analyze EKMstrategies can not only analyze different enterprises but also calculatethe knowledge management indicators of different strategies. Thefinal calculation results reflect the knowledge management indica-tors and provide calculation errors for the enterprise. Enterprises canadjust their own knowledge management strategies according to thecalculated indicators and can also analyze the practicality of the cal-culation based on the errors provided in the calculation process andadjust the calculation items. The calculation of NNs technology pro-vides technical support for EKM strategies and guarantees optimiza-tion. Although the EKM method is relatively comprehensive, it is notideal for practical application. In the future, this part will be strength-ened to improve the application of NNs technology in the optimiza-tion of EKM strategies

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