

**RESEARCH OF FACTORS INFLUENCING INCREASING THE EXPORT
AUTHORITY OF FREE ECONOMIC ZONES OPERATING IN UZBEKISTAN**

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Abstract: "Uzbekistan - 2030" strategy aims to become one of the countries with above-average income through stable economic growth. The tasks of strengthening the export potential of the national economy of Uzbekistan and sharply increasing the share of products with high added value in its composition, especially the export potential of free economic zones, have been set. Based on this, this article describes the results of research on factors affecting the export potential of free economic zones operating in Uzbekistan.

Keywords: Free economic zone, product related factors, price factors, factors related to sales, factors associated with promotion, organizational-legal, economic and financial, marketing, logistics.

INTRODUCTION. The essence of sustainable development of the economy of Uzbekistan is based on the activities of export-oriented enterprises, that is, enterprises that produce export-oriented products. Full liberalization of foreign trade is not considered the most optimal strategy for economic development. Export orientation of the national economy can be achieved through the liberalization of exports and state support of enterprises producing export-oriented products. Today, export and import operations are considered not only as a mutually beneficial exchange, but also as a means of comparing differences in the level of development of countries. The international trade strategy of each country depends on the export-oriented policy and requires continuous improvement of the efficiency of existing export factors.

Special attention is paid to the development of exports for the purposes set out in the Decree of the President of the Republic of Uzbekistan on the "Uzbekistan-2030 Strategy" dated September 11, 2023 No. PF-158 on socio-economic development of the Republic of Uzbekistan until 2030. given importance. Uzbekistan-2030 strategy aims to strengthen the export potential of the national economy and sharply increase the share of products with high added value in its composition. In this, by 2030, the volume of exports should be doubled to 45 billion dollars, the number of exporting enterprises should be increased from 6,500 to 15,000, the volume of finished and semi-finished products should be increased by 3.3 times as part of exports, ready and expanding the export of technological products, increasing the number of enterprises with international standards by 10 times and increasing their number to 5 thousand, establishing special economic zones with 50 prestigious brands of the world, based on the idea of "New Uzbekistan - the country of competitive products" national brands it is intended to achieve such things as comprehensive support for exporters who bring them to the markets.

Free economic zones are being established to increase the export potential of Uzbekistan. The main purpose of creating free economic zones is to increase the production and export potential of the country. Based on this, this article aims to study the factors affecting the increase of the export potential of the free economic zones established in Uzbekistan.

ANALYSIS OF LITERATURE ON THE SUBJECT. At the end of the XIX century and the beginning of the XX century, due to the impact of technical progress on the composition of

international trade, the role of the factor of natural resources in the international division of labor led to a decline. Therefore, in the 50s of the 20th century, Swedish scientists E. Heksher and B. Olin [15] researched various factors affecting the volume and nomenclature of international trade in industrial society, made it possible to complete D. Ricardo's theory and clarify its main aspects. As a result, they described the theorem of "equalization of prices to factors of production".

The essence of the principle of E. Heksher and B. Olin was reflected in the principle of price equalization of production factors. It was clarified that this principle is based on the fact that national productions are not uniformly supplied by various production factors, as well as on the differences in domestic demand for one or another product. In other words, in international trade, countries specialize in the production and export of products that require a relatively large amount of factors in their production. Consequently, these countries import goods that are provided with relatively poor factors from the point of view of the national economy. This model was more useful in explaining the development process of trade between metropolitan (industrialized) and colonial (agricultural raw material supplier) countries. However, in the analysis of commodity flows in the "triangles" of the USA - Western Europe - Japan, the Heckscher - Olin principle created a number of difficulties and caused conflicts. Therefore, in the middle of the 20th century, American scientists P. Samuelson and V. Stolper improved the Heckscher-Olin theory. They developed the theory that "when the factors of production are homogeneous, competition develops due to the similarity of techniques, and the flow of goods increases, international trade equalizes the prices of factors of production between countries."

Based on the calculations of American economist V. Leontyev, the laureate of the Nobel Prize, in 1947 he concluded that the United States, which had the most capital in 1947, was exporting not capital-intensive goods, but labor-intensive goods. Thus, V. Leontiev further developed the theory of international trade in his work called "Leontiev Paradox". Unlike his predecessors, V. Leontiev proposed to take into account the effects of scientific and technical progress, types of labor (ordinary and skilled) in addition to labor and capital as factors of production.

From the second half of the 20th century, S. Vernon, G. Kimdelberg and L. Welson proposed a new addition to the theory of international trade, "Product Life Cycle" [16]. According to them, each product goes through the stages of market introduction and expansion, market maturity and obsolescence when it is exchanged between countries.

Young-Jin Ahn and Zuhridin Juraev are also conducting scientific research on the activity of free economic zones in Uzbekistan, their development [2], especially on increasing the export potential[3]. Also, Kholmamatov Dior conducts scientific research on marketing strategies for the development of free economic zones, expansion of export geography[4,5,6,7]. At the same time, Kholmamatov Dior is also conducting research on the development of wholesale trade infrastructure in free economic zones, marketing and logistics issues [8,9,10,11].

MAIN PART. Export is a customs regime in which there is no obligation to bring goods back when they are taken out of the territory. When exporting, goods are exempted from taxes (excluding export duties and excises), or tax payments are refunded in accordance with tax legislation.

Export of goods means taking goods out of the country. Goods are mainly exported for sale in foreign markets. Not only goods, but also services and capital are exported. Capital export means

the use of funds outside the country for one or another field, for construction, that is, for the construction of various objects and enterprises. The main purpose of capital export is profit. It is known that funds received from exports serve as one of the main sources of financing imports.

Increasing the volume of exports, firstly, leads to an increase in foreign currency income, secondly, it increases the quality and competitiveness of manufactured products, thirdly, it expands the sales market, which is a good incentive to increase the volume of production; to a certain extent, the problem of unemployment will be solved. Depending on the type of economic management system, it is possible to determine the export competence of the national economy, region and enterprise. Export capabilities at different levels of economic management differ by the amount of resources required from each other, which, in turn, depends on the size, type of activity and degree of closure of the production system. Russian scientists and other experts define export competence as the ability to export a competitive product, take it to the foreign market, sell the product successfully there, and provide service at the level of demand. Analyzing the opinions of the authors, it can be concluded that the main task of the export authority is the production of export products.

Export is the main factor of economic stability. The only way to increase foreign exchange reserves is to dramatically increase the volume of exports. We can directly divide the factors affecting product export into two groups: 1. Internal factors; 2. External factors.

The internal factor means the political and economic situation in the territory of the country, the state's customs policy, tax policy, location and conditions. After gaining independence, our country quickly achieved the results of economic growth. This, in turn, quickly put the national economy on its feet. The number of industrial production enterprises in the country increased. This, in turn, created conditions for the export of the products they created. During the years of independence, the export weight of cotton and natural gas was much higher, but as a result of the reforms carried out to date, raw materials are processed in our country and put on the world market in the form of finished and semi-finished products. The country itself is creating ample opportunities for this, i.e. tax and customs opportunities are being created for export enterprises. That is, no customs fee or export duty is charged for any export entity. They are as follows:

1) Excise duty is not imposed on the export of excise goods by their manufacturers, except for certain types of excise goods determined by the Cabinet of Ministers of the Republic of Uzbekistan (Tax Code of the Republic of Uzbekistan, Article 230).

2) Sales of goods in foreign currency for export (except for precious metals) are subject to value added tax at the zero rate (Tax Code of the Republic of Uzbekistan, Tax Code, Article 212).

The rate of profit tax and property tax for exporting enterprises (with the exception of the sale of raw materials) is reduced depending on the share of exports of goods (works, services) produced and sold in freely convertible currency in the total volume of sales.

External factors include the state of the country in the international arena: relations with other countries, the political situation in the region where the country's place in the international arena is located. Currently, the Republic of Uzbekistan has multilateral relations with other countries. It has economic trade relations with almost all countries in the Asian region. China, Russia, Kazakhstan and Turkey are the countries to which Uzbekistan exports the most products. In

particular, mainly gas and fruit and vegetable products are exported to China and Russia, and ferrous and non-ferrous metals to Turkey. Currently, Uzbekistan is a member of foreign financial institutions such as the Asian Development Bank, the European Development and Reconstruction Bank, and the International Monetary Fund.

The development of foreign economic relations is important in increasing the export capacity of enterprises. The level of development of foreign trade relations is mainly directly related to the level of economic development of the country, the foreign policy and strategy of the state. In addition, there are a number of factors affecting foreign trade relations, which include the following:

natural and climatic conditions of the country;

the level of industrial development of the country;

scientific-technical and technological competence of production;

democratic situation and intellectual capacity in the country;

folk mentality and national traditions;

purchasing power of the population.

Any country determines the strategy and direction of its foreign trade relations based on its vital needs, the interests of the country's defense and security, and finally, the goals of raising the standard of living of its people.

Production of high-quality and competitive, exportable products is the main task of every enterprise. The importance of modern methods in the approach to management is manifested in the activation of the human factor, the development of self-management and initiative, and the externalization of enterprises producing new exportable products that meet the requirements of the market economy.

Management as a separate system is becoming more and more a field of experience sharing, advertising, and a tool for quickly solving production tasks. This is due to the professionalization of management, the opening of business and entrepreneurship schools and consulting centers. The administrative-command system is gradually giving way to the management system based on economic methods of management.

As the main conditions for the implementation of measures on production management and externalization, it is possible to specify the creation of an international external economic information system, as well as the improvement of the methods of training and training of personnel worthy of effective work in this field. It should be noted that there are two main principles in modern economic policy: on the one hand, the state's open-type economy, that is, the transition to the liberalization of foreign trade, and on the other hand, the principles of maintaining elements separated from the world market, that is, the principles of implementing protectionist measures. .Bundan tashqari erkin savdo siyosatining yuqorida aytib o'tilgan xususi-

yatlari hozirgi vaqtlarda erkin iqtisodiy zonalarning bir koʻrinishi sifatida keng tarqalgan offshor zonalarning yaratilishi va ularning boshqarish faoliyatida kuzatiladi.

The competitiveness of export goods is determined by the following factors:

consumption characteristics;

technological indicators, first of all: manufacturing quality, technical level, reliability, long service life, convenience, safety, continuity of use, size, design, selling price, attractive service, cost of consumption (operation, repair and maintenance expenses).

In this case, product competitiveness means not only its compliance with market requirements, but also its ability to resist similar products of competitors. From time to time, it is necessary to evaluate the current and future competitiveness of the product, to make a decision on its future production for export, to modernize the product or to replace it with a new product in order to make it new for the market.

In international trade, the exporter of goods should develop a leadership psychology by creating competitive goods that meet current and prospective requirements and serve to increase his reputation. Consumer characteristics of export goods competitiveness can include, first of all, a well-defined direction, high technical level, level of preparation, reliability, simplicity, size and beautiful design, selling price, attractive service, consumer value.

Currently, a number of prestigious international bodies, such as the World Trade Organization or the UN Conference on Trade and Development, actively support the removal of restrictions and barriers in foreign trade.

We can single out the following as the factors encouraging the country to introduce a set of measures to manage and regulate the country's foreign economic activity:

protection of emerging sectors of the economy from the attack of powerful international companies;

combating dumping and foreign competition methods in response to countries or companies conducting discriminatory trade policies;

increasing the income part of the budget.

reducing the impact of fluctuations in the world market on the national economy. This factor is relevant for countries that export raw materials and natural resources.

Customs duties are one of the most common methods of state regulation of foreign trade in the practice of economic activity. Customs duty, in its economic sense, means a special monetary levy, a tax, which is collected when goods cross the state border. The variety of forms of customs duties is explained by the extremely wide scope of their functions in the process of regulating the flow of goods. The main purpose of the introduction of customs duties is to increase the main part of the budget and to fight fierce competition. That is why this method of influencing trade is currently used in many countries of the world.

Diversification of the exported goods, diversification of their import and export goods, expansion of the geography of the countries that import them will allow one of these countries to avoid a sharp decline.

Scientific and technical progress has been an important factor in increasing the export capacity of enterprises and has not lost its importance even now. This factor can be used in the following ways:

mechanization, automation and comprehensive mechanization of production and labor;

robotization of basic technological processes;

implementation and wide use of progressive, labor and resource-saving technological processes;

creation and use of modern types of raw materials and materials (items of work);

use of modern information technologies, computing techniques in the processes of production outsourcing, planning and management;

scientific externalization of production and labor.

One of the important issues related to marketing in the development of export activities of subjects operating in free economic zones is to determine the factors affecting the purchase choice of buyers (importers) and to assess the level of satisfaction of buyers' needs. First of all, it is appropriate to determine the marketing factors related to the export activity of business entities operating in free economic zones, that is, the factors influencing the purchase choice of buyers. Because this is the basis for business entities operating in free economic zones to direct their export activities to consumers. In the end, it will be possible to assess the level of satisfaction of buyers' needs from the export activities of business entities operating in free economic zones.

Based on this, the author conducted an expert survey among business entities operating in free economic zones, entrepreneurs, entities reproducing and exporting agricultural products intended for technical production. was carried out. In the expert survey, the main focus was on what factors the exporting buyers of business entities operating in free economic zones pay attention to in the purchase of export goods and the level of importance of the factors. Factors affecting the purchase choice were evaluated on a 10-point scale (Table 1).

Table 1

Classification of marketing factors affecting the export activity of business entities operating in free economic zones and their level of importance

№	Marketing factors to be taken into account in export activities	Importance of indicators (on a 10-point scale)
Product related factors		
1.	Production standard and quality of the product	8,1
2.	Product safety during operation	7,8
3.	Product brand popularity	7,4
4.	Warranty period and after-sales service	5,9
5.	Compatibility of the product with its function	6,1
Price factors		
6.	Payment and initial purchase terms	5,8
7.	Delivery and operating costs	7,1
8.	Competitive price of goods	6,9
Factors related to sales		

9.	Reliability and stability of supply	7,3
10.	Logistics service level	7,2
11.	Delivery conditions	4,8
Factors associated with promotion		
12.	Product sales methods and sales promotion	3,6
13.	Delivery of information about new types of products	5,7

In the conditions of innovative development of the economy of Uzbekistan, 13 marketing-related factors affecting the export activity of business entities operating in free economic zones were identified. 5 of the identified factors are related to the product policy, 3 to the price, 3 to the sale and 2 to the promotion policy. The important factors related to the determined brand policy are the production standard and quality of the product, the safety of the product during the operation period, the popularity of the brand, the warranty period and after-sales service, and the compatibility of the product with its function.

Table 2

Classification of factors affecting export activity by the level of importance

№	Level of influence of factors affecting the purchase	Selection criteria
1.	It has a big impact on:	Product reliability and power. Product safety during operation. Product brand popularity. Reliability and stability of supply Logistics service level Delivery and operating costs
2.	Has a specific effect:	Competitive price of goods. Compatibility of the product with its function. Warranty period and after-sales service. Payment and initial purchase terms. Delivery of information about new types of products.
3.	Very little effect:	Delivery conditions. Product sales methods and sales promotion.

Important marketing factors that business entities operating in free economic zones should take into account in the development of export activities were determined within the elements of the marketing complex. The degree of importance of the factors affecting the purchase choice in export activities was conditionally divided into three groups:

has a great impact and high importance (7-10 points);

has a certain effect and is of average importance (5-6.9 points);

very little impact and low importance (1-4.9 points).

The influence of 6 out of 13 studied factors is very high. The most influential factors are the factors related to the product policy, then the factors related to sales and delivery, and the only factor related to the price.

Regardless of the situation, development of activities of business entities operating in free economic zones, providing them with support, especially creating favorable conditions for export of manufactured products in order to ensure their economic stability, are considered to be urgent issues of today. In the course of our research, the problems related to the development of exports of business entities operating in free economic zones are as follows:

- organizational-legal;
- economic and financial;
- marketing;
- logistics.

CONCLUSION. Organizational and legal problems include exemption from single social payment, all other types of taxes and customs payments, improvement of legal mechanisms for ensuring the fulfillment of contractual obligations of business entities operating in the "Jizzakh" special industrial zone, control at customs posts. it is related to the reform of customs, sanitary, quarantine, veterinary activities, further improvement of the mechanism of regulation of foreign trade activities, harmonization of international trade standards and national standards.

Economic and financial problems include providing unimpeded credit for business entities, expanding the rights of debtors and creditors under secured transactions, improving credit information exchange mechanisms, improving insolvency resolution issues, includes issues related to export of products through export policy, reduction of export cost.

The problems related to marketing are to further expand the export potential of business entities operating in free economic zones, to conduct marketing research in foreign markets in order to study the current and future conjuncture based on demands and needs, and to expand the volume of foreign trade. consists of market segmentation and identification of target markets, formation of sales channels, establishment of own distribution activities, use of promotion tools intended for external consumers to make the brand of its goods famous.

Logistics problems are the development of the transport and logistics sector in the delivery of products of business entities operating in free economic zones to foreign markets, the creation of reserves, storage, delivery, improvement of transport-related infrastructure, the use of transit potentials, the necessary assortment of products, the necessary volume. includes on-time delivery, acceptance of orders and their fulfillment, placement of export products in the necessary containers, packaging, packaging, sorting, etc.

There are really serious problems in organizing direct export of business entities operating in free economic zones. It is important to find solutions to these problems from a scientific and practical point of view, to improve organizational and economic mechanisms. It is especially important for business entities operating in free economic zones to study the conditions of foreign markets, to use modern marketing technologies in exporting, and to develop international marketing strategies.

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