



Problems of Improving the Organizational and Economic Mechanism of Management of Food Industry Enterprises

Boyquzieva Gulsanam Adxamovna

Doctoral Student, Department of Management, Fergana Polytechnic Institute, Fergana, Uzbekistan

E-mail: g.boyquziyeva@ferpi.uz

ABSTRACT

The article presents the results of research on the study of the specific characteristics of agricultural production in modern conditions, the determination of factors for increasing the efficiency of business activity in the agro-industrial complex, the justification of the need to increase the efficiency of production, and the application of a problem-oriented approach to the management of business structures. The article examines the specific characteristics of agriculture, without taking into account the necessary efficiency of business structures operating in it. Solving the problems of the modern development of agricultural production, and increasing the competitiveness of local enterprises in connection with membership in the World Trade Organization (WTO) is closely related to the identification of such characteristics and the establishment of their influence (encouragement or limitation). is based on dependence. the final results of the activities of economic entities in the agro-industrial complex.

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Introduction

Agriculture, among other sectors of the national economy, is distinguished by several specific features, without taking into account which it is impossible to ensure the necessary efficiency of the business structures functioning here. Thus, solving the problems of the modern development of agricultural production, and increasing the competitiveness of domestic enterprises in connection with entry into the WTO is closely related to the identification of such factors and the establishment of their influence (stimulating or restraining) on the final results of the functioning of economic entities in the agro-industrial complex. The modern development of agricultural production, ensuring the food security of our country, depends on a large number of various factors, among which the following main groups are traditionally distinguished: improvement of the material base due to the growth of capital investments; introduction of modern technologies and techniques, which contribute to more efficient use of available resources;

increasing the level of state support and regulation of food markets; ensuring access to credit resources on preferential terms for agricultural producers; solution of social problems in the countryside, especially exacerbated by the financial crisis. All this requires the development and implementation of scientifically based methods of managing the sphere of agricultural production, based on a systematic approach to solving a set of identified problems, affecting, with a more in-depth study, not only the designated industry but also the financial sector, the problems of improving the efficiency of public administration, associated with the need to adjust socio-economic policy, solution of pricing problems, etc. In modern conditions, agricultural production is a complex, multi-aspect system, the effectiveness of which depends on the balance of its subsystems: technological, economic, etc., which are functionally interconnected and correspond to the stages of the technological process. At the same time, it is necessary to take into account the close dependence of individual elements of the agricultural production system.

So the system of agriculture, being on the one hand an independent direction of management, through the system of plant growing and fodder production creates the necessary conditions for conducting livestock activities, which in turn supplements the system of agriculture through organic fertilizer.

Such a relationship diversifies the sources of income in agricultural organizations, which is necessary due to significant differences in the duration of the technological cycle for crop production and animal husbandry.

Methodology

The process of diversification in different regions manifests itself in different ways. In some, it is more active in crop production, in others - in animal husbandry. Regions in which the integral indicator of diversification is higher have advantages. As noted in [2], in a market economy, diversification processes should develop with simultaneous modernization and intensification of innovative activity.

Business performance management of business structures directly involved in agricultural production is a system of organizational and technological management that provides the specified volumes of production of products and raw materials for the processing industry that meet the requirements of quality and environmental friendliness at affordable prices for a wide range of consumers.

From these positions, the number of private tasks of managing the efficiency of agricultural producers includes:

- providing the necessary conditions and prerequisites for the development of the production sector;
- achieving optimal distribution of available resources in space and time;
- the rationality of the structure of agricultural production, taking into account the requirements of demand in the regional market;
- introduction of resource-saving technologies to increase the intensification of economic processes, and product quality;
- balance of production, economic, environmental, technological and investment efficiency.

Land as an integral part of agricultural activity is a universal means of production that determines the effectiveness of agricultural entrepreneurship.

The land fund is the most important national asset of the country, the basis of its resource potential, economic and food security. Russia has a huge potential for agricultural land. As part of agricultural land, agricultural land, including arable land, is of particular value. In terms of arable land per capita, Russia is among the top five countries in the world and is 3.3 times higher than the world average, but the country lags in terms of land use efficiency and, having 9% of the planet's agricultural land, produces only 1.5% of the gross domestic product of world agriculture economy.

One of the reasons for the decrease in the efficiency of land use is the annual reduction of agricultural land and the qualitative deterioration of the land resource potential of the industry [3].

Agricultural activity, like no other, is subject to the influence of the external natural environment, which greatly increases the uncertainty and riskiness of entrepreneurship in this area.

This circumstance creates objective prerequisites for the development of long-term strategies for the development of regional agricultural production systems. On the other hand, the presence of a pronounced seasonality of production and economic activity allows us to talk about predictability, which means reducing

the riskiness and increasing the efficiency of agricultural entrepreneurship. It is necessary to note a relatively new phenomenon for the agricultural economy - overproduction, as well as the impact on the production cycle in the next period.

In this regard, it is objectively necessary to use methods for modelling the relevant processes, which allow taking into account the impact on decisions made of earlier information corresponding to the real state of affairs.

The results of the production and economic activities of agricultural enterprises are determined not only by the nature but also by the socio-economic conditions of a particular region.

From the standpoint of systematic research, regional features determine the specialization of agricultural production, the proportions of supply and demand, pricing and other characteristics of the agricultural economy. Thus, the analysis of the features of agricultural production showed that all of them, under certain conditions, can influence the final efficiency of entrepreneurship in this area, and are closely interconnected.

The following main groups are usually distinguished:

- natural;
- production;
- socio-economic.

They unequally affect the efficiency of agro-industrial complex business structures both in time and space, and at the same time determine the characteristic features of agricultural entrepreneurship, without taking into account that it is impossible to significantly increase its efficiency [1].

In this regard, it is very relevant to use a problem-oriented approach, the content of which is shown in the figure, which allows, taking into account the identified problems, to identify factors for increasing the efficiency of agricultural production and develop optimal management decisions for specific agro-production systems.

Thus, based on the conducted studies of the features of agriculture, the following conclusions can be drawn:

- improving the efficiency of agricultural production should be based on the principle of consistency while observing the economic and natural laws of the functioning and development of agricultural production;
- the conditions for the functioning and organization of the agricultural business differ significantly from the corresponding conditions for other sectors of the national economy, which indicates the need to develop specific approaches to the implementation of agricultural business activities;
- the efficiency of business structures in the agro-industrial complex in modern conditions is due to a complex of analytical and computational models and operations based on modern scientific achievements and information technologies;
- a necessary condition for improving the efficiency of agricultural production is purposeful work to bring its human and material resources in line with the requirements and capabilities of the current level of social development;
- the specificity of agricultural production requires an active state policy aimed at its support and development.

The tool for the practical implementation of a rational management system in agriculture is the organizational and economic mechanism, which should include all aspects of the economic activity of society - all elements of the productive forces (in terms of their organization and functioning mechanisms) and the entire system of production relations [4].

The organization and management of the national economy, including all its elements, are the essence of the economic mechanism. The laws governing economic processes cover the entire economic structure of society, as well as the management of people as the main link in the productive forces and the subject of production relations.

The organizational and economic mechanism is designed to ensure the achievement of the highest effect in the production process with the lowest cost of material resources and human labour. At the same time, rational management implies the identification of the primary needs and interests of society, as a result of which the management of the production of use values in all their diversity comes to the fore [4].

This is achieved not only by constantly expanding production and increasing the number of products in the

assortment, but also by improving their quality per unit of resources used. Organizational and economic the mechanism can ensure the growth of the efficiency of social production if it relies on a variety of forms of ownership and organizational and legal forms of economic entities - creating optimal and equal business conditions for them, thereby creating a progressively competitive environment aimed at increasing production efficiency.

However, the organizational and economic mechanism must simultaneously act as a mechanism for regulating national production, proportionately combining the needs of society with the resources of production available for a given period. At the same time, he must not only ensure savings in the expenditure of resources per unit of output but at the same time direct the use of available resources towards the production of socially useful products.

The foregoing suggests that one of the most important functions of the organizational and economic mechanism is the coordination of national production with the structure of social needs - in coordinating these needs with the ability to produce certain goods and services in accordance with the available production resources at a given stage. This means that in this mechanism, the production of those items that will be most useful at the present time, i.e. the organizational and economic mechanism involves optimal production planning, subject to the rational use of available resources. But rational management does not at all imply strict planning of all the activities of enterprises and regulation of these activities by the state. Coordination of the expenditures of national resources with the structure of social needs is possible without such rigid planning from a single centre. The organizational economic mechanism should only ensure the achievement of a balance between the production and consumption of the most "useful" goods and services at a given time, i.e. in general, should ensure the proportional development of all sectors and sectors of the economy [4].

National production is most efficient when it functions on an equilibrium basis, when each enterprise, through the mechanism of distribution, has the opportunity to obtain the necessary resources sufficient to fulfil the strategic tasks set by the management - the satisfaction of the reasonable needs of the population or the means of production for other enterprises. This can be achieved only under the condition of state regulation of the activities of all sectors of the economy, but not every enterprise. Within each industry, enterprises producing the same goods or services should be able to compete freely among themselves in order to identify those who are able to use available resources more rationally.

State regulation, in addition to ensuring the proportional development of all sectors of social production, should only create equal starting opportunities for all economic entities of each given industry, and the competition of the latter will contribute to the rational use of those resources that society can direct to the development of this industry. Only with such a scheme can a balance be achieved between the production and consumption potentials of the social economy. It should be remembered that in all cases when we talk about production potential, we mean both productive forces and production relations (primarily technical, economic and socio-economic potentials). Accordingly, we can talk about the efficiency of using the technical and economic potential and the effectiveness of the socio-economic potential. The organizational and economic mechanism is only recognized as optimal when it contributes to the maximum efficiency of the technical, economic and socio-economic potential.

In the works of well-known domestic and foreign economists, the economic mechanism is considered a management method that includes three main aspects of the functioning of national production:

- technological, when management acts as a category of productive forces;
- economic, where management is presented as a category of production relations;
- ethical-legal, when management is considered as superstructural;

Here, the most important components (links, levels) of management or economic mechanism are planning, pricing, balance, efficiency, incentives, investment management, a combination of sectoral and territorial management, an organizational mechanism for managing production, improving the organizational, technical and socio-economic aspects of the enterprise, foreign economic relations, the mechanism of economic integration.

Thus, the problems of organizing and managing the productive forces are presented as dominant in the system of the economic mechanism, but the tasks of the economic mechanism in the sphere of production

relations are not pleaded either.

The content of the economic mechanism differs significantly depending on the scope of its action - whether we are talking about the economic mechanism used by the authorities (at the federal and regional levels) for all sectors of the economy, economic management bodies of individual industries or individual enterprises.

Results and discussion

If there are many independent economic entities in national production, the economic mechanism simultaneously expresses both signs of universality (ie, national production as a whole) and the individuality of the production process of individual enterprises. Therefore, the content of the economic mechanism horizontally (between equivalent enterprises), reflecting the interests of each enterprise, differs from the content of the economic mechanism vertically, characterizing relations in economic systems with a certain subordination, which predetermines the possibility of unequal relations between the parties (between higher and lower levels of national production).).

Thus, this fact predetermines the impossibility of complete economic and economic independence of the lower links of national production, since they will always be forced to somehow coordinate and combine the content of their own economic mechanism with the content of the economic mechanism developed and approved by higher authorities. In turn, each legally independent enterprise includes various structural units, the economic mechanism of which must be consistent with the economic mechanism of the enterprise.

We should also dwell on the problems of the dependence of the content of the economic mechanism on economic laws, the system of production relations, and the interests of various groups of people. It goes without saying that the economic mechanism of each stage of national production is designed to implement the requirements and concepts of economic laws inherent in the same stage. Since production relations also reflect the requirements of economic laws, then, accordingly, the economic mechanism must also implement the content of production relations. However, this correspondence does not apply to the entire system of the economic mechanism, but only to its part - the economic (or socio-economic) mechanism. The second part of the economic mechanism - organizational and economic, reflects such aspects of the development of productive forces, such as the structure of production, its location, specialization and concentration, division of labour, development of engineering and technology, etc., then here the situation is somewhat different. Deformation of the economic system, as a rule, is not accompanied by rapid changes in the nature and level of development of productive forces, a complete change of factors of production. Therefore, the elements of the changed economic system quite "get along" with many forms of organization of production developed within the framework of the old economic system. Accordingly, the organizational and economic mechanism, as an integral part of the economic mechanism, is transformed with the development of productive forces and not only with a change in the economic system. It means,

Thus, changes in the economic system practically affect only the system of production relations, changes which only in the long term affect the level and nature of the development of productive forces. Therefore, the economic mechanism, as an integral part of the economic mechanism, and an instrument for the implementation of economic relations, cannot remain within the boundaries and forms of the economic mechanism of the previous system.

From the foregoing, it follows that cardinal changes in the system of socioeconomic relations, respectively, and the mechanism of management, can occur at a much slower pace than in the system of organizational and economic relations and the organizational and economic mechanism of management. However, this does not mean that within the framework of the economic system, the socio-economic mechanism cannot change and improve at all. The system of production relations includes relations of the first, second and subsequent ranks. The lower the rank of relations, the easier it is to change and improve them, without affecting the deep essence of this economic system. The main relations of production, as already mentioned, are the relation of ownership. Within the framework of this economic system, it is impossible to change or improve it,

Thus, the methodology for researching the problems of the economic mechanism should take into account, first of all, the logic and content of the system of production relations of each economic system.

Organizational and economic mechanisms aimed at the further development of productive forces can be

grouped in the context of several subsystems (groups):

- mechanisms to ensure the efficiency of the use of labour resources;
- mechanisms to ensure the efficiency of the use of fixed assets and investments;
- mechanisms to ensure the efficiency of the use of material working capital;
- mechanisms to ensure the efficiency of the use of financial resources;
- mechanisms that ensure the rational use of natural resources (land, atmosphere, subsoil, water environment);
- Mechanisms to reduce losses from the impact of negative natural phenomena, etc.

The main goal of implementing all these mechanisms is to reduce the cost of living and materialized labour based on a comparable volume of production, based on the use of scientific and technological progress and best practices. In turn, socioeconomic mechanisms can be classified:

- mechanisms for stimulating the production of especially demanded types of products and services;
- incentive mechanisms for teams and individual employees to improve the efficiency of the final results of production;
- mechanisms aimed at optimizing the terms of lending, taxation, etc.;
- mechanisms to ensure equal production
- economic opportunities for all sectors of the economy and business entities;
- mechanisms for optimizing property relations, distribution mechanisms for streamlining employment, unemployment, modes of work and rest;
- mechanisms for protecting the interests of domestic producers in the domestic and foreign markets, and others.

Taken together, all organizational, economic and socio-economic mechanisms should contribute to an increase in the level of management, an increase in production efficiency, economic growth at the lowest cost, an increase in material well-being and an improvement in all living conditions of the country's population.

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