

Improving Mechanisms for Increasing the Competitiveness of Services

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Abstract: The article describes the importance of competition, the main mechanism of the market economy, in the development of the service sector and the analysis of the factors affecting it.

Keywords: competitiveness, protectionist policy, economic policy.

Today, the service sector is the basis of the country's economic potential. Only competitive enterprises are able to ensure the competitiveness of the entire country's economy. In order to create a competitive enterprise, it is necessary not only to modernize production and management, but also to know exactly why this is being done, what goal should be achieved.

In this case, the main aspects that should be paid attention to are the ability to determine one's own opportunities in the competitive struggle, to use them quickly and effectively. In this regard, the analysis of problems related to the development of competition and increasing the competitiveness of the national economy is becoming especially relevant. Therefore, improving the economic mechanisms of increasing the competitiveness of the enterprise is an indispensable condition for ensuring and/or strengthening the competitive advantages of enterprises and the national economy as a whole.

A serious problem of the national economy is its low competitiveness in the world markets, primarily due to lagging labor productivity, lack of large multinational corporations and promising companies in new high-tech industries. What should be the economic policy of Uzbekistan in such conditions? Many international studies devoted to the analysis of the success of the world economic leaders - countries show that:

- stability of the national currency and low inflation;
- availability of cheap labor force;
- protectionist policy of the state;
- availability of important natural resources;
- national management practice;
- tax regime.

They are important, but not decisive. On the other hand, the only and most important factor that ensures the economic leadership of countries is the existence of national corporations in the country that can successfully compete in the world market. Therefore, by forming, developing and strengthening the competitiveness of national enterprises, a strong competitive position of Uzbekistan in international markets and capital markets and the population can ensure economic well-being.

The competitiveness of the service sector depends on the growth of the products created.

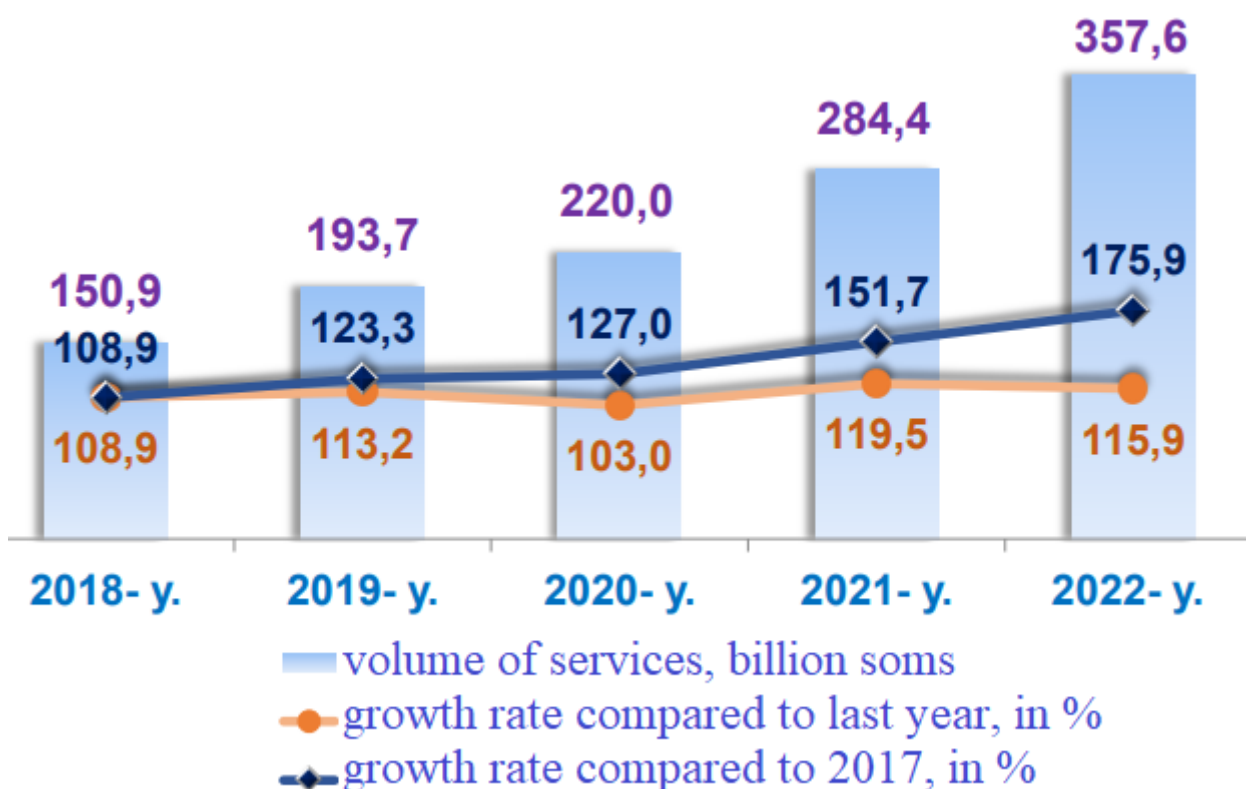


Figure 1. Development of the service sector in Uzbekistan in 2018-2022.

In 2018, the total amount of services rendered amounted to 150.9 billion soums, and in 2022, it increased to 206.7 billion soums, or 2.4 times, to 357.6 billion soums. In 2019, it increased to 193.7 billion soums in 2018 increased by 13.2% compared to the previous year. In 2019, the total market services provided amounted to 220 billion soums, an increase of 3% compared to the previous year. In 2021, the services provided amounted to 284.4 billion soums, 19.5% 357.6 billion soums of market services provided in 2022 and 73.2 billion soums more or 115.9% growth compared to 2021.

We will look at the structural changes of the services market in 2022.

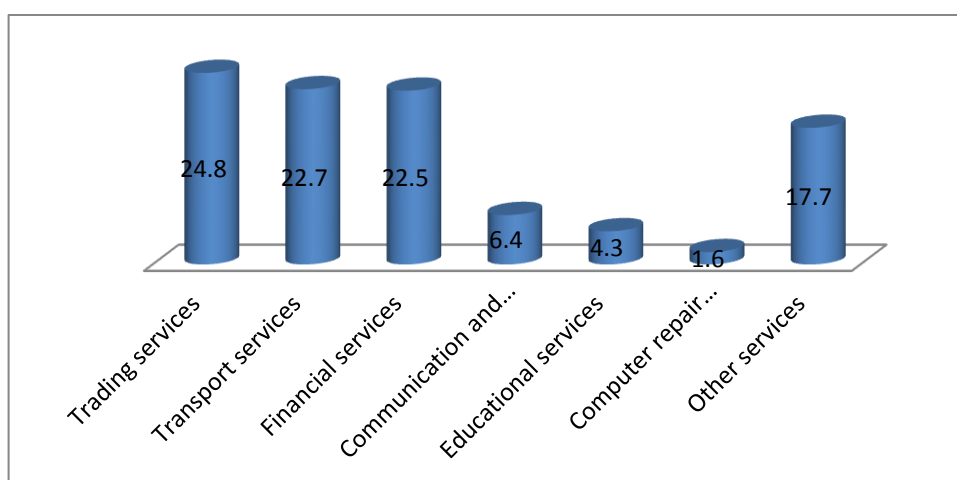


Figure 2. Market share of services provided by types of activity in 2022 (in percent).

Trade services accounted for 24.8% or 88.7 billion soums of the provided services. Transport services accounted for 22.7% or 81.2 billion soums. Financial services make up 22.5% or 80.4 billion soums. Communication and information services make up 6.4% of the value of 22.9 billion soums. Next, the share of educational services is 4.3% or 15.6 billion soums. Computer

repair services accounted for 1.6% or 5.7 billion soums. Other services accounted for 17.7% or 63.3 billion soums.

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