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WAYS TO IMPROVE THE ECONOMIC MECHANISM FOR INCREASING THE COMPETITIVENESS OF MINING ENTERPRISES IN THE TURKESTAN REGION

Abstract. Increasing the competitiveness of enterprises in the world and domestic markets will make a huge contribution to the effective development of the country as a whole based on strategic analysis. It should be noted that the competitiveness of enterprises of this industry and their products depends not only on the conditions of the world market, but also on the degree of Organization of production of enterprises within the country. An important source of solution to this problem is the support of the state in the implementation of effective methods of industry management, new approaches to the organization of production, achievements of Science and scientific and technological progress in production.

In the context of limited opportunities of society, despite the maximum support of the state, it remains a serious problem to increase the resource potential of enterprises based on strategic analysis, increase the material and technical level, its industrialization, and use of intensive innovative technologies in the near future. Thus, all of the above determined the relevance of the topic of the scientific article and its importance in the development of the country's economy.

At the same time, despite the high relevance of the issue and the depth of scientific research, there is a lack of systematic approach and a lack of comprehensive consideration from a modern economic point of view. Also, in many theoretical aspects, only individual studies are devoted to the methodological and practical aspects of the formation of market conditions. Therefore, in order to replace it, there is a need to solve the issues of improving the economic efficiency of industrial enterprises by improving the economic mechanism for increasing the competitiveness of enterprises.

Key words: economic mechanism, competitiveness, improvement, economic efficiency, industry.

Introduction. In connection with the transition to a market economy, the importance of improving the competitiveness of enterprises and the efficiency of their economic activities has increased. Despite the large number of studies devoted to this topic, the issue of increasing competitiveness is always relevant.

The study of the competitiveness of an enterprise as an economic category should begin with the consideration of the concept of «competition». Competition, being one of the specific conditions for the functioning of the market, is an economic process of interaction, struggle for the needs of solvent demand consumers and production, an effective state of production and marketing of products between individual producers and suppliers of goods and services.

In the economic Dictionary of A. N. Azrilia, competition is an effective sphere of capital injection, a sales market,a struggle between commodity producers for a source of raw materials, and a mechanism for spontaneous regulation of social production. In the dictionary of E. E. Rumyantseva, the concept of

competition is given as a type of negative interaction of one element of the system aimed at displacing another element from the competition Field [1].

To determine the economic content of the concept of «competition», we often consider three approaches: functional, structural, and functional.

Historically, the first way to determine competition is behavioral. In principle, A. Smith equated competition with «a real struggle between sellers for a more profitable position of selling their goods». Neoclassical theory, adhering to the behavioral approach, defines the content of competition as a struggle for rare economic benefits.

According to the structural approach, the content of competition is determined by the type of market and the conditions that occur in it. «Competition is the presence of a large number of independent buyers and sellers in the market, the ability of buyers and sellers to freely enter and exit the market».

Methods. The paper uses methods of modeling and comparative analysis. The methods of the «tree» of goals and expert assessments were used to solve individual tasks. The information and empirical base of the research is the normative legal acts of the regional and municipal levels; official data of the Republican and regional bodies; methodological, scientific, educational and reference literature, materials of the Internet, as well as the research conducted by the authors.

Methodological research is a General method of scientific knowledge-analysis and synthesis, content-Media analysis of sociography, system-comparative method that allows to determine the Genesis, sequence and functioning of stages of development of the meat market, attractiveness and effectiveness of adaptation of foreign experience in managing the development of municipal institutions.

Research and development work in the field of development and effective application of the mechanism to improve competitiveness.

Results and discussion. The analysis of the definition of competition in the market of an enterprise involves the attitude of consumers to a particular enterprise and the result. Based on the conceptual approaches to the formation of an economic mechanism for increasing the competitiveness of the enterprise, which were mentioned in the previous products of the work, we have identified these factors as follows.

1. external factors consisting of measures of state economic and administrative regulation;

2. internal factors of the enterprise's development related to the use of potential opportunities aimed at ensuring sustainable development and increasing its competitiveness.

According to the results of SWOT analysis, the management environment for the production and sale of vegetable oils is presented by the author in the form of two main components – external (factors of formation) and internal (factors of development), which form a market space in their own way, under the influence of macroeconomic factors (exogenous) and internal organizational features, which depend on the activity of the management object and entrepreneurial capacity.

The microenvironment of the Enterprise includes: consumers of vegetable oils and their processing products; suppliers that provide grain producers with various resources, determine the rhythm and efficiency of production and sale; domestic industry competitors and exporters who actively enter foreign markets; intermediaries – subjects of the vegetable oil market that contribute to the promotion, sale and distribution; entities that have a real and potential interest in the functioning of the vegetable oil industry.

The macro-environment of the Enterprise includes: socio-demographic, economic, institutional, technological, natural-geographical, cultural-educational and informational factors. Studying the internal factors of development of grain-producing enterprises, the author grouped them in the following directions: market conjuncture-vegetable oils, supply and demand for their products, prices, balance of resources of certain types of vegetable oils and their use; organizational structure of management-the composition of economic entities of the market, the number of suppliers and buyers, in the trade, intermediary and commercial structure, the structure of Public Procurement; competitive environment – the organizational share of individual structures in the volume of grain sales (purchases), the weight of imports of imported products; Regulatory and legal conditions of the industry's functioning; the state of production and market infrastructure; economic efficiency of production and sale of grain crops-production cost, sales price, revenue, profit, profitability, raw material costs for the production of one unit of final product, financial condition of enterprises of the grain-producing industry, systematization-allows us to assess the production potential of oilseeds, compliance with the needs of producers of vegetable oil products and the formation of new socially significant needs [2].

As practice shows, factors can contribute not only to increasing the competitiveness of the enterprise, but also to its reduction. Usually, the enterprise carries out its activities in different social and economic conditions, as a result of which the level of use of factors is not the same. Therefore, in our opinion, the lack of full use of competitive factors creates opportunities that are not taken into account, that is, there are auxiliary sources of increasing the competitiveness of the enterprise.

By auxiliary sources of an enterprise, we mean the capabilities of an enterprise that have not been fully used in order to increase its competitiveness, associated with reducing the cost of ensuring its functioning directly at production and in a competitive market.

The peculiarity of such auxiliary sources and their occurrence, in our opinion, should be taken into account that they are involved in the process of functioning of the enterprise as a result of the interaction of all its elements.

It should be noted that the reserve funds, which are not stable in composition, mean the emergence of new progressive technologies, new products, production processes and methods of enterprise management, qualified specialists, new types of auxiliary sources, as well as the need to identify and study them.

After analyzing the level of competitiveness carried out at the studied enterprises, we turn our attention to internal factors that affect increasing competitiveness, that is, the full use of the enterprise's own capabilities.

At the same time, we identified the following as the most important factor:

- investment attractiveness;
- pricing policy;
- effective management;
- personnel and technical potential of the enterprise.

In our opinion, the competitiveness of an enterprise and ways to increase it, as a form of its own and borrowed capital, affect its attractiveness. At the same time, competitive determination serves as the main indicator that determines the future significance of cash flows, their stability and predictability, and the level of entrepreneurial risk. In this regard, the more competitive an enterprise is in the market, the more attractive it will be for investment, and its position in the future will be more stable.

There is a sharp competition among grain producers. At present, the population has begun to learn to choose vegetable oils produced by local producers. In recent years, the reconstruction and modernization carried out by grain producers has contributed to an increase in production volumes and an expansion of the range of products, and the impact on the formation of sales markets allows us to set acceptable shipping prices. This requires an effective pricing policy of the enterprise.

The main difficulty arises in connection with the sale of manufactured products. It is necessary to maintain its place in the market and its buyers. This is a very serious problem not only for small enterprises, but also for large economic entities. The competitiveness of grain enterprises in Kazakhstan in foreign markets depends, first of all, on the compliance of the quality of their products with high world standards, environmental and sanitary requirements.

Consumer preferences in relation to domestic cereals and foreign vegetable oils also play an important role here. While the choice of consumers in the domestic market is significantly influenced by the price level, the importance of price competitiveness of such goods in the foreign market is secondary. Kazakh vegetable oils of the European quality level, but at a high price, cannot compete in the markets of developed countries due to anti-dumping restrictions. At present, first of all, it is necessary to increase their competitiveness in the domestic market. Based on the conducted studies, vegetable oils, whose quality has improved, are usually more expensive than imported goods, primarily goods from Russia and Ukraine [3].

The main problem in achieving competitiveness is the decline in prices for such goods, which is extremely important in the context of changing low – capacity demand of the population.

An expensive pricing strategy can only be used if the product has a high priority for buyers in this market segment, certain qualities that attract the consumer.

Only if this condition is met, the enterprise will be able to more fully meet the requirements of a certain group of consumers at the price with added value, which is a «reward» due to the sale of its products in this segment of the market compared to the average market price.

Setting prices for its products at the price level of competitors (neutral pricing strategy) does not allow an enterprise to not only refuse to use prices in order to increase the company's market share, but also reduce its market share in prices.

As the manufactured goods show, the implementation of the process of continuous production development is a new approach to solving the problems of increasing the competitiveness of domestic grain producers. This means that in addition to planning the production program, it also includes tactics for conducting the innovation process.

In this regard, first of all, it is necessary to reorganize the methods of organization and management of production in order to improve the quality and productivity of products. It is necessary to create new management resources at all levels in order to increase and combine the quality of production, efficiency and flexibility. Secondly, the production and sale of products, increasing revenue and improving the financial situation. If an attempt is made to increase profits only by reducing production costs, then sooner or later the enterprise will leave this area of business, because even when using all the opportunities, there is a limit to reducing the level of production costs. Therefore, it is necessary to increase profits by increasing sales. And to do this, the company must be able to offer the consumer goods of high quality or with some new properties, while maintaining a stable volume of previous production costs and price levels. However, this can be achieved by conducting market research, with the help of which you can find out the real wishes, tastes, opportunities of the consumer, as well as by following the tactics of continuous improvement of even already manufactured products.

However, an increase in sales volume requires an increase in production, and the volume of production is provided by increasing labor productivity, on the one hand, and attracting additional funds to production, on the other.

According to the author, the factors of technique and technology are very important in the formation of labor productivity at the enterprise level. As you know, one of the main factors of labor productivity growth in the long term is the introduction of achievements of Science and technology in production and management. Innovative changes are considered as the basis and tool for the competitiveness of both an individual enterprise and an industry as a whole. A high level of equipment and technology, along with an increase in the quality of manufactured products, leads to a reduction in the cost of its production. (for example, resource-saving technologies).

In recent years, among the factors contributing to the growth of labor productivity, the importance of human resources in achieving an increase in the efficiency of production activities has increased. How effectively the company uses its human resources will depend on the final result of its future activities and opportunities to expand the consumer market [4].

In our opinion, the above factors contribute to the growth of sales volumes and revenues of Kazakhstani grain producers, as a result of which the level of competitiveness increases, i.e. sustainable development.

Among the many relations of the economic environment that affect the development of the enterprise, the most important is competition. Competition forces enterprises to reduce production costs, maintain the previous price level permanently or improve the quality of products, improve sales, etc.by successfully selling their products and striving for profit.

As the results of the above analysis show, in the conditions of the economy of Kazakhstan, demand is one of the most important factors affecting the competitiveness of the enterprise. It not only determines the nature of competitiveness, but also determines the living conditions of Kazakhstani enterprises. In this case, taking into account the openness of the economy of Kazakhstan, it should be noted that Kazakhstan's products should be in demand both in the domestic and foreign markets.

Ensuring high competitiveness implies the implementation of activities that cover all areas of the enterprise's activities: production, search, commercial, social and other types. In the process of their development, in a competitive struggle, the comparative advantages of the enterprise, various aspects of production or activity should be analyzed. For this purpose, each enterprise should develop its own competitive strategy.

In the course of the conducted research, we would like to note the importance of bringing the goal of the enterprise and its internal capabilities (production and resource potential) in line. This is achieved through the restructuring of enterprises aimed at eliminating unprofitable industries, replacing old

technologies with advanced and resource-saving innovative ones. As a result, production costs should be reduced and sales of products should increase.

The implementation of the enterprise's transformation requires the creation of an effective production and technological model with the use of certain funds.

Restructuring is a comprehensive optimization of the enterprise's operating system based on the requirements of the external environment, including methods of quality management, reengineering of business processes, information technologies and systems, which contributes to improving management, improving the efficiency and competitiveness of production and manufactured products. The main component that ensures the competitiveness of the enterprise:

- quality of products and services;
- marketing and sales strategy;
- qualification of personnel;
- technological level of production;
- the tax environment in which the enterprise operates;
- availability of funding sources.

Restructuring is a highly effective market tool for increasing the company's competitiveness [5].

An effective production and technological model formed during the reconstruction should lead to an increase in the market share of new products produced by the enterprise, the solvency of the enterprise and the profitability of production.

Thus, due to the production of innovative products, in conditions of increasing competitiveness, all the resources of the enterprise are used with maximum productivity and its profit is greater than that of its main competitors. This means that at the same time in the market of goods and services, the enterprise is in a stable position, and its products are in stable demand.

However, in life, this situation is variable, that is, it is constantly in motion and in development. Development, in turn, is inextricably linked with the emergence of new, advanced technologies, the emergence of new competitors, changes in the tastes and desires of consumers, an increase or decrease in demand for goods produced by the enterprise, changes in economic and political conditions for the development of production and the sale of goods. In this regard, the conditions for the production and sale of goods should also change.

The economic mechanism for increasing the competitiveness of the enterprise in the domestic food industry should be aimed at using the results of scientific and technological progress and choosing an effective competitive strategy of the enterprise.

STP is introduced in order to use new technologies in improving the quality indicators of products, updating the production base, improving services and services, influencing market demand, changing the nature of competition, organizational and managerial aspects of increasing competitiveness. Scientific and technological progress, taking into account the constant changes in the requirements of competitiveness and revaluation of its level, ensures the production of new goods with high technical and economic characteristics.

Due to the fact that the competitiveness of goods is a highly variable value, its components (qualitative and quantitative) are rapidly changing. The resources of manufacturing firms are not to seize the old commodity markets or displace competitors from them. Using the achievements of the NTP, it is necessary to spend it on providing the buyer with a new product.

It was determined that the development of the future of the economic activity of the grain producer, as a result of which an innovative policy aimed at increasing its competitiveness, technical and technological renewal of its production potential, will contribute.

At the same time, the economic potential of vegetable oil enterprises in the country is high. Currently, many enterprises independently carry out activities for the management of production, development and formation of economic and technical and technological policies, restructuring, restoration and modernization. In order to increase the future competitiveness of enterprises in this industry, it is necessary to develop strategic directions of activity using innovations aimed at scientific and technical advantages, management with the organization of production or market needs [6].

Special attention should be paid to innovations that take into account the strengths of competitors, make it possible to produce products that are based on the needs of the market and are in demand.

Among the factors hindering the development of innovation at the enterprise, the author refers to the following:

- high degree of wear and tear of equipment and low technological level of their operation;
- high prices for fuel and energy resources;
- high loan interest rate;
- lack and poor quality of research developments;
- lack of funding for innovation processes;
- shortage of qualified specialists;
- lack of an economic mechanism for implementing innovative projects [7].

The increase in the competitiveness of the industry and the enterprise, in our opinion, has a positive impact on: the first – the conquest of the market, using all its competitive advantages; the second – the adaptation of the enterprise's activities to the conditions of the market economy and the direct protection of its individual elements.

Increasing competitiveness and generating additional profits is possible only if the business is organized efficiently, and this can only be achieved at the expense of the following:

- development of an effective marketing strategy (product positioning, pricing, marketing and advertising policy, service, warranty, creating favorable conditions for the buyer);
- reduction of costs (optimization of financial flows, reliable reporting, reduction of defects, increase of labor productivity);
- optimization of information flows;
- support for conducting corporate cultural events;
- adjustment of business processes;
- adjustment of organizational structures.

It is possible to more effectively ensure the competitiveness of the enterprise through the use of innovative mechanisms in the development and implementation of commodity, price communication and sales huts of the enterprise. In the context of globalization of the economy and acute competition, the volume of production is not determined by the volume of production, only the volume of possible sales can serve as the basis for the development of a production program, i.e. strengthening the responsibility of Marketing Management accents in order to create appropriate legal, economic and organizational conditions for the production of a certain volume of products, creating an assortment, improving the quality and ensuring its rapid delivery to the consumer, food security, financial stability, social and political stability of interacting entities in the market (stimulating sales, rational optimization of commodity movement channels, accurate research and analysis, pricing).

As the results of the study show, the organization of production and sale of grain crops: socio-economic (growth of production; complication of socio-economic ties; strengthening of integration and cooperation; transition to intensive farming; discrepancy in the level of production and consumption of grain crops; high level of internal and external competition), organizational and technical (use of bioclimatic potential; irreplaceable main means of production; seasonality of production) and specific (in the context of food safety and security, priority of vegetable oils, rapid return of costs; competitiveness on the world market).

Organizational (regulation, rationing, organizational and methodological instruction) and economic (subsidies, subventions and investments, lending, pricing, taxation, customs and tariff measures, insurance) methods of management of the production and sale of vegetable oils are carried out through administrative (legislative regulation and regulation on the basis of authority), system of Standards, Organization of marketing, licensing and control and inspection activities in the form of regulatory documents, establishing a clear procedure for their organization, social incentives for labor) and must be protected from the interests of commodity producers, Economic Freedom [8].

Control adjustments that reduce the negative aspects of factors and enhance the effect of stimulating aspects require the availability of necessary information, its technical support in terms of urgent collection, processing and analysis. However, the course of identifying the problems of management of production and sales of vegetable oils and development processes indicates the poor quality of market research at enterprises in this industry, the lack of interconnectedness and incompatibility of Strategic and tactical measures, and the lack of the ability to predict the situation even in the short term.

Another important aspect of the development of enterprises in this industry is the consolidation of forces on the basis of cooperation and integration. But the beginning of the reform of property relations in Kazakhstan was accompanied by a weakening of the regulatory framework for managing economic processes, a violation of equal relations and economic interests of technologically closely related agribusiness enterprises, the lack of market interaction between oilseeds and the processing industry, the relationship of integrated structures has undergone radical changes.

As a way out of the current situation, the author proposes to look for an alternative form of Organization of production and sale of vegetable oil products of integrated formations on the basis of common methodological principles, in the form of a targeted comprehensive program to increase the competitiveness of the enterprise, improve the economic mechanism: search – collection, processing, accumulation and analysis of actual data on the market conditions of vegetable oils; creation and improvement of a system of Information, advertising and economic and mathematical support for information and management activities; assistance in the development of organizational and investment projects and programs, formation of new forms and channels of grain sales; development of scientific, methodological and consulting-business plans, legal, tax, financial issues.

Assessment of various risks and benefits; provision of services for organizing and conducting research in the field of management and marketing; management and marketing in the production of growth oils. Organization of development of programs and training plans, methodological manuals and other training materials, supervision of participation in the development of regulatory legal acts regulating production and sales activities based on regulatory, market research of vegetable oils, standards for commodity characteristics of vegetable oils, new methods of quality control and certification.

Defining the strategic synergistic development program at the level of strategic units of business and determining the overall potential of the main strategy, which are key elements of the management of vegetable oil enterprises: price, assortment, sales and communication parts. The state creates the necessary institutional framework for the development of the market and private business activities. And private firms, seeking to make a profit, create the financial resources necessary for the implementation of social services imposed on the state. Such relations between the state and the market contribute to the emergence of a process of mutual support for economic growth and transformation.

In this regard, the author proposes to introduce restrictions on powers between representatives of different authorities to improve the effective economic mechanism for the production and sale of grain crops, the purpose of which is to increase the competitiveness of the enterprise: ensuring food security and independence of the country at the national level, creating a modern legislative framework and an effective financial and credit system, accounting and control over the targeted use of financial resources; at the regional level, the development of production and market infrastructure in the vegetable oil market, its regulation, maximum satisfaction of the population's demand for high-quality products, development and renewal of the material and technical base of vegetable oil production; financing of municipal programs at the level of local structures, promoting the development of private investment, providing personnel, maintaining the ecological purity of vegetable oil production and establishing powers to protect the natural environment [9].

The optimal management system in the agro-industrial complex consists of several stages of functional activity, the main goal of which is the analysis of market opportunities and the choice of a system of goals aimed at reducing risks, ensuring food security in the region and full use of production capacities of grain-producing enterprises, as a result, increasing the competitiveness of the industry, improving the standard of living and livelihoods of the population, long-term planning and implementation of measures aimed at creating conditions for sustainable economic development of rural areas [10].

In favor of the theoretical foundations and practical recommendations of the world and domestic management, we can recommend the «integrated growth strategy» as an effective strategy for the development of management of the production and sale of grain crops, on the basis of which it is possible to create integrated marketing tools that improve the quality level of services of all economic entities, reduce dependence on changes in the conjuncture of the oilseeds market, strengthen control over the scattered structures of the distribution system. The integrated growth strategy for the production and sale of grain crops includes four main parts: assortment pricing, sales and communication pricing.

The improvement of the assortment policy involves balancing the commodity supply of oilseeds and vegetable oils with the needs of consumers and will be carried out in two main areas: the first, full satisfaction of domestic regulatory demand only at the expense of domestic production, the second, partially by carrying out the following tactical measures with the preservation of part of imports: sustainable production of oilseeds based on optimization of acreage, increasing crop yields, ensuring innovative sowing technologies; improving the use of oilseeds and reducing costs for the production of final product units; increasing the supply of oilseeds and vegetable oils; improving the quality of oilseeds processing based on the introduction of new resource-saving technologies, modern equipment, and a quality management system [11].

Improving the pricing policy will allow commodity producers to have a stable profit necessary for ensuring the continuous production process, and for consumers-products in the required volume and appropriate assortment, and will require the implementation of the following tactical measures: improving the organizational and economic mechanism for the development of innovative and continuous production processes in integrated devices of the region; developing a set of measures to make the price disparity more flexible; assigning cereals to the group of socially significant goods; raising the issue of reducing the margin in retail trade in the region; making changes to the procedure for public procurement in the agricultural raw materials and food market; developing a regional sectoral program to achieve sustainable production of oilseeds and the development of the vegetable oil market; creating regional reserves and insurance funds of vegetable oils; providing protectionist support by regional authorities to agricultural producers; organizing scientific research on the effectiveness of grain production; development of a methodology for determining cumulative profitability standards for simple and increased reproduction in the region [12].

Since the process of transition of vegetable oil from producer to consumer is associated with its physical movement and transfer of ownership from one person to another, the improvement of sales policy from the point of view of management and marketing means the creation of an effective mechanism for the functioning of the regional wholesale food market (Kan) of vegetable oils, based on the use of modern logistics system and information and marketing technologies, the harmonization of the interests of sellers and buyers, the introduction of new types and methods of movement of goods, the improvement of the activities of channels of movement of goods.

Summary and Conclusion. Studying the state mechanism for influencing the competitiveness of industrial enterprises, we can say the following:

1.in market conditions, the state is not distinguished by the function of direct management of competitiveness, but it implements such regulatory measures through the use of legislative acts, government resolutions, economic and other regulatory mechanisms. It follows that, in our opinion, the task of the state is to create favorable conditions for strengthening the competitiveness of the economy, its structural divisions, and economic entities.

2.the influence of the state on the process of increasing competitiveness is carried out within the nation and in External directions. These two directions will be closely intertwined. However, we consider the internal direction primary. At the same time, the international level of competitiveness of the national economy is determined through foreign economic relations.

3.increasing competitiveness is carried out at the level of producers of goods provided with personnel, who have the appropriate rights, entrepreneurial initiative, are engaged in solving the problem of competitiveness. The competence, goal-oriented and business skills of manufacturing firms, as well as their internal potential, depend on their ability to effectively use the opportunities created by the state to achieve their goals, even in adverse environmental conditions, and their competitiveness [13].

The experience gained in the system of economic mechanisms for the development of economic entities, the conclusions of foreign and domestic economists, as well as ways to increase the level of competitiveness, competitiveness of an industrial enterprise in the course of system analysis, were divided into the following groups.

The use of ways to increase the competitiveness of any industrial enterprise should take into account the interests of the region where this enterprise is located and be based on its potential. In this regard, two main approaches can be distinguished as the most promising ways.

The first approach is aimed at creating conditions for the formation of competitive industries and is based on state regulation of the competitiveness of the enterprise as the goals and objectives of economic policy, which implies the implementation of the formation of a balanced, balanced national economy system of the country capable of successfully functioning in market conditions.

The second approach is based on the concentration of investment resources in priority areas of industrial production in order to meet the needs of the regional market for consumer goods and services [14].

Thus, we came to the conclusion that the regions should be perceived as the main task of regulatory and governing bodies in the near future, sources of increasing the competitiveness of enterprises.

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ТҮРКІСТАН ОБЛЫСЫНДАҒЫ ӨНДІРУШІ КӘСІПОРЫНДАРДЫҢ БӘСЕКЕГЕ ҚАБІЛЕТТІЛІГІН АРТТЫРУДЫҢ ЭКОНОМИКАЛЫҚ МЕХАНИЗМІН ЖЕТІЛДІРУ ЖОЛДАРЫ

Аннотация. Кәсіпорындардың әлемдік және ішкі нарықта бәсекеге қабілеттілігін арттыру тұтастай стратегиялық талдау негізінде еліміздің тиімді дамуына ірі үлес қоспақ. Аталған сала кәсіпорындар мен өнімінің бәсекеге қабілеттілігі әлемдік нарық конъюктурасымен қоса, ел ішіндегі кәсіпорындардың өндірісті ұйымдастыру деңгейінің дәрежесіне де тәуелді болып келетінін айтып өткен жөн. Мәселені шешудің маңызды көзі – мемлекет тарапынан саланы тиімді басқару әдістерін, өндірісті ұйымдастырудың жаңа тәсілдерін, ғылым мен ғылыми техникалық прогресс жетістіктерін өндіріске енгізуде қолдау көрсетудің нәтижесі мол болмақ.

Қоғам мүмкіндіктерінің шектеулілігі жағдайында мемлекет барынша қолдау көрсетсе де, стратегиялық талдау негізінде кәсіпорындардың ресурстық әлеуетін өсіріп, материалдық-техникалық деңгейін арттыру, индустрияландыру, қарқынды инновациялық технологияларды болашақта пайдалану үлкен мәселе күйінде қалып отыр. Жоғарыда айтылғанның барлығы ғылыми мақала тақырыбының өзектілігі мен ел экономикасының дамуындағы маңыздылығын анықтады.

Сонымен қатар, мәселенің аса өзектілігі мен ғылыми зерттеу тереңдігіне қарамастан, жүйелі көзқарастың жеткіліксіздігі қазіргі заманғы экономикалық тұрғыдан жан-жақты қарастырылмаған. Сондай-ақ көптеген теориялық сиппаттағы жекелеген зерттеулер ғана нарық жағдайында қалыптасудың әдіснамалық және тәжірибелік аспектілеріне арналған. Сондықтан оның орнын толықтыру үшін кәсіпорындардың бәсекеге қабілеттілігін арттырудың экономикалық механизмін жетілдіру арқылы өндірістік кәсіпорындардың экономикалық тиімділігін арттыру мәселелерін шешу қажеттілігі туындайды.

Түйін сөздер: экономикалық механизм, бәсекеге қабілеттілік, жетілдіру, экономикалық тиімділік, өнеркәсіп.

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ПУТИ СОВЕРШЕНСТВОВАНИЯ ЭКОНОМИЧЕСКОГО МЕХАНИЗМА ПОВЫШЕНИЯ КОНКУРЕНТОСПОСОБНОСТИ ДОБЫВАЮЩИХ ПРЕДПРИЯТИЙ ТУРКЕСТАНСКОЙ ОБЛАСТИ

Аннотация. Повышение конкурентоспособности предприятий на мировом и внутреннем рынках будет способствовать эффективному развитию страны в целом на основе стратегического анализа. Следует отметить, что конкурентоспособность предприятий данной отрасли и их продукции зависит не только от конъюнктуры мирового рынка, но и от степени организации производства предприятиями внутри страны.

Важным источником решения этой проблемы станет поддержка со стороны государства в внедрении эффективных методов управления отраслью, новых подходов к организации производства, достижений науки и научно-технического прогресса в производство.

В условиях ограниченности возможностей общества, в то же время, несмотря на максимальную поддержку государства, на основе стратегического анализа остается большой проблемой наращивание ресурсного потенциала и повышение материально-технического уровня предприятий, его индустриализация, использование интенсивных инновационных технологий. Таким образом, все вышесказанное определило актуальность темы научной статьи и ее значимость в развитии экономики страны.

Вместе с тем, несмотря на высокую актуальность проблемы и глубину научного осмысления, недостаточный системный подход и современный экономический подход не рассматриваются всесторонне. Также во многих теоретических характеристиках только отдельные исследования посвящены методологическим и практическим аспектам их становления в условиях рынка. Поэтому для ее восполнения возникает необходимость решения вопросов повышения экономической эффективности производственных предприятий путем совершенствования экономического механизма повышения конкурентоспособности предприятий.

Ключевые слова: экономический механизм, конкурентоспособность, совершенствование, экономическая эффективность, промышленность.

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