



International Conference of Economics, Finance and Accounting Studies

International Conference of Economics, Finance and Accounting Studies is a double-blind peer-reviewed, open-access journal published to reach excellence on the scope. It considers scholarly, research-based articles on all aspects of economics, finance and accounting. As an international congress aimed at facilitating the global exchange of education theory, contributions from different educational systems and cultures are encouraged. It aims to provide a forum for all researchers, educators, educational policy-makers and planners to exchange invaluable ideas and resources.

Competitiveness of Fruit and Vegetable Processing Enterprises

Muzaffarov Farruxbek

Andijan Institute of Agriculture and Agrotechnologies, Uzbekistan

ABSTRACT

This scientific work analyzes the factors of increasing the competitiveness of fruit and vegetable processing enterprises, the elements of the internal and external environment influencing their effective operation. The study assessed the compliance of the innovative technologies used by enterprises, the economical use of resources, product quality, and the certification system with market requirements. The role of marketing strategies, export potential, and state support mechanisms in the formation of competitive advantages is also indicated. Based on the results obtained, proposals and recommendations were developed that serve the sustainable development of fruit and vegetable processing enterprises and strengthening their positions in domestic and foreign markets.

Keywords: Fruit and vegetable products, processing enterprises, competitiveness, innovative technologies, resource-saving, product quality, certification, marketing strategies, market demand, added value, strategic management, sustainable development.

In the theoretical analysis of factors influencing the formation of competitive advantages in fruit and vegetable processing enterprises, the study examined elements affecting supply and demand. These elements shape relationships throughout the entire process, from the processing of fruit and vegetable products to their delivery to consumers.

Increasing the competitiveness of fruit and vegetable processing enterprises Despite the urgency of identifying and regulating factors that influence the processing activities of manufactured products within the framework of increasing competitiveness of fruit and vegetable processing enterprises, and despite the existence of numerous studies on this issue, the influencing factors have not been limited by their characteristics and properties, nor have they been developed into a clear classification. It should be noted that the processing industry has its own unique aspects that distinguish it from other sectors and spheres of the national economy. All activities carried out in the processing field and new qualities added to manufactured products are aimed at fully satisfying the specific needs of consumers, which are forming under the conditions of new socio-economic changes. Therefore, it is advisable to consider each factor influencing the development of the fruit and vegetable processing industry and the growth of entrepreneurial activity in this field separately and based on specific directions.

Although various researchers have studied the factors determining the competitiveness level in the fruit and vegetable processing sectors to date, and these factors have been systematized to some extent, a complete classification with descriptions of the factors has not been provided. In this study, factors were classified according to their characteristics and features, taking into account the conditions, causes, or individual indicators that influence the development and intensity of fruit and vegetable processing enterprises (Table 2.8).

Table 2.8 Classification of factors influencing the development of fruit and vegetable processing enterprises and enhancing their competitive advantage¹

Classification criterion	Factor type	Factor description
By the level of development of fruit and vegetable processing enterprises	External objective factors	Socio-economic patterns influencing the fruit and vegetable processing, the growing impact of scientific and technological progress, global economic changes in the economy
	External subjective factors	State policy on developing agriculture and the processing sector, changes in the development of economic sectors and spheres, characteristics of competition in specific entrepreneurial activities, changes in consumer demands, features of the administrative management system in society and the level of corruption
	Developing internal factors	Scientific and technical resources, technological capabilities, skilled labor, financial and information resources, employee motivation, and others
By duration of influence on the management activities of fruit and vegetable processing enterprises	Long-term influencing factors	Globalization, effectiveness of state policy towards economic servicization, long-term cyclical trends of economic growth, living standards of the population, and others
	Short-term influencing factors	Changes in market demand for specific types of processed fruit and vegetable products, gaining short-term advantages, and others
By degree of influence on the development of fruit and vegetable processing enterprises	Primary influencing factors	Factors influencing the development level of fruit and vegetable processing enterprises, based on specific socio-economic conditions
	Significant influencing factors	
	Factors with constant influence	
By source of formation	Technological factors	Factors shaping technological potential
	Organizational and managerial factors	Managerial abilities and competence of managers, their capability to create an effective management system for the process of creating and delivering services
	Economic factors	Opportunities and potential for financing the core activities of fruit and vegetable processing enterprises
	Social factors	Socio-demographic, socio-cultural, socio-educational, socio-psychological factors
By the nature of influence on the development of fruit and vegetable	Factors hindering the development of fruit and vegetable processing enterprises	Negative institutional environment, supply disruptions, lack of information about new production technologies or delayed receipt of information, time gaps between the processing and delivery of fruit and vegetable products,

¹ Муаллиф томонидан ишлаб чиқилган.

processing enterprises		insufficient provision of digital technologies in the fruit and vegetable processing sector
	Factors supporting the development of fruit and vegetable processing enterprises	State policy for the development of agriculture and processing sector, targeted programs, favorable institutional environment, training of qualified personnel for the processing industry

The developed classification provides a description of external and internal influencing factors, ranging from the international level down to the level of fruit and vegetable processing enterprises in the regions. As one of the main factors influencing the competitiveness of fruit and vegetable processing enterprises, several areas of state policy aimed at stimulating the development of the industry are considered: science, education, production, innovation, social, financial, and monetary policies.

The level of development of the national economy directly depends on the investment and innovation activity of production entities. This increases the possibility of reducing the impact of risks that may arise in entrepreneurial activity (financing) and managing them effectively. Ensuring the application of these trends to developing countries, including the Republic of Uzbekistan, requires the study of risks and threats that may occur in the field, as well as the characteristics of effective tools and measures for managing them, in order to develop and create necessary measures and development programs. From this perspective, development should be understood as the main criterion of the lifestyle of each economic enterprise, and its provision is directly related to the effective management of existing risks in the process of implementing innovative and investment projects.

Monitoring the functioning of fruit and vegetable processing enterprises, which are the object of research, in the conditions of global risks and the development of management decisions in these conditions, first of all, requires the creation of an effective mechanism for identifying, analyzing, and managing risks.

References

1. Fatxutdinov, R. A. *Konkurentosposobnost: Ekonomika, Strategiya, Upravlenie*. Moskva: INFRA-M, 2019.
2. Zokirov, A. Sh., To'xtayev, M. *Qishloq xo'jaligi mahsulotlarini qayta ishlash texnologiyalari*. Toshkent: O'quv qo'llanma, 2020.
3. O'zbekiston Respublikasi Vazirlar Mahkamasining "Qishloq xo'jaligi mahsulotlarini qayta ishlashni rivojlantirish strategiyasi" bo'yicha qarorlari va me'yoriy hujjatlari. 2019–2024 yillar.
4. Khasanov, B., & Karimov, Sh. "Agroindustria korxonalarining raqobatbardoshligini oshirish omillari." *Iqtisodiyot va innovatsion texnologiyalar*, №4, 2022.
5. FAO (Food and Agriculture Organization). *Fruit and Vegetable Processing Standards and Guidelines*. Rome, 2021.