
MARKET ECONOMY IN THE SYSTEM LOGISTICS ESSENCE AND PLACE

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ABSTRACT: In the article, the development of logistics systems, their potential and the expansion of commodity markets revealed scientific interest in this area and interregional economic changed the essence, goals and priorities of cooperation. Problems faced by logistics companies were analyzed and proposals were made to solve them. The influence of the development of logistics systems on the formation of the competitiveness of the region was studied.

KEYWORDS: Logistics, regional competitiveness, logistics potential, territory, transport infrastructure.

INTRODUCTION

Due to the relative novelty of the term "logistics", this concept has many different interpretations. The concept of logistics as an economic activity has several dozen definitions. The broadest interpretation is economic understands all types of flows (material, human, energy, finance, etc.) that exist in systems under logistics management . According to the definition of the modern economic dictionary, "logistics is a part of economic science and its subject is development from the makers to consumers goods before push processes organization and regulation, management of products, goods, services, inventory of goods, creation of infrastructure of commodity exchange.

domestic and foreign economic literature a broader interpretation can be found, in which the object of control is not limited to the material flow. Today, logistics includes the management of human, energy, financial and other flows that occur in economic systems. Terms such as bank logistics, information logistics , etc. appeared.

So by doing logistics only in context seeing exit flow materials, is an interdisciplinary scientific direction directly related to the search for new opportunities to improve the efficiency of logistics and material flows.

, consider this process from an economic and economic point of view.

Thus, logistics as a science develops scientific principles, methods, mathematical models that allow planning, control and management of transportation, storage and other tangible and intangible operations carried out in the process:

- raw material and materials work release to the enterprise deliver;
- raw material, materials and half ready products again work;
- ready the product own requirements according to to the consumer deliver;
- belongs to information transmission, storage and again work

of ongoing globalization and economic processes in the 60s and 70s of the 20th century reflects the organization and implementation of flow processes. scientific direction to develop impulse has been consumer determined the priority of their interests and led to the transformation of the world economic system into a service economy [1]. Logistics processes in the conditions of global economic instability improvement of the conditions for the implementation of activities on provision, as well as the process of studying the factors affecting the competitiveness of regions is in the first place.[2] In modern market conditions, ways to increase the competitiveness of regions are defined by increasing the quality of manufactured products, reducing the cost of logistics services, introducing innovative technological processes, reducing costs, and finding new opportunities for the introduction of resource and energy-saving technologies.

To the topic about of literature analysis.

of general economic balance, reproduction, international trade and economic integration, etc. is the basis for studying the conditions and factors for the formation and development of the potential of logistics systems of the regions as one of the directions for the development of the competitiveness of the regions. served. General economic equilibrium theory proposed by the founder of modern macroeconomic modeling. Walras reflects the world economy as a society of two small systems: the owners of the factors of production and entrepreneurs who implement socio-economic relations and connections.

From the point of view of studying the potential of the region, the proposed equilibrium state of the markets is the market in the single economic space under conditions of limited resources of the price mutually dependence done increase means [6-15].

Reproductive of theory different interpretations learning main the idea to emphasize

it possible : in order to solve the problem of creating the conditions necessary for the implementation and creation of reproduction, there should be a certain ratio of the development of the sector and industry in the economy. Because modern theories of economic growth are based on the postulates of the theory of reproduction, scientific directions that appeared later: neoclassical economic theory (R. Harrod, E. Domar), R. Solov, J. We are in conditions of stable economic growth we considered behavioral models that allow modeling the state of market systems and determining the conditions for increasing their competitiveness.

Analysis and results. The theory of international trade gives an idea about how the directions of foreign trade flows are determined, therefore, the study of the logistics potential confirms that the development of the country's specialties allows to increase the level of competitiveness of the regions and the well-being of the population, increase productivity and increase the volume of competitive goods and services [16-30]. In addition, within the theory of economic integration, there are a number of trends that evaluate the mechanism of integration through the prism of the effectiveness of international cooperation: early neoliberalism, corporatism , etc. SY Solodovnikov and Yu. In Meleshko, economic integration refers to the method of "collective protectionism from third countries" [3, p. 3].

Based on the main rules of the theory of international trade and taking into account the positive experience of the European integration (EU) models, at present the integration processes to

other countries and regions active spread is observed. Expanding the boundaries of international economic integration not only changed its characteristics, but also determined the main directions of further development: the formation of free economic zones (clear trade zones), customs and economic alliances formation, movement of goods, free movement of capital and labor according to a simplified scheme across the borders of states.

existing theories and generally accepted rules, logistics affecting the development and competitiveness of the region potential can be considered as an object of research, because these theories do not provide a basis for practical, local and regional evaluation that takes into account the characteristics of the studied areas. Taking into account the flows of the logistics system of the region, their intensity, direction, employment, and structural characteristics that form the logistics potential of the region, in the logistics of the region there is has been potential and flow processes effect doer factors

account received without learning possible That's it with together material and belongs to of flows , taking into account the potential inherent in their movement, directly depends on the level of interaction of the objects of the logistics system of the region and the existence of appropriate connections between them.

consists of components aimed at the development of transport, infrastructure, customs, personnel and others. regional systems. This combination describes not only the logistics infrastructure complex and the subjects of the logistics market of the region, but also the logistics processes taking place in it, their level and quality. Paying attention to the history of the study of the "Logistics potential" category, the potential, which initially acquired a qualitative and quantitative description, was considered only in the context of the enterprise, and later began to complement the assessment of regions and the national economy. At the beginning of the 70s, the potential of logistics was realized as part of the study of the possibility of economic savings by creating a unified management system, focusing on material values [4] and "the structure of resources to achieve the goal and optimizing their rational use" [5] .

Further study of the conditions that help to form the competitive advantages of enterprises and the regions where they are located is the logistics of regions potential to form effect doer factors to learn Demand does [6].

The study of interregional economic relations at the end of the 20th century - the beginning of the 21st century PS Zavyalov [7], Yu.F. Kormny [8], LA Rodina [9], Yu.V. Shishkov [10] and others. International and interregional cooperation different countries and Describing it as a long-term economic relationship between subjects of the regional economy, scientists believe that scientifically based diversification (if necessary, concentration) of production in certain regions increases the efficiency of the regional economic system, thereby increasing its competitiveness. increases. In some cases, better management of logistics flows can also improve the efficiency of using the system's potential. All this is the beginning of the formation of theoretical and methodological bases for the study of the principles and factors of the logistics potential of the region, as well as its analysis and evaluation [11, 11].

In the existing works [13, 14, 15, 16], the study of the logistics potential is an analysis of cause-and-effect relationships that allows determining the relationship between the logistics potential of the area and the factors influencing its formation process (geopolitical, economic, social, methodological). done by doing. That's it at the same time, modern logistics practices and the latest global economic trends are studied of the region logistics management system combined possibilities as known one group of factors effect account received without of the area . By designing a system of selected factors for the region , one can get a real picture of the state of affairs and prospects for the development of logistics potential of a particular region.

In many studies that take into account the potential of the area from the point of view of logistics, the main indicators of assessment are cargo turnover and traffic turnover calculated by summing up all traffic volumes in the studied area [11, 14]. Freidman [17], this approach reflects only the work of enterprises in the region and does not take into account the volume of transit flows. In addition, for a more complete picture of the work of transport companies, the cost of transport, the distances of goods transported, the efficiency of the constructed route map indicators such as etc. should be taken into account.

Logistics potential is an integrated parameter of the logistics system, reflecting the possibilities of implementing logistics functions taking into account the factors of the external environment in which their implementation takes place. Taking into account the development of the logistics system as a result of the interaction of the factors of the micro, meso- and macro-logistic environments, it is necessary to take into account the close relations of the system elements, which have not only quantitative, but also qualitative characteristics [16]. The logistics system of the enterprise forms material, financial and information flows at the micro level [18, 19]. The composition of logistics potential at the micro level consists of the components of the internal organizational environment, which are influenced by factors specific to the immediate external environment of the organization. Logistics at the meso level system helps enterprises and organizations to realize their goals in the process of formation and implementation of regional and interregional economic flows, which are a combination of material (raw materials, materials), goods, financial, information, labor, energy and other flows. Therefore, the composition of the logistics potential of the region is quite wide and includes a combination of the following potentials: geographical, transport, transit, personnel, warehouse infrastructure, customs, information and communication. Each of these potentials one is constructed taking into account the influence of relevant group factors. The macro logistics system is not only a large material flow management system that includes regional production complexes, but also international conglomerates (corporations or financial and industrial groups), countries that have integrated infrastructure, interstate and global flows of the economy of a particular country or group. This level of logistics capacity reflects the capabilities and resources of global transcontinental systems in minimizing overall logistics costs.

"Logis Tika potential" of the concept content learning seeing
it possible to identify several approaches to defining the emerging concept .

1. Potential resources set as:

- VV Borisova [4] represents the potential of logistics as an exchange of goods between organizations in the region. Studying the cost component of the concept, the author excludes the impact of potential on the strategic development of organizations in the region;
- IO Protsenko [20] defines logistics potential as a set of factors contributing to the organization's achievement of strategic development goals;
- Gh Pfol [21] considers the potential of the logistics system as a set of material and information flows and pays attention to the importance of economic and management aspects in logistics;
- SA Uvarov logistics costs due to effective management of logistics infrastructure potential reduce means "Logistics infrastructure high The component of the orderly system is the infrastructure of the relevant regional entities and, ultimately, the infrastructure of the national economy."
- OA Freidman [17] presents logistics potential as a set of elements, methods and tools of the logistics system, as well as environmental factors related to its operation, which can effectively influence the strategy of the firm or the region.

2. Potential-logistics system of activity result, his potential:

Gritsenko [22] considers logistics potential as the ability of a developed transport infrastructure to serve multiple international transport links that provide optimal ways of transporting goods and passengers;

- NP Kuznetsova [23] presents logistics potential as the ability to use the results of innovative activity of economic entities of the logistics system of the region. However, the warehouse infrastructure and financial environment are excluded from the list of logistics potential components proposed by the author;
- D. Stock, M. Porter [24, 25] allowed us to look at the broader concept of "logistics potential" from the point of view of the participation of enterprises in the system of regional and interregional relations. Cluster structures, within the framework of which the potential of a company as a tool used to develop a development strategy was examined. ;
- II Poleshchuk [6] drew attention to the fact that logistics potential is evaluated by international experts on the basis of generally accepted indicators, the result of the implementation of logistics tasks in the whole country;

- IV Petenko [26] minimum cost and account province there is resources account the logistics potential of the region as the ability to carry out logistics activities. He drew attention to the fact that the development of the logistics potential of the region can be carried out only after identifying problem areas and taking corrective measures to stabilize them .
The logistics potential of the region is a set of realized, implemented and promising opportunities of the region to create logistics systems and effectively manage material and related flows, which allow to improve the economic status of the region and increase its competitiveness. This definition reflects the main characteristic of the logistics potential of the region - the use of

opportunities provided by the logistics systems of the region. The potential of the logistics system regions economic development influence and interaction of subsystems leading to increase of its competitiveness reflects the property of dependent integrity.

Conclusions and suggestions. Summarizing the above, it should be noted that the integration of processes in the economy leads to the effective implementation of the logistics management concept and determines the need to study its potential.

of the region logistics potential development strategy work exit

of the region and the location of its productive forces.

Assessment of logistics potential, development of international transit corridors, multimodal of transportation economic attractiveness and regional transport is required based on the search for optimal options for the operation of systems. The development of integrated logistics and the strengthening of the logistics market will lead to the redistribution of service tasks to companies that gather the main competences in the field of logistics.

In the future, various logistics development strategies aimed at increasing the competitiveness of regions and qualitatively changing logistics services will be implemented. Prospective directions of logistics development: further formation of the market space for logistics services; to increase the share of logistics at the local, regional, republican level, to introduce new logistics technologies to the business sector, and to form the necessary logistics capacity to reach the international level.

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