



## EVALUATION OF THE EFFICIENCY OF THE USE OF CLUSTERS IN THE BUILDING MATERIALS INDUSTRY

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**Abstract.** *The article describes methods for evaluating the effectiveness of using clusters in the building materials industry. The issues of the development of the institutional environment that improves the work of logistics structures in the organization of clusters are studied.*

**Key words:** *building materials industry, organizational and economic mechanism, technologies, competitiveness, clusters, supply chains.*

In the context of structural changes taking place in the socio-economic processes in Uzbekistan, the rapidly developing building materials industry and the level of development of its individual segments are characterized by the presence of demand for the volume of services created and offered to consumers. The formation of solvent demand in the market for products and services of the construction industry is influenced by various factors that differ from each other in their characteristics and degree of influence. These factors create the formation of real supply and demand in the service market and create a balanced volume of services.

Despite the relevance of identifying and regulating the factors that affect the activity of creating services within the framework of the need to improve the efficiency of management processes in the building materials industry, and despite the existence of a number of studies on this issue, the influencing factors are not limited to features and characteristics and have not been developed in a clear classification. It should be noted that the building materials industry has its own characteristics that differ from other industries and sectors of the national economy. All activities carried out in the field of construction and the addition of new qualities to the created services are aimed at fully satisfying the specific needs of consumers that are emerging in the context of new socio-economic changes. Therefore, it is advisable to consider each factor influencing the development of the construction industry, competitiveness and service quality management, separately and on the basis of specific areas.

In the development of the building materials industry in our country, special attention should be paid to the factor of development of the institutional environment that improves the activities of logistics structures that carry out delivery, storage and transportation, which is considered the most important component of the network. Attention. The role of this factor in the development of enterprises in the building materials industry is considered important, since the activities of institutional structures are strictly regulated by state organizations through a number of legal documents. There are also factors that do not belong to any of these groups of factors and have the ability to influence the process of creating and providing construction services. These are other factors



not related to ongoing changes, uncertainties in the period of creation and delivery, underdevelopment of the infrastructure and technology market.

In general, it is advisable to conduct a SWOT analysis, which helps to identify strengths, weaknesses, opportunities and threats based on the study of factors influencing changes in the construction industry market.

Ensuring the success of industrial clusters in a market economy, determining the necessary and sufficient factors for evaluating activities are among the priorities of the entire cluster concept, very important methodological tasks. At the same time, it should be noted that modern research is mainly aimed at identifying clusters among agglomerations of industrial enterprises, studying their formation and activities. The importance and relevance of such a study shows that the issues of the successful functioning of industrial clusters, determining the conditions for the implementation of this activity, and evaluating activities have not yet been given due attention. At the present stage, the practice of cluster agglomerations mainly requires the collection and formation of theoretical and methodological information at the stages of their successful, stable and initial formation of activities.

Indicators of the successful development of the cluster can be used to assess the performance of the economic cluster and interpreted as indicators of its competitiveness. This conclusion is based on the fact that the high level of competitiveness of individual cluster members and the entire cluster as a whole is the main effective indicator of the cluster organization of production.

The conditions for the successful functioning of industrial clusters, as well as an approach to assessing this activity, including directions for organizing assessment indicators, are considered. A distinctive feature of the proposed approach to assessing the competitiveness of spatial agglomerations of enterprises is that the system of assessment indicators should be created on the basis of effective management of cluster formation - a single integrated approach. To form a competitive cluster formation, it is necessary to effectively manage this system in the short and long term.

To assess the competitiveness of cluster systems, the above-mentioned level of functional, solid, activity and organizational systems is determined separately. You can use the index of integration competitiveness, each of which includes four indicators. In addition, for a comprehensive analysis of cluster competitiveness management in different time intervals, private competitiveness indices were adopted.

A cluster as a system can show high economic performance in the short term and, accordingly, not make efforts for development in the long term. Therefore, the cluster system can use the existing production capacity with absolute capacity, without considering further development. In this case, the private index of competitiveness of the cluster system in the long term may be less than the index of competitiveness in the short term.

In other words, the possibility of choosing various economic values that allow interpreting functional, structural, activity and organizational indicators makes the proposed approach universal for instrumental assessment of the competitiveness of cluster systems. Also, the method allows you to adapt to various conditions of use and, in general, to the properties of the estimated cluster structure.

At the same time, the range of important values used for the economic interpretation of the estimated parameters speeds up the involvement of various sources of statistical data. Thus, it is advisable to use different economic values for a comparative assessment of the competitiveness of individual companies, activities, industrial complexes, industrial and regional clusters. At the same



time, the main condition is the greatest correspondence between the characteristics of economic values and the methodological content of the estimated parameters of the competitiveness of cluster systems.

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