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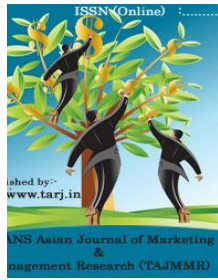
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MEASURING THE IMPACT AND BENEFITS OF THE GLOBAL DEMOGRAPHIC CHANGES ON THE TOURISM INDUSTRY "WITH APPLICATION ON INDIA"

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ABSTRACT

The success of a tourist country would depend heavily on the accurate evaluation of the developments affecting the tourist demand process, among these developments the tourist country must consider, are the continuous demographic changes which are one of the scarcest studies globally and are being dealt with on the current study theoretically and statistically by using the descriptive analytical approach in order to put a clear vision about these significant changes which could be of great importance to the tourist country "INDIA" to make use of its tourist resources and enhance its competitive position in the global tourism market .

KEYWORDS: *Demography, Changes, Tourism, Impact, India*

1 INTRODUCTION

The tourism industry consists of two main parts: the supply side, and the demand side, the first side, the supply, represents that product offered to satisfy the customer's desires, it includes the natural, human resources in addition to the facilities offered to the tourists. The product is a term which takes the meaning of any goods, service or idea through which the needs and desires of the costumers are satisfied, and hence this term is much broader than the term: Goods, which is only a tangible object (Abo Roman&Aldiwa, 2000, P.13). The second side, the demand, includes that demand of those tourists on the product offered within the destination during their visit and even before their departure. A variety of basic changes, including the economic, political, social, cultural and technological development, affected the tourist demand taking into consideration that such a process gets into the core of shaping the tourist consumer. The tourist demand is intense at the present, and this is proved with increasingly higher records of international tourist

arrival. International tourist arrivals (overnight visitors) worldwide increased 6% in 2018 to 1.4 billion, based on data reported by destinations around the world. Given the remarkable growth of international arrivals in recent years, the 1.4 billion mark has been reached two years ahead of UNWTO's long term forecast issued in 2010. Based on current trends, economic prospects and the UNWTO Confidence Index, UNWTO forecasts a growth of 3% to 4% in international tourist arrivals worldwide in 2019, more in line with the historical growth trends (WTO,2019).

India registered a big improvement in the Travel & Tourism Competitiveness Report 2019, by jumping from 40th rank in 2017 to 34th for 2019. The said report was published by the World Economic Forum (WEF), which mentioned that India registered the greatest percentage improvement to its overall score, thereby helping it to become the only lower-middle income country in the top 35. As per the report, Thailand, Brazil and India, which don't fall under high-income economies, but rank in the top 35 in the list stand out in this list because of their combination of the rich natural and cultural resources, and strong price competitiveness (timestravel.2019). India also achieved a remarkable advance in terms of the international tourism visitors in 2018, according to the World Tourism rankings "2018" compiled by the United Nations World Tourism Organization, India received 17.4 million international tourist arrival with an increase of 12.1% over 2017 " 15.5 million".

The demographic changes made a tremendous changes in the world structure at all levels "population ,education ,households, migration.....etc", and there must be great accordance between the offered tourist product and the changing nature of this demographic phenomenon, hence, it seems important to find out what could be offered due to these above-mentioned changes, but before this, there is a big need to reveal the significance of these changes and determine the most important categories so as to offer the proper tourist product depending on them. The study of the phenomenon of " demographic changes" is considered to be one of the scarcest studies globally which needs the adaption of " the analytic approach theoretically and statistically " in facts and figures in order to put a clear vision about them in order to present some useful recommendations which could be of great importance to the tourist country " INDIA" or the other stakeholders as a pillar to make the most of them and reinforce the tourist position within the market.

2 LITERATURE REVIEW:

A few studies have been conducted on the phenomenon of demography and its relation with tourism, not only due to the difficulty of going through into this kind of studies, but also because it requires a lot of time, effort and funding, and also requires the acquisition of many excellent statistical qualifications. These demographic changes has become a focus of attention in tourism research and it has to be stressed that knowing customer demands is essential for planning a target group aligned service (Boksberger et al : 2009) as it has been proved that these demographic changes may contribute to introduce new tourism patterns along with many other factors (Grimm et al :2009). An important survey has been conducted where questions related to the impact of demographic trends on changing the demand for tourism and the available workforce has been set out,(Ian Yoeman et al: 2010) A conducted survey (WTO,ETC:2010) has been achieved through the renowned publication "Demographic Change and Tourism" as a reference for many tourist destinations and the tourism industry to achieve a better

understanding of current and future demographic changes and to anticipate and react upon them in the most competitive way. the impact of different demographic potentials on the tourist economy through the understanding of many demographic indicators like age ,identity, religion was reviewed by (Gjorgievsk:2011). There has been some literatures which discussed the possibilities and limits of today's tourism industry analyses regarding the predicted future travel behavior on the basis of socio- demographic changes (Boksberger et al : 2009). The impact of demographic change on tourism and conclusions for tourism policy has been examined to provide a clear description of demographic change in Germany and selected other nations, which are relevant source markets, as well as to identify interfaces with tourism (Grimm et al :2009). It has been proved through some literatures - by using the most established German tourism survey (Reiseanalyse) which combines the information obtained from statistical data and on demographic trends (quantitative and qualitative) with time series data- that the transfer of socio demographic trends to a future development needs a closer look with no need to over-estimate and the demographic trends affect the future of tourism process along with many other determinants like the trends of the supply process and the consumer behavior in general (Lohmann & Danielsson:2004).

3 General Overview on Global Demographic Changes

3.1 Population Growth and Ageing Changes

Population in the world is currently (2019-2020) 7.7 billion, growing at a rate of around 1.08% per year (down from 1.10% in 2018, 1.12% in 2017 and 1.14% in 2016). The current average population increase is estimated at 82 million people per year. Annual growth rate reached its peak in the late 1960s, when it was at around 2%. The rate of increase has nearly halved since then, and will continue to decline in the coming years. World population will therefore continue to grow in the 21st century, but at a much slower rate compared to the recent past. World population has doubled (100% increase) in 40 years from 1959 (3 billion) to 1999 (6 billion). It is now estimated that the world will increase by another 50% to become 9 billion by 2037. The latest world population projections indicate that world population will increase to reach 10 billion persons in the year 2057 (worldometers,2020).

However, the world's population rate is on a continuous growth, While it was only a billion people in 1800, it rose to 2 billion in 1927, 3 billion in 1960, 4 billion in 1974, 5 billion in 1987, then it continued to increase to reach 6 billion in 1999, and finally reached 7 billion people in 2011, as shown in Table1: (UN,2011).

TABLE 1 GLOBAL POPULATION GROWT

| Year | Population "billion" |
|------|----------------------|
| 1800 | 1 |
| 1927 | 2 |
| 1960 | 3 |
| 1974 | 4 |
| 1987 | 5 |
| 1999 | 6 |
| 2011 | 7 |

Between 2000 and 2050, the proportion of the world's population aged 60 years and older will double, from about 11% to 22%. The absolute number of people aged 60 years and older is projected to increase from 900 million in 2015 to 1.4 billion by 2030, to 2.1 billion by 2050, and to 3.2 billion in 2100 (WHO, 2016). Between 2025 and 2030, life expectancy in Latin America and the Caribbean (LAC) will increase to a projected 80.7 years for women and 74.9 years for men; in Canada and the United States of America, those numbers are projected to be even higher: 83.3 years for women and 79.3 years for men (Pan American Health Organization, 2015). The increase in life expectancy is due to several factors, including a decline in fertility rates and success in reducing fatal childhood diseases, maternal mortality and mortality in older ages (UN, 2013)

3.2 Population location changes

Most population in the world lives in developing countries, and it is noted that the distribution of population around the world is unjust and tends to be crowded in many places with many other places remaining empty.

Asia will remain the main densest region in the world during the twenty-first century, but Africa will also increase in density, as its population will triple, and rise from 1 billion in 2011 to 3.6 billion in 2100, and in 2011, 60 hundred percent of the world's population lived in Asia and 15 percent lived in Africa. Africa's population increases by 2.3 percent annually during the period from 2010 to 2015, a rate that is more than twice the rate of population increase in Asia (1 percent annually). (UN Population Office, 2011).

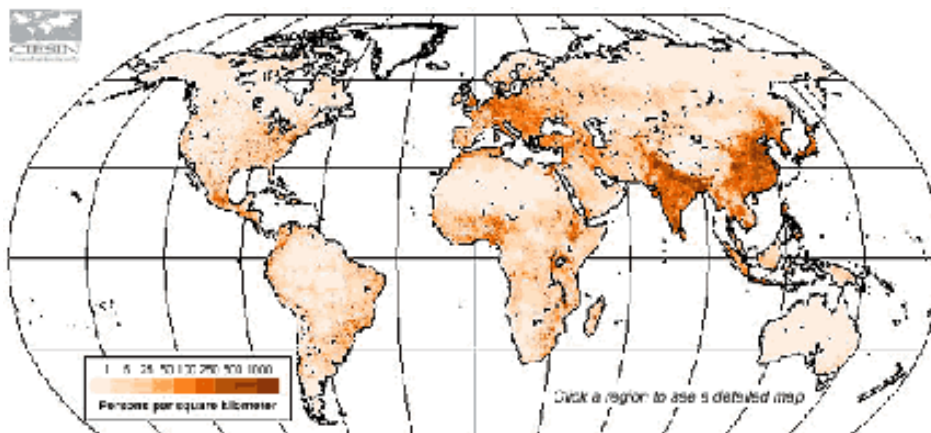


Figure1 Global Population Density. From Columbia University's Center for International Earth Science Information Network.

(<http://sedac.ciesin.columbia.edu/plue/gpw/index.html?main.html&2>)

The movement of people has been characterized in recent decades by the trend of moving from rural areas towards civilian areas within the borders of the state, thus, the growing trend for this movement is to settle in more urbanized societies. This has already happened, as the percentage of urban residents exceeded 50% in 2010, as shown in the table 2: (World Population Prospect, 2009).

TABLE 2 GLOBAL URBAN PERCENTAGE

| Year | Urban Percentage |
|------|------------------|
| 1990 | 43 |
| 1995 | 45 |
| 2000 | 47 |
| 2005 | 49 |
| 2010 | 51 |

3.3 Income level changes

The fall of global income inequality has been a tremendous development. It shows that the gap income between the advanced and developing countries has begun to narrow. While individual efforts represented in trying to work and achieve better through innovation and venturing an enterprise should be rewarded, the level of global inequality is detected by the place of birth and the socio-economic status of parents, making it less likely for poorer people to get opportunities. For example, a brilliant and hard-working person in sub-Saharan Africa will most likely live a much poorer and shorter life than an average European who does not work so hard. A gradual decline in global income inequality shows that those gaps between the two societies in opportunities has become more less, though there is still a big difference on the current situation (Darvas,2018).

The most prominent reshuffle of the global personal incomes since the industrial revolution has been likely achieved during the period between the fall of the Berlin Wall and the Great Recession driven by the big increase in the development rates of populous and the poor or very poor countries in the past such as: China, Indonesia, and India; and also by the stagnation and decline of the economic levels in sub-Saharan Africa and post-communist countries, and also among the poorer individuals in rich countries (Lakner & Milanovic,2014).

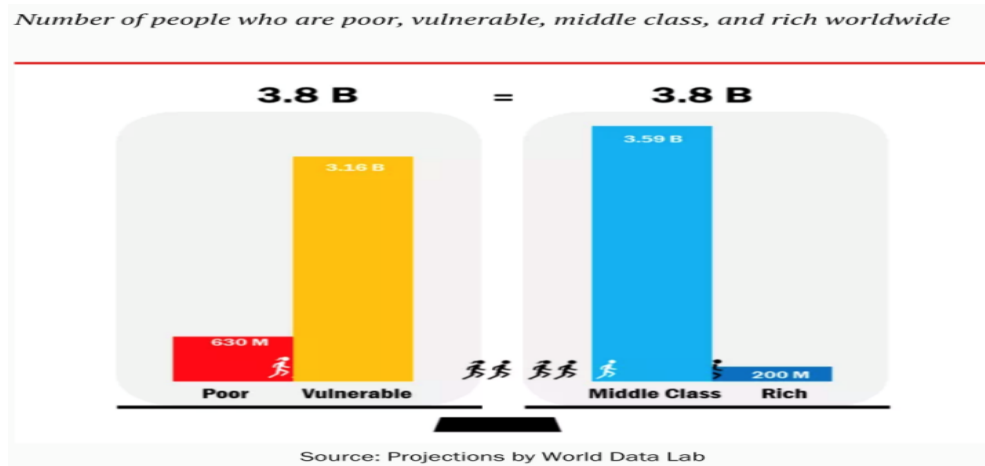


Figure 1 Global Economic Levels. From Projection by World Data Lab (<https://www.weforum.org/agenda/2019/11/the-fourth-industrial-revolution-is-redefining-the-economy-as-we-know-it/>)

Global wealth has grown on an unprecedented scale in the recent period, and this has been accompanied by an increase in the rate of millionaires in the world "especially in countries like Qatar, the United States and Switzerland" . The middle classes achieved a great growth in several parts of the world, especially in Asia.

At the present, more than 50% of the world's populations stay in middle-class households. Wealth levels and rates of middle-class growth differ from place to place. More developed economies like Europe and Japan witnessed a growth in their middle-class markets by 0.5% each year. Emerging economies, namely China and India, have seen an expansion in the middle classes at the rate of 6% per year. Very surprisingly enough, however, the maturity of Asia's middle class, will reach 88% of the world's entire middle class (Roy, 2019).

3.4 Educational level changes

The education sector in various parts of the world has a great role in recent periods in changing the structure and nature of societies and creating several better social and economic opportunities for different generations, especially young people. This has been supported by the widespread and significant development of different technological means like mobile, internet and social media.

As mobile technology goes through its fifth stage and digital connectivity is extremely involved in the daily life, challenges like cost, cultural values, and accessibility to an uncensored internet still on the horizon for many people across the world. Technology changes the relationship between teacher and student where teaching and learning methods have turned away from using traditional ways to a digital experience, e-learning contributes to limit the hours students spend with educators (Angeles, 2019).

The most important indicator to measure the progress of education in any country or region is the average of children not enrolled in "primary education", globally, from 1999 to 2008 the average of children not enrolled in primary school age decreased by 39 million child. With regard to higher education, it is increasing worldwide, in 2008, 65 million students joined it, more than the number of those enrolled In 1999, a large part of this increase occurred in the East Asia and Pacific region, whereas the number of enrollments in China alone increased by more than 20 million. As for the poorer countries, the increase was less in sub-Saharan Africa, South and West Asia, where they did not register during the decade significant increases in the gross enrollment ratios in educational level (UNESCO,2011)

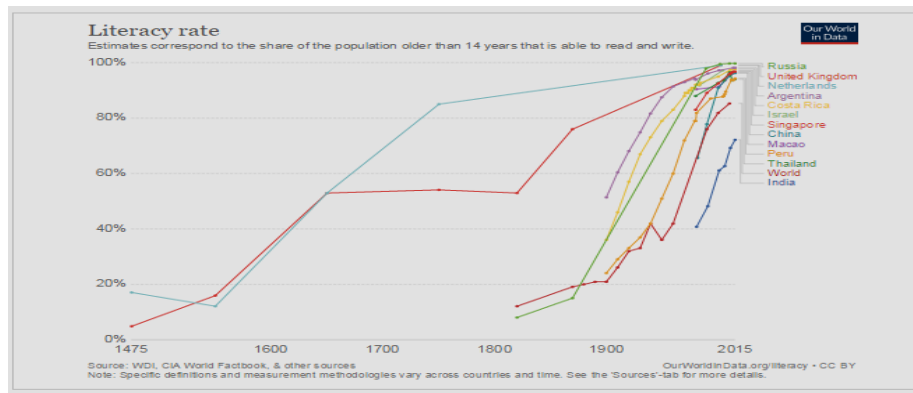


Figure 2 Global education statistics " Literacy rate" an overview. From WDI,CIA World Fact book & other sources(<https://www.upskilled.edu.au/skillstalk/education-statistics-around-the-globe>)

3.5 Health level changes

The level of health worldwide is constantly improving and developing, as indicated by the statistics of the World Health Organization, just as the level of health awareness is constantly increasing. This is due to high spending on health care, according to new data released by UNICEF, the World Bank and the United Nations Population Division, the reduction of child mortalities has been accelerated sharply since 2000. The annual report issued by the Inter-Agency Group of child mortality rate " United Nations" estimates that in 2011 a number of 6.9 million died before reaching the age of five, compared with about 12 million children in 1990(WHO,2011) .

Life expectancy is considered to be a very effective measure to indicate the health conditions of the population. The global life expectancy has been increased drastically on the last century, with unprecedented development in all countries across the world. In fact, recent life expectancy records in developing countries have been particularly important.

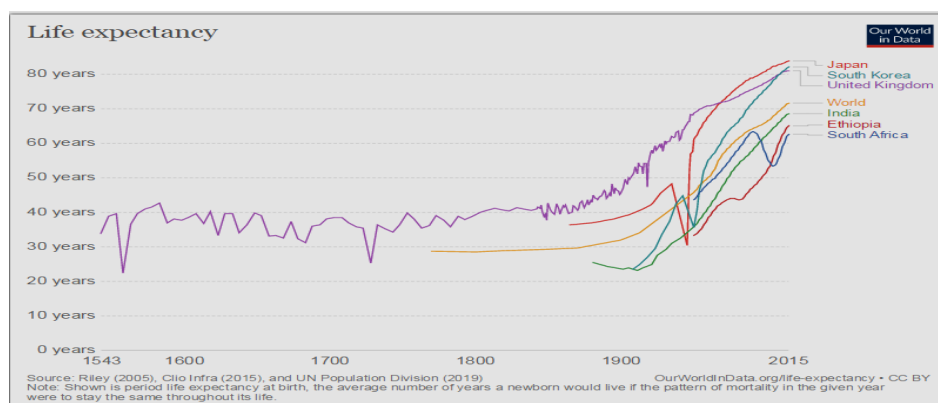


Figure 3 Global Life Expectancy Rates. From Riley(2005),Clio Infra(2015),and UN Population Division(2019) (<https://ourworldindata.org/life-expectancy>)

Figure"4" indicates that the countries -including India- achieved in 1950 a higher life expectancy rate than the year 1800, but with a substantial unequal growth, and this was a result of achieving tremendous improvements in the health conditions around different parts of the world "especially in richer countries like Japan and UK". Whereas in 2012 " as shown in the figure" the life expectancy records made further advances across all countries and the inequality has been reduced in big rates in the developing countries at the same period.

3.6 Immigration level changes

Humans have been in a constant state of movement since ancient times, and there was multiple reasons for this phenomenon including economic, social, religious, cultural, scientific, climatic and tourism reasons. Hence, the movement from one place to another has been a characteristic of human nature from ages. This movement has been increased in modern times after the development of means of communications and transportation, as this period has witnessed an increase in the number of people who live in a place other than the place where they were born. the United Nations statistics show that in 2017 the number of migrants in the world reached 258 million people, which is more than the number recorded in 2000 "173 million people". The statistics have also shown that there has been an increase in the bulk of international migrants equally with that of the global population due to the registration of the refugees (de Haas et al,2019,pp.888-889).

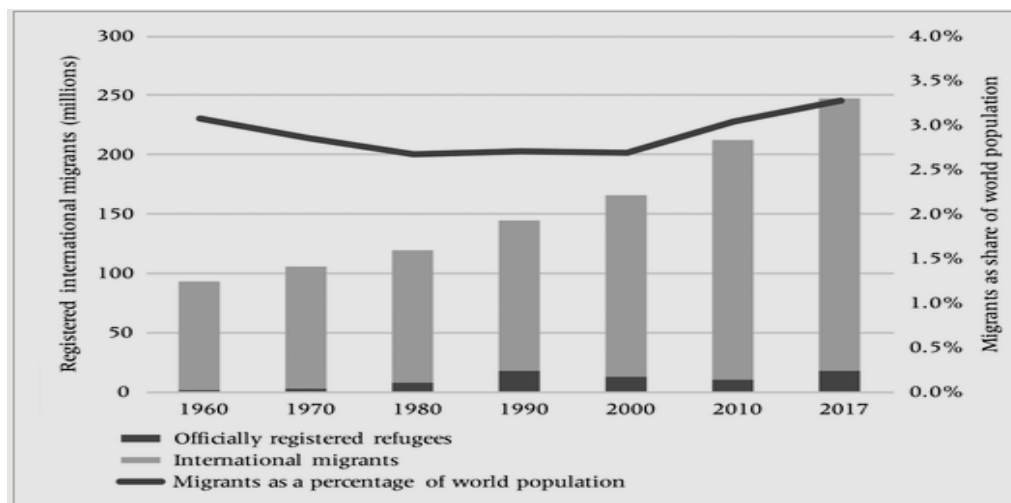


Figure 4 International migrants and registered refugees (1960-2017). From the Global Migrant Origin Database (World Bank) (1960–1980 data) and UN Population Division Trends in International Migrant Stock: The 2017 Revision (1990–2017 data). (<https://onlinelibrary.wiley.com/doi/full/10.1111/padr.12291>)

The migrants characteristics have undergone basic changes in addition to the fact that the main trend of the immigration has become the transformation of Western Europe from a global source to a global destination of migrants. As a result, the education level has been increased globally, and the skillful and talented migrant workers have become a target for the segmented and highly developed markets in the middle and rich countries. Whereas the demand for the

less skillful migrant labor in traditional sectors like: agriculture, construction, catering, and domestic and care work remained the same. (Czaika ,2018,pp.1,19).

4 RESULTS AND DISCUSSIONS:

India is considered to be the land of beauty and wonder, it is a country full of tourist places that cannot be easily mentioned or counted , as it contains many superb cities, towns, villages, picturesque beaches, galleries, fortresses, monasteries, lakes, mosques, palaces, museums, monuments, temples, and wild parks. In addition to that, it is a wonderful destination for making shopping through big malls spread across the country. It is worth saying here that India made its tourist fame through the authenticity of its old history and the possession of many sites that have been listed by UNESCO as a World Heritage Site, among which the most prominent site is Taj Mahal. India has succeeded in promoting its tourism fame through cinema and various dramas that highlight the natural scenic regions, which helped to create a great tourism propaganda for the country. India has a very important strategic location as it is bordered by water from three directions, namely the Arabian Sea to the west, the Indian Ocean to the south, and the Bay of Bengal to the east, so, India has won the title of the sub-continent or the peninsula which enabled it to attract a big deal of the inbound tourists and contributed greatly to enhance the tourism sector in the country.

India has a great opportunity to make the most of all of these above mentioned demographic changes and get much benefit from them as a way to strengthen its tourism position which has been improved in recent years by receiving about 17 million tourists in 2018. An increase of 12.1% compared to the previous year in which India received about 15 million tourists, while it earned an estimated revenues in 2018 of 28 billion dollars. Among the most important of these changes that can positively affect the tourism demand to the Indian state are those population indicators, which are related to global population growth which is increasing steadily, "albeit at lower rates than before". These indicators are of an increased importance for India , especially when it is located in an area of a rapid population growth, according to the latest statistics, the population growth rate in South Asia in 2018 was about 1.2%. Also, the increase in the proportion of the elderly population "especially in the Asian regions surrounding India" due to the large population growth and the increase in health care rates" will also positively affect the rates of tourism demand emanated from these regions for India and help to promote the different and varied tourism activities.

It is also expected that Indian tourism will benefit from the very high population density rates in Asia, especially as it is located to the south of the largest country in the world "China". The number of urban centers in the world in general and in the south and north Asia region in particular due to the economic and social growth and the prosperity of the industrial and technological sectors will also help India to attract and promote many modern patterns of tourism. The big shift in the rates of income per capita and the increase in the global wealth will also help India in promoting the different tourism patterns directed to these groups of people with rich and high incomes "ex: business tourism - special interest tourism". Middle class income rates will also help India to promote travel patterns related to group tourism.

Accelerating educational changes in the world due to the high percentage of school enrollment, different technological developments, will enable India to achieve a big variety of tourism marketing programs to reach the largest possible number of different classes with higher educational and cultural levels. The same thing is applied to global health changes, which are in continuous development in many parts of the world due to the allocation of huge budgets for spending on health care "especially in developed countries" and the improved levels of health awareness, especially after getting access to education and advanced technology, and these changes will contribute heavily to the development of many related tourism products in the country, among which the most important are the therapeutic and medical tourism activities. Finally, migration changes are linked with the presence of segments of consumers belonging to the migrant classes settled in countries other than their home land "India". The tourism patterns associated with this type of changes are mainly confined to visiting relatives & friends' tourism and nostalgic tourism. India would benefit much of this as it has large communities of migrants outside of its borders. It would be crucial for India to monitor and track the most prominent global demographic changes (in particular those changes that have proven to be the most important ones through different indicator) in particular: economic and educational changes that occurred and continue to occur in the future in a manner that stimulates and increases the movement of international tourism demand, and then design tourist programs closely aligned to these global changes, which enable to reach the planned goals set by the marketing experts.

5 Study Methods

The study is mainly quantitative one and is focused on collecting figures and facts which illustrate the present situation of the demographic phenomenon with comparison to the past and at the same time reviews the forecast of this situation in the future" with using the state of India as a case study". The data involves collecting statistics from many international sources and is served -albeit is quantitative one- as a qualitative approach to describe many facts related to the current situation of the above mentioned phenomenon. All these data are summarized through many tables and figures and are obtained from a variety of global reports in addition to a set of some recent references from the tourism literature. The descriptive quantitative approach was used to indicate and establish the relation between the independent and dependent variable through statistics methods mainly used to demonstrate a cause-and-effect relationship between the demographic changes and the effects caused by them "with application on India". The Descriptive Analytical Method is used in order to review all the theoretical ideas and concepts of the study, with using the qualitative and quantitative analysis to get to the most important facts of the study.

6 CONCLUSIONS

- Global demographic changes will limit some of the negative influences related to the characteristics of international tourism demand, of which the most important are sensitivity, inconsistency, seasonality and high flexibility, as this may occur in case those tourist consumers are not greatly attracted to the tourist destination because of some unfavorable events or occasions that may affect tourism activity negatively. For example: these demographic changes will reduce the seasonal problem by increasing the movement of tourists, whether in groups or individuals outside the usual period of the tourist trips. Also,

these changes "namely those educational and economic ones" will increase the level of the awareness of the tourist and lead to the creation of what is called a "frequent visitor" who is willing to repeat the consumption of the tourism products.

- The big positive changes in the global living standards, the higher percentage of technology use and the access to the various internet technologies, especially the mobile Internet, will certainly cause noticeable positive effects on the tourism demand process in terms of high levels of consumption with the diversity of demand patterns. Consequently, this will support the introduction of new patterns of the tourism experiences, which definitely coincides with the emergence of the so-called "modern tourist consumer" and "multi-tasking tourists" where there is the search of everything new and unfamiliar in the world of tourism "forgetting oneself and being totally immersed in the task at hand".
- The health changes "with its both positive and negative aspects" and consequently the associated increase in the average of the ages will support the participation of the elderly in different tourist activities and the activation of different patterns of medical and therapeutic tourism, with the revitalization of those categories related to the cultural and historical tourism which are mostly preferred by the elderly. Also, those changes related to urbanization and moving from the countryside to the city will cause a great spread of the patterns of rural tourism on a way that provides access to natural tourism products due to the complexity of the city life nature.
- Economic changes related to the upsurge and development of the income per capita and the personal awareness, would cause an increase in individual travel forms on the one hand, and those forms of travel associated with making business and participation on the conferences "business tourism" on the other hand, and these changes "especially among the middle classes in the world" would lead to the activation of the group travel patterns and the tour operator trips with big discounts, these trips are expected to grow at unprecedented rates due to the mentioned changes alongside with the large global population growth, which will also lead to the diversity and intensity of the tourism demand process.
- Demographic changes would give rise to the creation and development of new and high standards of tourism services provided due to the upsurge of the living standards and expectations of the tourism consumer as a result of the superiority in living, economic and educational levels, and it is expected that there will be development in tourism marketing programs provided to meet the increase in the demand issue and match them accordingly with the tourism offer, which must be approximately at the same level of the demand.
- There would be a greater role "with the acceleration of the role of socio-demographic and cultural educational changes" for informal communication channels: family - relatives - friends - influence groups, with which people are in contact at work and social life, in affecting the consumer's decision to purchase the tourist product. Thus, there is an indirect role for tourism marketing committees in activating the official communication channels "advertising, and promotion channels" which may be a decisive tool to reach these various groups that affect others and push them to make the purchase decision.

- The most important step the destination "India" should adapt is to monitor and track the most prominent global demographic changes (in particular those changes that have been proved to be the most important ones through study, that is, economic, educational and cultural changes that occur and continue to occur in the coming decades) in a way that stimulates and increases the movement of international tourism demand, with the design of some tourist programs in accordance with the most notable changes recorded in the recent decades.
- With all these benefits generated from these accelerating demographic changes within the tourism market, it appears here the significance of the tourist marketing agencies in India in dealing with the price matters related to the volume of sales and the revenues gained by the tourist establishments, as an unavoidable way to follow with the acceleration of these previous changes in case the tourist establishments try to support and back up its position in the tourist market.

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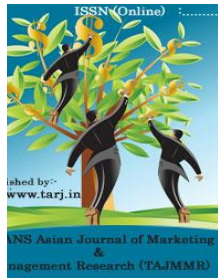
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THE IMPACT OF THE CORONAVIRUS PANDEMIC ON EXPORTS TO THE ECONOMIC GROWTH OF UZBEKISTAN

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ABSTRACT

The article is devoted to the state of the coronavirus pandemic in Uzbekistan, modeling, and forecasting economic growth within the context of the pandemic. Changes within the scale of the coronavirus pandemic and its impact on the economy have been studied on the premise of time series and figure models. The changes within the country's GDP and development rates under the influence of the pandemic, the factors that increase the volume of Uzbek exports are portrayed.

KEYWORDS: *Economic Growth, Coronavirus Pandemic, Model, Correlation, Regression Analysis, Determination Coefficient, Time Series, Regression Analysis, Export, Sales Volume, Volume Of Services.*

INTRODUCTION

This year, the challenge is to anticipate the spread of coronavirus disease, to preserve sustainable socio-economic improvement within the confront of the widespread, which has driven to the limitation of various human movements and the activities of undertakings. 121 From the earliest times when the threat of disease spread to Uzbekistan, the measures taken by the government to secure the population from disease and social protection of the poor helped to diminish the impact of the pandemic and avoid economic impoverishment.

President Mirziyoev's Decree No. 4545454 PF-6038 of March 19, 2020 states that various negative factors affect the economy of Uzbekistan as a result of the spread of coronavirus infection, which, in turn, requires effective preventive measures to mitigate the negative effects of this situation. At the same time, the need to pay special attention to the support and sustainability of rapidly developing sectors of the economy, such as tourism, transport, pharmaceuticals and textiles, was emphasized.

THE MAIN FINDINGS AND RESULTS

As a result of the spread of coronavirus infection in Uzbekistan, various negative factors were identified as a result of the spread of coronavirus infection in Presidential Decree No. PD-5969 of March 19, 2020 "On priority measures to mitigate the negative impact of the coronavirus pandemic and the global crisis on sectors of the economy", PD-5969 of April 3, 2020 "On priority measures to mitigate the negative impact of the coronavirus pandemic and the global crisis on sectors of the economy", "Additional measures to support the population, industries and businesses during the coronavirus pandemic", PD-5978 of April 27, 2020 "On additional measures to support the population and businesses during the coronavirus pandemic", PD-5986 of July 30, 2020 "On social protection and assistance during the coronavirus pandemic on additional measures to provide financial support to the needy ". This, in turn, requires effective preventive measures to mitigate the negative effects of this situation, including the need to pay special attention to supporting and ensuring the sustainability of rapidly developing sectors of the economy, such as tourism, transport, pharmaceuticals and textiles highlighted.

Modeling economic development trends, analyzing the impact of factors and conditions affecting the development of industries, and forecasting the improvement of the industry in the near future is a topical issue, the model of the pandemic, economic development, and send out changes in the country in the event of a pandemic.

ANALYSIS OF THE RELEVANT LITERATURE

Theoretical and practical aspects of modeling and forecasting of economic processes have been studied by many foreign economists, including Allen L. Webster [6, p. 1047], J.R. Amaikuima, L.I.Amakuima [7, pp. 11-17], Barbara Illovsy, Di Anza Kollig [8, pp. 673-704], T .Chorn, Ch.Chainbunsri [9, pp. 1-19], Ch.Chainbunsri, PrasertChaitip [10, pp. 1-8], Damodar N., Gujarati [11, p. 1024], Fransiz X., Diebold [12, p. 371], G.Kaplan, G.L.Violante [13, pp. 167-194] , Studied by Petrevska Exchange [14, pp. 45-55] et al. Among the scientists of the Commonwealth of Independent States: IA Bashmakov [16, pp. 32-63], II Eliseeva [17, p. 346], IA Kiseleva [18, pp. 1-7], V.A. May [19, pp. 5-28], Z.M. Mamaeva [20, p. 72] ,M.A.Morozov, N.S.Morozova [21, pp. 32-36] studied in scientific works.

The issues of modeling and forecasting of socio-economic processes from Uzbek scientists have been studied in the scientific works of R.H. Alimov [15, p. 166], B. Hodiev, T. Shodiev, B. Berkinov [22, p. 175] and others.

RESEARCH METHODOLOGY

The article uses the methods of statistical grouping, econometric modeling, induction, and deduction, logical analysis, the theoretical and methodological premise of which is the general

strategy created in the country for economic growth and development of tourism. The orders of the President of the Republic of Uzbekistan Sh.M.Mirziyoev on anticipation of the spread of the coronavirus widespread, economic growth and trade development within the conditions of the pandemic, support of entrepreneurs, social protection of the populace, and scientific and methodological literature.

The data of the Statistics Committee of the Republic of Uzbekistan was used as a database. The status and outbreak of the coronavirus pandemic in the country were studied on the basis of time series and factor analysis. The model of economic growth and tourist attendance in the country, as well as forecasting after the coronavirus pandemic, was developed on the basis of Microsoft Excel 2013.

ANALYSIS AND RESULTS

The negative impact of the current coronavirus pandemic on the world economy in 2020 is reflected in economic development within the country, a sharp decrease in the improvement of a few sectors of the economy, which are zones of coordinated trade with the population. The decrease in incomes and living standards of the population of Uzbekistan has become more pronounced. In this case, it is important to study the coronavirus epidemic, to analyze its level. We considered it critical to analyze the flare-up of the coronavirus pandemic in our country from March 15 to October 30, 2020.

From March 15 to October 30, 2020, the number of patients diagnosed with coronavirus was 66,705, with an average of 267 cases per day during the past 230 days. Also, the number of patients during this period was developed using the trend equation based on Microsoft Excel, and the incidence of the disease was determined to be consistent with the following model with a coefficient of determination $R^2 = 0.83$:

$$K_t = 129,25 - 79,58t + 13,52t^2 - 0,43t^3 \quad (1);$$

Where: K_t is the number of patients treated at ten-day intervals based on the model, per person;

t - time interval, ten days is taken as a unit.

In preparing the chart, 23 data in the form of aggregate amounts of the 10-day period were used instead of the 230-day data to make the indicator period look more convenient (Figure 1).

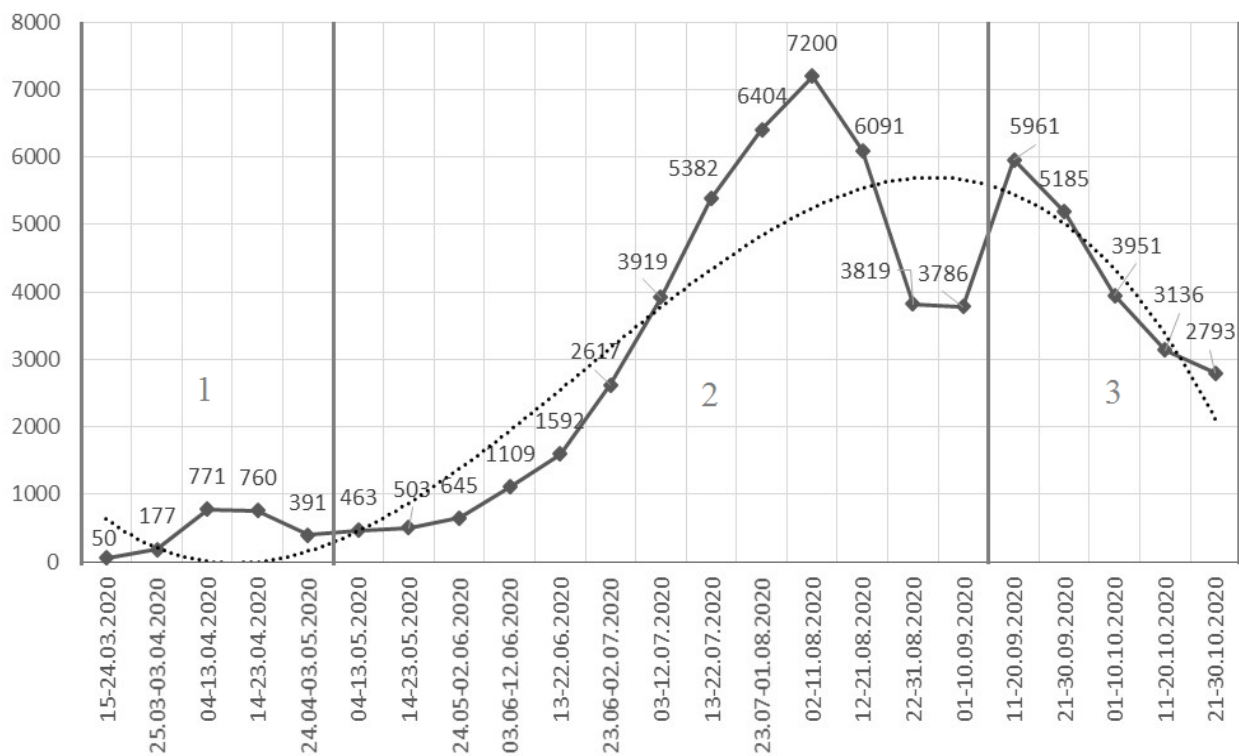


Figure 1. The dynamics of the number of patients with coronavirus disease in the period from March 15 to October 30, 2020, per capita

Source: Prepared on the basis of information from the Ministry of Health of the Republic of Uzbekistan.

The picture data show that the number of patients with the disease has a waveform pattern, and the change in the morbidity rate from March 15 to November 30, 2020 can be divided into periods when three waves are formed:

1. The period from March 15 to May 3, 2020, the highest rate was 04-13.2020 for 10 days from 771 patients;
2. The period from April 4 to September 10, 2020, the highest rate was 0200.08.2020 for 10 days from 7200 patients;
3. The period from August 11 to October 30, 2020, the highest figure was 11-20.2020 for 10 days 5961 patients.

Taking into account that the frequency of coronavirus in our nation corresponds to the model appeared in Formula 1, it is possible to predict a diminish in the rate of coronavirus in the next ten days. 12 By studying the state of the coronavirus pandemic in Uzbekistan, we will study the financial development and current and future development of tourism in our nation in such conditions. The coronavirus pandemic this year has had a negative impact on the positive development of the country's GDP and growth rates in recent a long time (Figure 2).

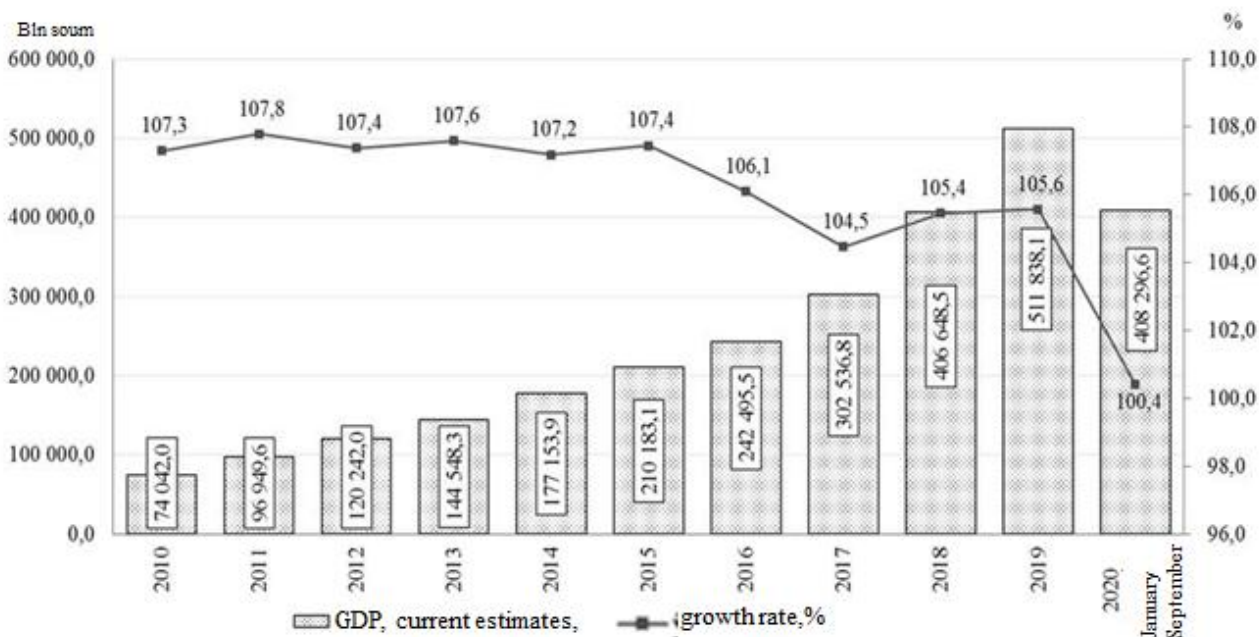


Figure 2. Changes in GDP and GDP growth rates in 2010-2020

Source: Data of the State Statistics Committee of the Republic of Uzbekistan.

The information shows that from 2010 to 2019, the volume of GDP developed quickly in current prices, especially in 2017-2019, due to the increment in inflation in the nation, the nominal GDP increased significantly. In recent years, the normal inflation rate was 14.0-15.0 percent and the GDP deflator was 20.0-25.0 percent, which contributed to the normal GDP growth rate of 105.0 percent. The model of alter within the sum of GDP in current prices in recent years appears that this indicator will grow at higher rates in later years (Table 2).

TABLE 2 MODELS OF GDP CHANGE IN CURRENT PRICES

| Model view | Regression equations | R ² |
|-------------|---|----------------|
| Exponential | $YaIM_t = 62542e^{0,2047t}$ | 0,9947 |
| 2-degree | $YaIM_t = 5262,2t^2 - 13360t + 99552$ | 0,9865 |
| 3-degree | $YaIM_t = 823,35t^3 - 8323t^2 + 49297t + 28908$ | 0,9981 |

Source: Prepared by the researcher in Microsoft Excel based on the data in Figure 2.

The three models have a really near coefficient of determination of 1.0, indicating that the models are precise and have a parabola-shaped curve, and GDP at current prices is expected to develop quickly in the coming years. 5-106.0 percent, the current GDP is estimated at 625.0 trillion soums. Tragically, the coronavirus pandemic has a serious negative impact on the economic development of the country, causing a diminish in economic growth by 5.0% and GDP in current costs by about 100.0 trillion soums.

Over the past five years, the January-September GDP growth rate was the highest in 2016 (6.6 percent) and the lowest in 2017 (104.0 percent). Over the past two years, GDP growth has

averaged 5.8 percent, and in January-September 2020, the impact of the coronavirus pandemic was 5.4 percent year-on-year, down from 100.4 percent.

In a video conference chaired by President Sh.M.Mirziyoev in October 2020 to discuss the results of 9 months and the tasks to be completed by the end of the year, it was acknowledged that the consequences of the coronavirus pandemic had a negative impact on all sectors of the economy.

Due to the backwardness of production in a few industries and regions, the total output of the industry decreased by 2.7%. The assembly focused on the issue of expanding trades through the expansion of production. In 2019, the foreign trade turnover of the Republic of Uzbekistan amounted to 41 billion 751 million US dollars, exports amounted to 17 billion 458.7 million US dollars, imports - 24 billion 292.3 million US dollars. There is a negative balance within the foreign trade turnover of Uzbekistan, and this prepare is growing over the years. Beneath the impact of the widespread, the decay in sends out and a further increment in imports will further increase the negative balance of foreign trade.

CONCLUSION

Study of the coronavirus epidemic, analysis of its level amid the period from Walk 15 to October 30, 2020, in the Republic of Uzbekistan 66,705 people were infected with the disease, or an average of 267 people per day amid this period. Forecast information based on a time-based model of changes in the number of patients with coronavirus during the period considered shows that the incidence rate will drop to a least in the near future. Another positive perspective of the country is that 96.0% of sick patients are cured as a result of care for wiped out patients, provision of quality medical care, short-term treatment.

The coronavirus pandemic has had a negative impact on the economic growth of the Republic of Uzbekistan, the development of some sectors of the economy, which are direct trade with the population, such as declining incomes and declining living standards. Due to the negative impact of the pandemic in January-September 2020, the share of industries in the country's GDP changed compared to the previous year, this year the share of net taxes in GDP decreased by 1.4% compared to last year, industry (1.5%), agriculture (1.1%) the share of products decreased, the production of construction (1.6%) and services (0.7%) increased due to the facilities created for the population, buildings under construction and services provided.

According to the model of time-based changes in the GDP of the Republic of Uzbekistan for 2010-2019, the current forecast of GDP in 2020 at current prices was expected to be 625.0 trillion soums and a growth rate of 106.0%. The pandemic in 2020 led to a decrease in GDP of the Republic of Uzbekistan by 100.0 trillion soums and economic growth by 5.0%.

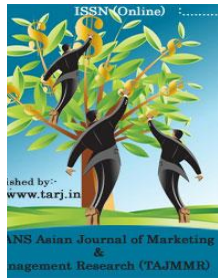
Given that the pandemic of 2020 had a negative impact on economic growth in the Republic of Uzbekistan, it is necessary to develop measures to mitigate the effects of the pandemic in the future. Great attention should be paid to the rapid development of industries, agriculture, industry, which are less likely to be infected with coronavirus in the short term.

In the future, it is possible to increase the volume of exports by focusing on the automation of jobs, the use of robots in the service and manufacturing industries.

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UZBEKISTAN AND EURASIAN ECONOMIC UNION (EOIU)

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ABSTRACT

The article analyzes the development trends of the formation of the Eurasian Economic Union, the integration of the integration union with other countries and integration groups. The relations of the members of the governments of the member states of the Eurasian Economic Union, scientists and experts of international level were studied. The situation with Uzbekistan's activities in international organizations was analyzed, including the negative and positive consequences of joining the World Trade Organization and the Eurasian Economic Union, the protection of national interests and economic security.

KEYWORDS: *Eurasian economic integration, U.S.S.R., Commonwealth of Independent States (CIS), Central Asian Cooperation Organization (CACO), Shanghai Cooperation Organization (SCO), WTO, national interests, economic security, foreign trade, labor migration, tourism, investment, customs.*

INTRODUCTION

Today's conditions of intense globalization require an in-depth study of the current trends in trade and economic relations between the countries of the world - the international division of labor and the effective use of opportunities for specialization. In this regard, the task of continuous improvement of foreign economic policy through the deepening of effective integration into the world community plays an important role in the national economies. In this sense, the effectiveness of the new stage of reforms being carried out in Uzbekistan today depends on the integration into the world economic system, especially the development of trade

and economic relations with neighboring countries. In this regard, the development of trade and economic relations within the CIS within the framework of a single customs union, which is an important manifestation of economic integration, improving its organizational and legal framework, remains one of the most pressing issues today.

MAIN PART

Experts note that in this regard, the Eurasian Economic Union (EEU) is a successful and promising integration project in the territory of the former union. The Eurasian Economic Community, based on the 1995 Agreement on the Customs Union between the Russian Federation and the Republic of Belarus and later uniting Kazakhstan, Kyrgyzstan and Armenia, has attracted the attention of the world community due to its history and development practice.

Eurasian economic integration came with the status of the Eurasian Economic Community in 2001-2014. In the first stage, after the Customs Union between the member states, a single economic space was created. The community initially aimed to comprehensively modernize and cooperate national economies, increase the competitiveness of national economies, improve the living standards of the population of the participating countries and create the conditions for sustainable economic development. From January 1, 2015, a new stage in the life of the community began. Kyrgyzstan and Armenia are members of the Eurasian Economic Union, which was launched by Kazakhstan, Russia and Belarus. As an observer from 2018, Moldova has signed agreements with Vietnam, Iran, China, Cuba and Serbia to establish a free trade zone. Preparations are underway for an agreement with Egypt, Thailand, Mongolia, India and Singapore to join the free trade zone. Fifty countries, including Hungary, Israel, Cambodia, Laos, Pakistan, Peru, the Republic of Korea, Syria, Tunisia, Chile, Japan, and Indonesia, have expressed interest in cooperating with the EEU. Russian President Vladimir Putin has put forward the idea of coordinating the activities of the EEU with regional associations such as ASEAN and SCO, that is, turning it into an "integration of integration." Thus, the possibility of the EEU becoming the core of intercontinental integration is not ruled out. To this end, it is proposed to form a number of transnational or interstate structures to form a single economic space within the EEU.

- Commission on Economy;
- Commission on raw materials;
- Commission on Economic and Scientific-Technical Cooperation;
- Commission on International Financial and Industrial Groups, Joint Ventures;
- International Investment Bank;
- International arbitration;
- Account and currency input commission;
- Commission on Ecology;
- EEU courts.

Some of these commissions are in place. It should be noted that the idea of Eurasian integration was first put forward by the President of the Republic of Kazakhstan Nursultan Nazarbayev. In June 1994, he proposed a project to form a union of Eurasian states. The project was sent to the leaders of the CIS countries. It was then distributed to the UN as an official document and

published in the media. The main essence of the project was to argue that the CIS has not yet reached its full potential, but the composition of its bodies does not allow to fully use the integration potential in the current situation, the experience of previous years requires a new stage of integration. Finally, on September 20, 1994, Almaty hosted an international scientific-practical conference on “Eurasian space: integration potential and its implementation” (Евразийское пространство: интеграционный потенциал и его реализации) N. Nazarbayev and the then Prime Minister of the Russian Federation N. Ryzhkov spoke at the conference, and others spoke in detail about the need for Eurasian integration and the expected results.

In fact, Eurasia entered the scientific literature in the late eighteenth century without a new concept. This idea was later developed in the works of well-known Russian scientists N. Vernadsky and L. Gumelev. In particular, the next author pointed out the role of this space, which is considered to be the largest continent of the globe, in the formation and development of ethnoses. In addition, both the U.S.S.R. and the CIS were involved in this area. It was supposed to be the second full-fledged alliance in the world after the EU. However, not everything is going smoothly in the union. There are also political issues between the member states. The EEU is not a political union. The Treaty of Union does not address issues of national sovereignty. It includes issues of economic cooperation, sovereign equality, consideration of the national interests of member states, equality.

Within the framework of the EEU, the free movement of goods, services, capital and labor has been agreed upon or coordinated in a single policy in sectors of the economy, such as the fuel and energy sector.

It was agreed to move to a single rule of technical regulation of veterinary and phytosanitary safety, the movement of products across the territory of the Member States on a single demand and on equal terms.

It was established that citizens of the integrated countries can work in the member state of their choice without permission, using the document on education without the procedure of recognition. On May 6, 2017, the single market for medicines and medical devices will be launched, from 2019 the transition to a single electricity market will begin, and from 2025 the single market for oil and petroleum products will be launched. The Supreme Eurasian Economic Council (Heads of State), the Eurasian Intergovernmental Council (Heads of Government) and the Eurasian Economic Commission operate on a regular basis.

RESULTS AND DISCUSSIONS

As an independent state, Uzbekistan actively participates in several international economic integration associations and unions. In 2019, he became a full member of the Council of Turkic Speaking States. He worked on an agreement on enhanced cooperation with the European Union. However, membership in any international association or association did not cause as much controversy as non-entry into Eurasian economic integration. There are those who demanded a nationwide referendum on this. Emotions about it were especially strong last year. While some believed that joining the EEU was not without benefits, others declared it a threat to political independence. But there are no balanced, well-thought-out calculations on either side. A working group has also been set up to study the issue of joining the union. True, with accession to a

regional organization, a nation-state may lose some of its powers. However, it is also possible to take advantage of integration opportunities, synergistic effects. Which one do you prefer?

Admittedly, I also used to say, "Eurasia has the CIS, the CIS, the SCO, the OIC. Moreover, the Eurasian Economic Community. Isn't there so many platforms in one space that the Eurasian Union doesn't deny the CIS? Will the relations between the independent states weaken within its framework?"

Perhaps not only sticking to horizontal integration, but also vertical integration (participation in transnational corporations) should not be overlooked. The EU, which has gone through decades of development, has also taken its first steps in coal and steel integration!

The CIS was established to develop comprehensive economic cooperation in the post-Soviet space. Its main goal was to strengthen the traditional bilateral and multilateral economic ties between member countries. Furthermore, in a market economy, the wider the economic space for the free movement of labor, capital, goods and services, the better. It is so harmful if their paths are blocked by various alliances. After all, why in one union some countries may have customs tariffs and other benefits, while others should be an exception. That was all there was to it. Now the situation has completely changed.

New aspects of economic integration are opening up. One does not interfere with the other. However, Alisher Kadyrov, a spokesman for a political party in Uzbekistan, described the EEU as "more strictly a second U.S.S.R., an alliance in the name of which economic and political goals are hidden."¹ True, he soon softened his sharp mind a little. The opposition has always taken a radical approach to the issue of non-accession to the EEU: membership in the EEU "means the end of political independence," "this action will be the beginning of the disappearance of Uzbekistan as an independent state," "any economic ties between states are instruments of political communication."²

Political scientist Aziza Umarova is no exception. He called the entry into the EEU "Hello Soviet Union."³

In fact, equating EEU with the U.S.S.R. belonged to another figure. In 2012, then-US Secretary of State Hillary Clinton equated the Eurasian Union with the restoration of the U.S.S.R. and called on her government to oppose the integration process on the territory of the former U.S.S.R.

Sherzod Eraliev, a researcher at the University of Helsinki, wrote in an article entitled "Membership in the EEU is about making life easier for migrants: the real thing." It is said that if Uzbekistan also becomes a member, 2 mln. 700,000 migrants can engage in informal activities without a patent.⁴ But can this be a sufficient argument for joining or not joining an alliance, not of course.

According to Alisher Umriddinov, a researcher at the University of Nagoya (Japan), membership in the union has the following advantages: a large market, reduced notarial barriers, favorable conditions for migrant workers, rules-based international relations, expanded opportunities to participate in the EEU. While the next two directions are more abstract, the above three directions are concrete and effective mechanisms. His opinion on labor migration completely

refutes the argument of Sh. Eraliev. A.Umriddinov sees the disadvantages of joining the union, protectionist barriers, the weakness of the union as an organizational structure, the supremacy of political will over agreed rules, the restriction of sovereign rights on foreign duties, the underdevelopment of Russia, which established the EEU. Apparently, these arguments are more general, with consequences that are likely to occur in the future.

Based on these arguments, it is an alternative way for Uzbekistan to conclude a free trade agreement with the EEU and Vietnam, deepen existing free trade agreements with the EEU countries, strengthen economic cooperation within the SCO, focus on free trade cooperation between the CIS countries and the EU and WTO. suggests speeding up negotiations.

Sodiq Safaev, the first deputy speaker of the upper house of the Uzbek parliament, is cautious about the cross-border issue, saying he would not sign any agreement that would harm Uzbekistan's national interests.⁵

At the same time, the Center for Economic Research and Reforms under the Presidential Administration of the Republic of Uzbekistan put forward a much deeper and clearer picture on the analysis of the consequences of Uzbekistan's membership in the EEU. According to the center, "Uzbekistan's membership in the EEU can remove barriers to the entry of national products into the markets of the Union countries and significantly reduce export-related costs for exporters. The expansion of the union and the establishment of free trade zones with other countries will help Uzbek exports to enter the markets of these countries. It will also benefit Uzbek business, create more opportunities for labor migrants, apply a common customs definition, modernize the country's industry, increase exports of horticulture and processed agricultural products, eliminate unnecessary demand and barriers, and expand logistics and transportation opportunities.

Excessive politicization of EEU membership blinds the eye to economic expediency, distances it from world experience, and diverts it from the main path. According to the opposition, the Eurasian economic space is mainly driven by Russia's political interests. It has been argued that integration will once again establish its dominance. What, is there no Russia in the CIS? To whom in the CIS does Russia pass its judgment and will? There is no political goal in the CIS. Not even in the SCO. Not even in the OIC. There are no political goals and games in regionalized countries around the world (NAFTA, ASEAN, etc.). Only in the EEU is there a policy, not just there, but superior. Where is the logic?

CONCLUSION

70% of Uzbekistan's foreign trade and 90% of external labor migration are accounted for by the EEU member states. Isn't that enough argument to be a member of it? Agar EEU 182 mln. people with a gross domestic product of 2.2 trillion. given that the dollar is also a large market, the issue becomes even clearer. All calculations in this regard will be in favor of the EEU. Full and effective use of all opportunities in regional integration is a key issue. But there is another situation. Each international economic organization must include one or two countries with great power and great resource potential, and it must unite capital, financial and technological forces around it. For example, in NAFTA, the U.S. dominates the technology market, Mexico supplies

labor and Canada supplies raw materials. If Germany plays a leading role in the EU, Japan will play such a role in ASEAN. Is there a state with such a role and importance in the EEU? Can Russia play this role? Wouldn't this international organization be an amorphous, difficult to manage, limited to offering only recommendations? Won't a second CACO emerge? This will require a close study of the practice and experience of other international associations.

In order to protect national interests and ensure economic security in the accession of Uzbekistan to the EEU, it is desirable to achieve the following:

- obtaining the status of a country with the most favorable regime in trade with other members of the EEU;
- expanding access to the markets of developed countries through the abolition of tariff and non-tariff barriers;
- prevention of discrimination in trade relations;
- creation of a favorable business environment for increasing the inflow of foreign investment into the economy of the republic, striving to take a worthy place in the international capital market;
- Resolving possible disagreements and disputes with trading partners using international and EOII legal norms, mechanisms and rules;
- Achieving further reduction of the tax burden on the economy;
- Ensuring the stability of the national currency;
- Continuation of liberalization of the banking system and economic activity;
- reduction of the state share in the economy to a reasonable and acceptable level;
- Achieving a strong position of the national economy in the world economic system, increasing the competitiveness of national products in the world market.

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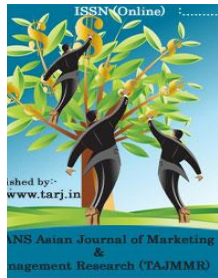
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THE IMPACT OF STRUCTURAL CHANGES IN SMALL BUSINESS IN THE REPUBLIC OF UZBEKISTAN ON PRODUCTION

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ABSTRACT

The article analyzes the impact of structural changes in the small business of the Republic of Uzbekistan on production and makes recommendations for further development of small business and private entrepreneurship in the country.

KEYWORDS: *Small Business, Entrepreneurship, Structural Change, Production, Employment, Diversification, Modernization, Development.*

INTRODUCTION

LITERATURE REVIEW

Foreign Scientists on Structural Changes in Small Business and Private Entrepreneurship A. Smith, J.B. Say, R. Cantilon, A. Marshall, J.B. Clark, Y. Schumpeter, J. Keynes, S. Arzeni, A.D. Artemenko, M.I. Balalanov, E.P. Golubkov, V.G. Efimova, L. Chorniy, N. Baldich, O.A. Anya, B.F. Hoselits, M. Harris, R.M. Hodgets, R.M. Reinek, N.L. Samuel, X. Diao, J. Kveka, M.M. Milan, J.P. Pelegrin U.Venesar, Z.A. Joseph, D.Battasali, S.N. Nicolas, F. Kotler, J. Lamben, D. Daniels, J. Sanders, G. Armsrong and others¹.

S. Gulamov, A.T.Yusupov, T.Sh.Shodiev, Y.A.Abdullaev, B.B.Berkinov, M.S. Kosimova, M.R. Boltabaev, B.K. Goyibnazarov, Sh.J. Ergashhodzhaeva, A.N. Samadov, R.Khodjaev and Sh. Yuldashev, Modeling and Forecasting Small Business Development Trends B. Khodiev, SK .Salaev and B.T. Salimov have been studied and studied in detail. Improvement of economic mechanisms of state regulation of small business by U. Gafurov, macroeconomic analysis, modeling and forecasting of firms and networks in N.M. Makhmudov and other scientists' research, development of entrepreneurship in the regions of D.S. Almatova ways to activate

investment attraction. Kh.P.Abulkasimov, I.A. Bakieva, N.K. Murodova, G.K. Abdurahmonova, K.Mufaiddinov and A.A. Kulmatov have been working on the socio-economic problems of small business and private entrepreneurship development.

RESEARCH METHODOLOGY

The study demonstrates the interrelationship of theoretical and practical knowledge based on the author's suggestions and recommendations on the impact of selected indicators on the production of structural changes in small business and private entrepreneurship.

In the context of rapid socio-economic reforms in the Republic of Uzbekistan, special attention is paid to the implementation of structural changes based on the innovative development of enterprises, in particular, the introduction of innovations in small business and private entrepreneurship. In particular, in the "Action Strategy for the five priority areas of further development of the Republic of Uzbekistan in 2017-2021" "deepening structural changes, increasing its competitiveness through modernization and diversification of key sectors of the national economy: industry, small business and increasing the share of private entrepreneurship". Fulfillment of these tasks requires the acceleration of work on the development of small business and private entrepreneurship on the basis of structural changes and increase its efficiency.

In the current context of structural changes in the Republic of Uzbekistan, special attention is paid to the development of small business and private entrepreneurship, based on the laws and principles that reflect the development of private property. In the first years of independence, entrepreneurship developed mainly in the service sector. It should be noted that the number of trade and catering enterprises and the number of employees is growing rapidly.

Some of these enterprises, especially the ones with favorable economic and geographical location, have retained their position to this day. Some of them, such as high-speed transport routes, industrial cities and suburbs, and a large number of small commercial and catering enterprises, in a short period of time fell into a state of crisis and even had to cease operations.

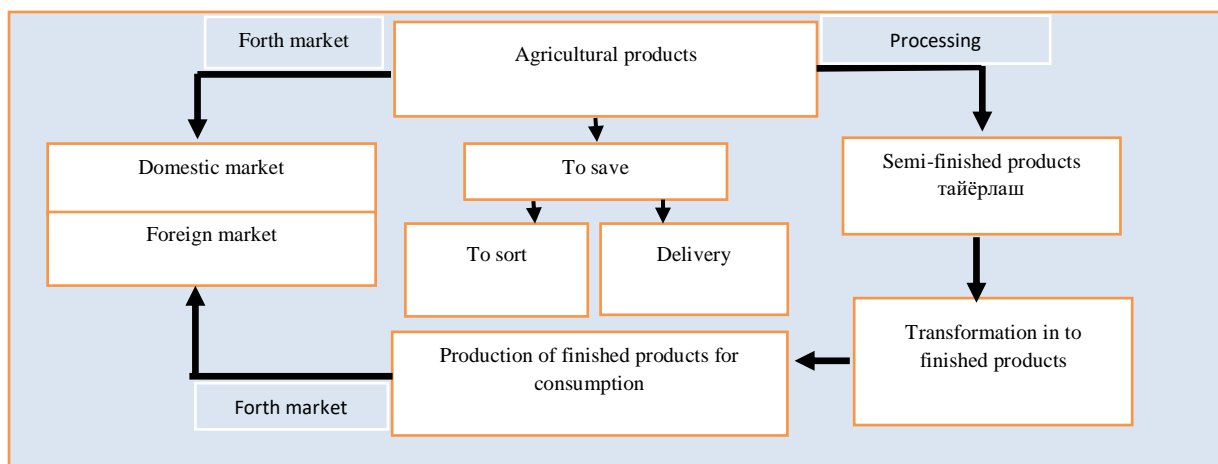
On the basis of structural changes, first of all, great attention was paid to the development of industry and agriculture, as well as the processing of agricultural products. In recent years, in a number of developing countries on the basis of a modern market economy, there is a process of implementation of many of the previous tasks performed by giant enterprises by mobile, ie compact, small enterprises. It is for these reasons that the number of large industrial enterprises is declining and the number of small enterprises is growing rapidly. This process is based on the dynamic, dynamic, innovative growth of the market economy, the demand in the market, the organization of small business and private entrepreneurship, which is rapidly adapting to its changes.

At present, great attention is paid to the development of small business and private entrepreneurship in our country. This is important in the context of diversification and modernization based on structural change. At the same time, first of all, it is necessary to understand the essence of this industry.

Since the early days of independence, due to the structural transformation and diversification of the economy, new industries are being established. In particular, the high-tech food industry and

small business and private entrepreneurship covering various sectors and industries were formed during the years of independence and today have become one of the leading sectors of our economy. This is reflected in the systemic measures taken to fill domestic and foreign markets with quality products, modernize production, launch new capacities.

In the process of structural changes in the economy, the improvement of the production of existing enterprises leads to the formation of new enterprises that produce new products, increase the range of services. If we observe this situation only in the agricultural sector, it is possible to express the effect of structural changes through the movement of cultivated products.



Picture. The effect of structural change on production

This picture shows that the creation of a number of new types of production through the cultivation of a single agricultural product on the basis of structural changes and, most importantly, the increase in employment and income of the population will have an impact on the diversification of products.

Changes in the structure and future development of any production, as well as increasing the efficiency of production of new products, first of all, it is necessary to properly organize and manage it, and to pay attention to the decisions made. The exact solution of the chain of various questions and problems that arise in the new production process in the enterprise, of course, depends on various internal and external factors. In this context, the development of new products and services includes technical, social, economic, marketing and legal functions.

In the process of further liberalization and deepening of economic reforms in our country, the development of small business and private entrepreneurship on the basis of structural changes is of great importance. The reason for this is:

- is the basis of the state economy, along with small business and private entrepreneurship;
- The well-being of the country largely depends on the results of small business and private entrepreneurship, timely and prompt attention to demand, the ability to produce the necessary and quality products;

- In the period of gradual transition to a market economy, small business and private entrepreneurship are the locomotive that creates favorable conditions for the development of a market economy.

CONCLUSION AND SUGGESTIONS

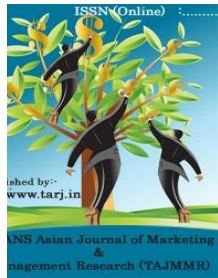
In short, it is important to ensure the rapid and balanced development of our economy, deep structural reforms, continue to modernize and diversify the leading sectors of the economy, create a more favorable investment and business environment for business, produce high value-added technological, competitive products. reaches In addition, the development of export-oriented industries based on the deep processing of existing natural resources of the country and the use of other competitive advantages of our economy are strategic priorities for the modern development of Uzbekistan.

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“FACTOR EFFECT THE CUSTOMER BUYING BEHAVIOUR BY INFLUENCE OF PACKAGING AND LABELING OF PRODUCT”

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ABSTRACT

The Purpose of this paper study investigates the impact of packaging and labelling on customer buying behaviour. It's also of different factor such as Packing Color, Background Image, Packaging Material, Design of wrapper to impact of packaging and labelling on customer buying behaviour. The data were accumulated from 100 customers buying behaviour. The packaging elements represent a good means of marketing communications towards consumers because consumers value the elements that are embodied on the package colour as well as other packaging elements makes the marketing attractive, as well as differentiating it from other products. the importance of having loyal customers, because loyal customers tend to buy more frequently, and are less likely to be influenced by competitor's promotion and communication strategies. Its content, its usage, etc. From the empirical evidence, the information on packaging represents an important component and it can support marketing communication strategies of companies, establishes brand image and identity the product and facilitates the decision process during purchasing consumer behaviour during the buying process.

KEYWORDS: *Packing Color, Background Image, Packaging Material, Design Of Wrapper, Printed Information, And Consumer Behaviour.*

INTRODUCTION

In this line, Keller (2008) states that consumers are exposed to more than 20,000 product choices within a half an hour shopping session. The primary purpose of packaging is to safeguard the product, however, packaging will be utilized by firms as an associate instrument for promoting

their promoting supply, and for enhancing their sales. Good packaging helps to identify and differentiate products to the customers. The packaging is used for easy delivery and safety purpose. Companies should perceive what influences consumers in their shopper buying method. they have to additionally perceive what factors influence the buying behaviour and what's the role of the packaging parts toward the buying decision method of shoppers during their purchase decision. marketing research helps corporations to form the 'right' packaging for a product, besides, because the packaging components that may be of importance to consumer's sales.

According to Alvarez and Casielles (2005), Companies will use this understanding in a very strategic manner to supply the correct product and services to the correct customer at the correct time. Customers reply to packaging supported previous data, learned reactions and individual preferences (Aaker 2010).

The consumer shopping for behaviour depends on the packaging and its options. Packaging components like Packaging colour. (Mr. Mitul M. Deliya & Mr. Bhavesh J. Parmar, 2012) Therefore package performs a very important role in promoting communications, particularly within the purpose of sale and will be treated together of the foremost necessary factors influencing consumer's purchase choices.

LITERATURE REVIEW:-

The buying behaviour of customers like packaging colour, packaging material, style of the wrapper, written data, whole and image, innovation and usefulness are influence shoppers. Colours employed in the packaging will facilitate draw shopper attention. The colour of the packaging is very important as a result of it utilized by corporations to differentiate its product from alternative competitors. Therefore, colours play a vital role in a very potential customer's decision-making method. Corporations use different colours for emphasizing a special mood, like; black is used for power, blue for trust, red for energy, green for balance or organic and fresh. Colour is an important component of packaging as a result of consumers expect specific an exact precise a definite an explicit kind of colour for a particular product (Keller, 2009). Totally different completely different } colours conjointly symbolize different meanings to customers. For instance, orange, yellow, purple have different meanings per consumer perception and culture. According to Singh (2006).

According to Charles W. Lamb et al., (2011), in their book "Essentials of Marketing" suppose that packaging has four distinct promoting functions. It contains and protects the product. It promotes the product. It helps customers use the product and at last, packaging facilitates recycling and reduces environmental harm. Therefore, the packaging will quite simply protective of the company's products. It additionally helps in developing the image of the product in the consumer mind. So, failing to concentrate on the planning of the packaging will decrease the possibilities of being visible and attractive, which might result in exploitation sales. Labelling provides info concerning the product types, product ingredients, and product information. customers once creating their mind whether or not get to shop for or to not buy a product they're guided not simply by the style, however additionally another extrinsic factor-like complete awareness, labelling, price, and origin. According to Morris, J (1997) product labels facilitate the buyer to differentiate a product a lot of simply. Labelling helps customers pay less time required

whereas looking for products that are set to be bought by them. Customers under time pressure their selections are influenced once when the packaging comes with a distinctive appearance that contains easy and correct info (Silayoi, and Speece, 2004).,(Coulson, N.S., 2000).

The material utilized in packaging is a very important element that prevents the product from any damage or loss. it's more likely that high-quality material might attract customers quite low-quality material. So, packaging material features a strong impact on buying behaviour. According to Smith and Taylor (2004), customers link the packaging material is associated with customers with sure the essential values of the product. Additionally, consumer perceptions regarding certain materials could change the perceived quality of a product (Smith and Taylor, 2004). Hollywood et al., (2013). They tried to search out the impact of the three packaging materials, glass, plastic, and cardboard. Study agreed that the utilization of plastic containers was better than cardboard and glass packaging. Ulrich R. Orth (2009) Packaging is used for the identification of the product. Play a crucial role in attracting the buyer. Children are likely more sensitive within the case of wrapper design. Therefore the company should make a wrapper design which attracts youngsters also. Also as combinations of various materials, can encourage consumers to notice and touch our product, thereby inspiring them to undertake and eventually buy the product. Printed information contains all the data associated with the product quality, price, description which help to identify the brand. Consistent with Shah et al., (2013) there's a giant consent among many scholars and practitioners about the importance of brand name image with products. differentiate their preferred brands, facilitating buying, giving positive feelings, and providing a basis for product extensions which create value to consumers by helping to process information; (Aaker, 1991). Moreover, brand image is often defined as a novel bundle of associations within the minds of target customers.

According to Goldberg (1999), the image on the product is important because it increases the attention and familiarity thereupon given product. The background image is the image within the mind of the customer which helps to identify the brand of the product from different brands. Brand image refers to the framing of memory about a brand, which contains the results of interpretation by the consumer to the messages, attributes, benefits and advantages of the merchandise. consistent with Aaker (1991), (Mowen and Minor, 2001). Bringing innovation within the packaging design also increase the worth of the merchandise within the consumer mind. Packaging and Labeling can attract consumer behaviour but practically is equally important. Innovative packaging may very well add value to the goods if it meets consumer needs. But its practicality is additionally vital for creating the added value, like easily opening, easily stored, recyclable, etc (Wijaya, B. S., 2013), facilitating buying, giving positive feelings, and providing a basis for product extensions which create value to consumers by helping to process information; (Aaker, 1991). Moreover, brand image is often defined as a novel bundle of associations within the minds of target customers.

Objectives of the Study:-

This paper tries to analyze and find out the most important elements of packaging that influence the buying decision process. Thus, the paper will try:

- To find out the behavior decision toward their packaging.
- To check the effect of elements which is using for packaging material and their labeling on the buying behavior.
- To measure the relative impact of each element that effect on the consumer buying decision.

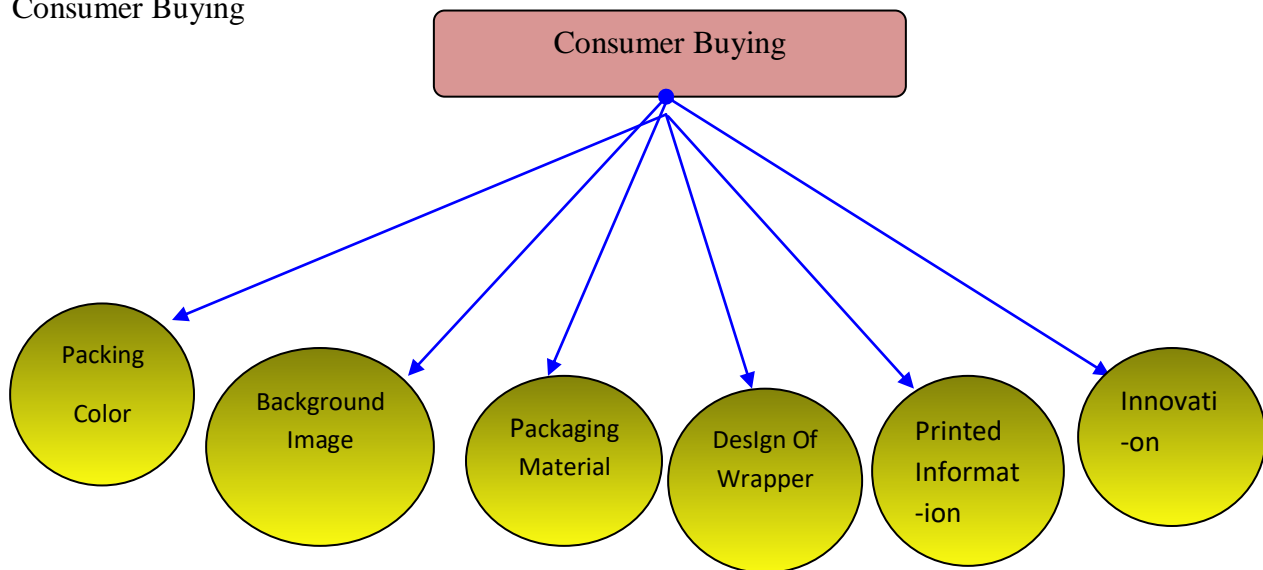
Scope Of Study:- The scope of the study is basically to identify the consumer behavior of preference that factors which about the packing color, background image, packaging material, font style, Design of wrapper and printed information towards Impact of packaging and labeling on customer buying behavior.

Rationale: - The study is conducted for the knowing the Perception of customer's while they are going for purchasing the product what type of Factor will affect on their buying perception.

The Study

The study is causal in nature. Causal research is conducted as experiments defined as calculating in the dependent variable to see how it affects a dependent variable also controlling the effects of the extra extraneous variable. In causal research, the main method is an experiment. It uses to understand which variables are causes (independent variable) and which variables are the effects (dependent variable).

Consumer Buying



METHODOLOGY

This study used different methods, and methodology explains the process of research, design, methods of data collection, sample selection, and ways of analyzing the data. Research is an intensive activity that is based on the work of others and generating new ideas to pursue new questions and answers. The main purpose of this paper was to identify the role and the impact of the packaging elements on the consumer buying behavior. The buyer behavior of consumers is a dependent variable that is influenced by the independent variables used in the study. The paper used both types of data, primary and secondary. The primary data was

collected through a structured questionnaire. Whereas, secondary data was collected from books, textbooks, online articles, journals, etc.

This study collected data from respondents using a structured questionnaire in order to find out the packaging elements that have an impact on the buying behavior of customers. The statistical tools SPSS and Excel were used for data analysis.

Sampling Design: Following sample, design is proposed to employ for this research study:

- a) **Population:** All individuals who visit the showrooms, malls, and another place for purchasing goods and services (not necessarily for online) will be the population of this study. The population will be from Bhopal region only.
- b) **Sampling Frame:** Those who have purchased goods will be either packaging material, labeling and design of wrapper transaction will only be selected for the recording of their responses.
- c) **Sample Size:** Researcher will attempt to get the responses from 99 respondents.
- d) **Sample Methods:** Snowball sampling of the non-probability sampling techniques will be utilized for the data collection.

Tool for Data Collection:

A well-structured questionnaire will be developed. This will be questionnaire based on five points Likert-type scale, where 1 means strongly disagree and 5 means strongly agree.

Tools for data Analysis

The SPSS software will do all the analysis. Following are the statistical tools which would be employed for different empirical analysis:

- **Reliability** is the validity of check the test result that determined through Cranach's Alfa by SPSS.
- **Regression:** Regression is a Statistical measurement tool used for determining the relationship between the two variables. The first variable is Dependent variable and a series of other changing variable known as an independent variable.
- **Exploratory Factor Analysis (EFA)** it is working on the multivariate statistical method use to uncover the underlying structure of the large set of variable also it the technique within a factor analysis.

Proposed outcome of the study: Most of the researchers examined the relationship between of different variation such as the social influence of buying for their packing color, background image, font style and design of wrapper also affects due to buying behavior, etc.

Implications of Study:

As learned in the studies of the previous researches that are being done by various people in the different years on different variables such as **packing color, background image, packaging material, font style, Design of wrapper and printed information**, etc. Apart

from this, facilitating condition also affects the behavior of the consumer willingness to pay more.

Later on, it has also been found that there is a huge difference in the perception and decision for buying a product. It is due to the different types of product labeling.

DATA PRESENTATION AND ANALYSIS

This chapter includes a systematic presentation of data obtained from the survey about the role and impact of the packaging effect on consumer buying process.

Descriptive statistics

A structured questionnaire was sent to 200 respondents, but 100 responded it. Thus, the respondents' rate is about 50%.

Demographic Profile

The answerer of the questionnaire with respect to gender, whereas 66% of male respondent and 34% of female respondent.

TABLE:-(A)

| Gender | No. of Respondent |
|--------|-------------------|
| Male | 66 |
| Female | 34 |

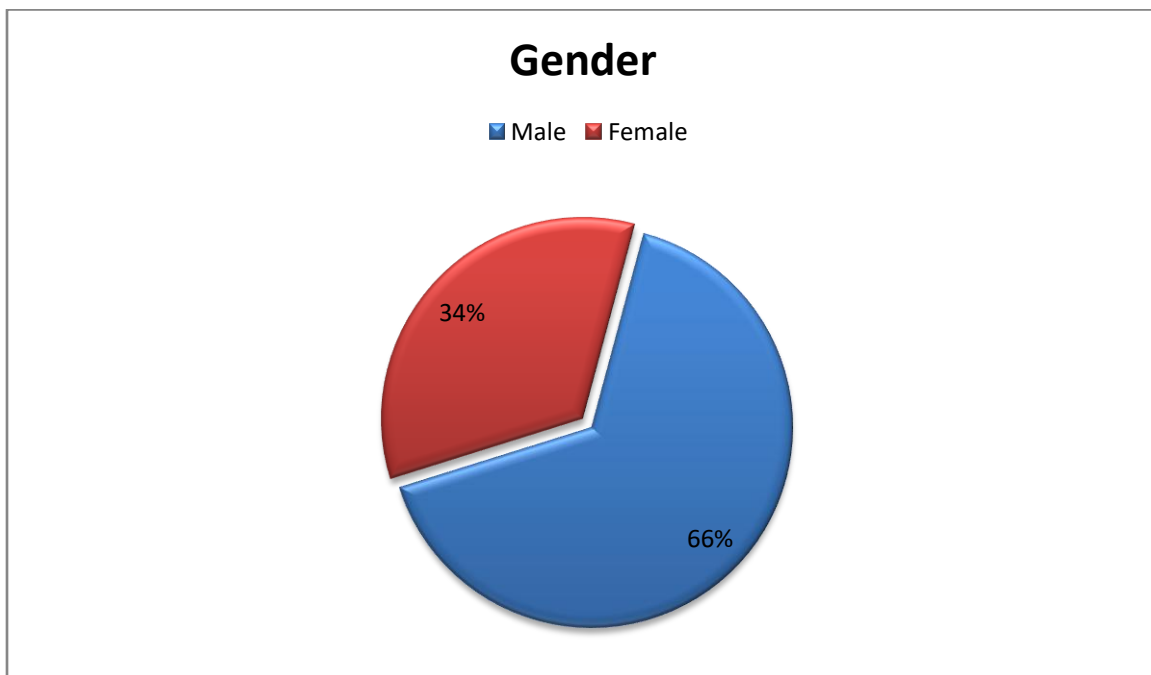


Figure (a) Graphical representation of Gender Respondent

The respondent of the questionnaire with respect to age, whereas 2% of respondent lies at Below 18 age, 71% respondent lies at 18-28, 17% respondent lies at 28-35, and 10% respondent of Above 35.

TABLE:(B)

| Age | No. of respondent |
|----------|-------------------|
| Below 18 | 2 |
| 18-28 | 71 |
| 28-35 | 17 |
| Above 35 | 10 |

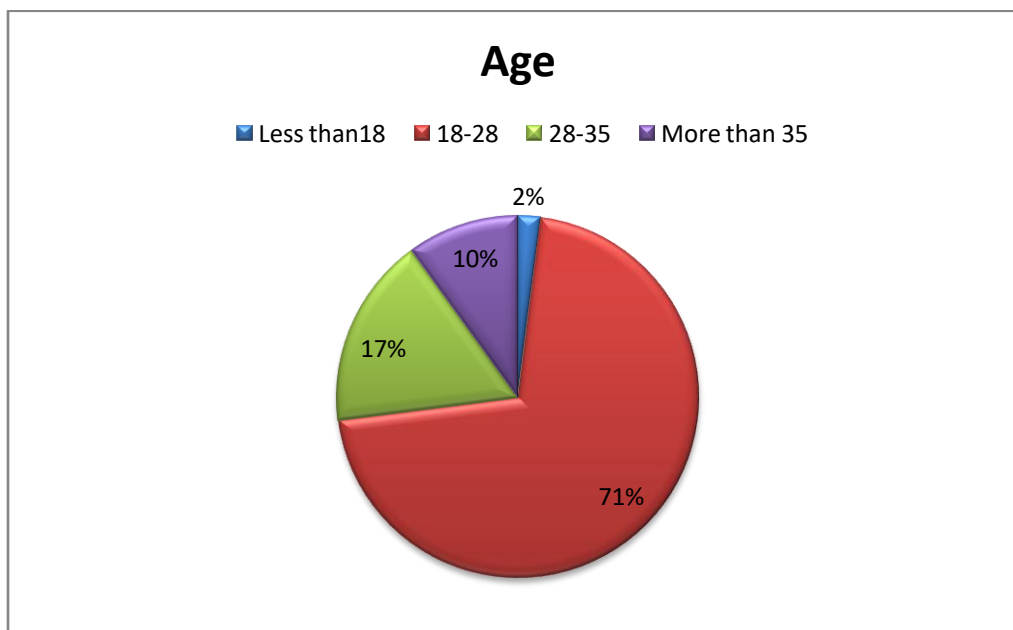


Figure (b) Graphical representation of Age Respondent

The respondent of the questionnaire with respect to income in which less than 1 Lac having 52% respondent, 1 - 3 Lac having 15% respondent, 3-5lac having 18% of respondent and 15% respondent of the above 5 Lac.

TABLE:-4.1(C)

| Income | No. of respondent |
|-----------------|-------------------|
| Less than 1 Lac | 52 |
| 1-3 Lac | 15 |
| 3-5 Lac | 18 |
| More than 5 Lac | 15 |

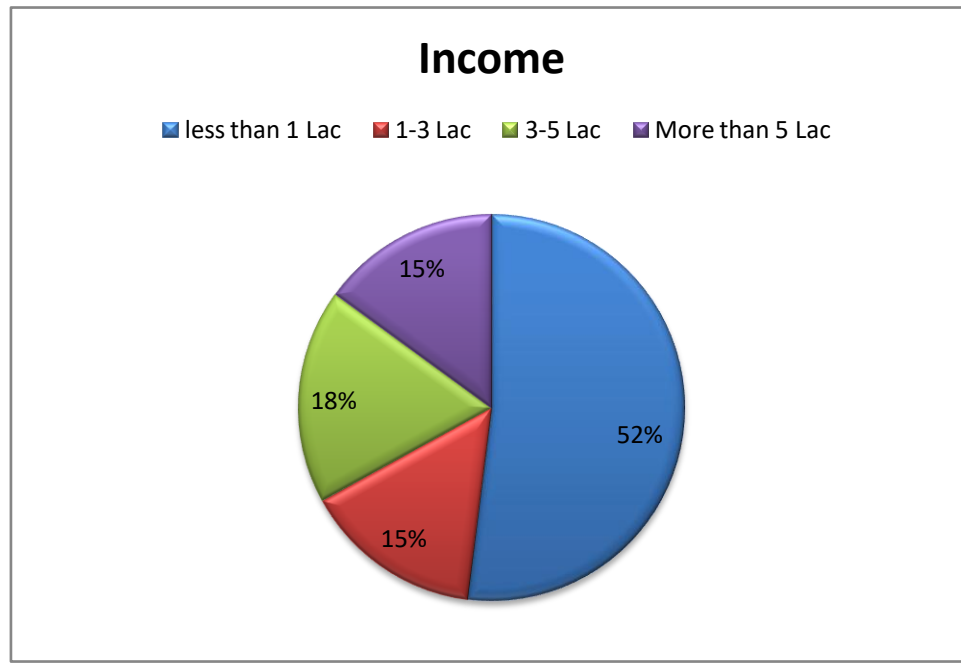


Figure (c) Graphical representation of Income Respondent

Reliability Statistics

TABLE (D):-

| Variables | Sr. No. of question in questionnaire | Number of statements | Reliability |
|---------------------|--------------------------------------|----------------------|-------------|
| Packing Color | 1 – 3 | 3 | .795 |
| Background Image | 4 – 8 | 5 | .707 |
| Packaging Material | 9 – 11 | 3 | .800 |
| Design of wrapper | 12– 15 | 4 | .743 |
| Printed Information | 16- 18 | 3 | .737 |
| Innovation | 19– 20 | 2 | .740 |

TABLE:- (E)

OVERALL RELIABILITY STATISTICS

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .789 | 6 |

The reliability of the instrument was ensured through the acceptable value of Cronbach's alpha above the table shows the summary of reliability statistics for **the packing color, background image, packaging material, font style, Design of wrapper and printed information towards Impact of packaging and labeling on customer buying behavior.** The overall reliability of 0.789 which is good.

Regression Analysis

Before proceeding the test of regression analysis. Let us decide about the assumption of the regression analysis.

- Linear functional form
- Fixed independent variables
- Independent observations
- Representative sample and proper specification of the model
- Normality of residuals or errors
- Equality of variance of the errors (homogeneity of residual variance)

Table:-(f)

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .891 ^a | .795 | .784 | .36638 |

a. Dependent Variable: CB

b. Predictors: (Constant), PC, BI, PM, DW, PLIN

As we have found the data collected for this study is satisfying all the assumption. The linear regression was formed. The above table of the model summary has come up with one model where $R=0.891^a$,

$R^2=0.795$ it means our model indicated 79.5% variance of consumer buying.

TABLE:-4.1

ANOVA^A

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 48.860 | 5 | 9.772 | 72.797 | .000 ^b |
| | Residual | 12.618 | 94 | .134 | | |
| | Total | 61.478 | 99 | | | |

a. Dependent Variable: CB

b. Predictors: (Constant), PC, BI, PM, DW, PLIN

ANOVA table indicated the statistical significance of the regression model, which is good. $P=.000^b$, which is less than 0.05, and indicated that, overall, the regression model statistically significantly predicts the outcome variable (consumer buying)

TABLE:-4.2
COEFFICIENTS^A

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------|-----------------------------|------------|---------------------------|--------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | -.630 | .289 | | -2.178 | .032 |

| | | | | | |
|----|-------|------|-------|--------|------|
| PC | .111 | .053 | .107 | 2.089 | .039 |
| PM | -.015 | .064 | -.012 | -.232 | .817 |
| DW | -.072 | .065 | -.068 | -1.117 | .267 |
| PI | .928 | .070 | .762 | 13.298 | .000 |
| IN | .213 | .048 | .257 | 4.462 | .000 |

a. Dependent Variable: BC

TABLE:-4.1

| Multiple Regression result | | |
|----------------------------|-------|--------|
| Variable | Risk | |
| | B | R<0.05 |
| Packing Color | -.630 | 0.032 |
| Background Image | .111 | 0.039 |
| Packaging Material | -.015 | 0.817 |
| Design of wrapper | -.072 | 0.267 |
| Printed Information | .928 | 0.000 |
| Innovation | .213 | 0.000 |
| *R<0.05 | 0.000 | |

The empirical findings should test the following hypotheses.

H1: Packaging color has an impact on the buying behavior of consumers.

H2: The Background image impact on the buying behavior of consumers.

H3: Quality of packaging material has significant impact on the buying behavior of consumers.

H4: Design of wrapper has significant impact on the buying behavior of consumers.

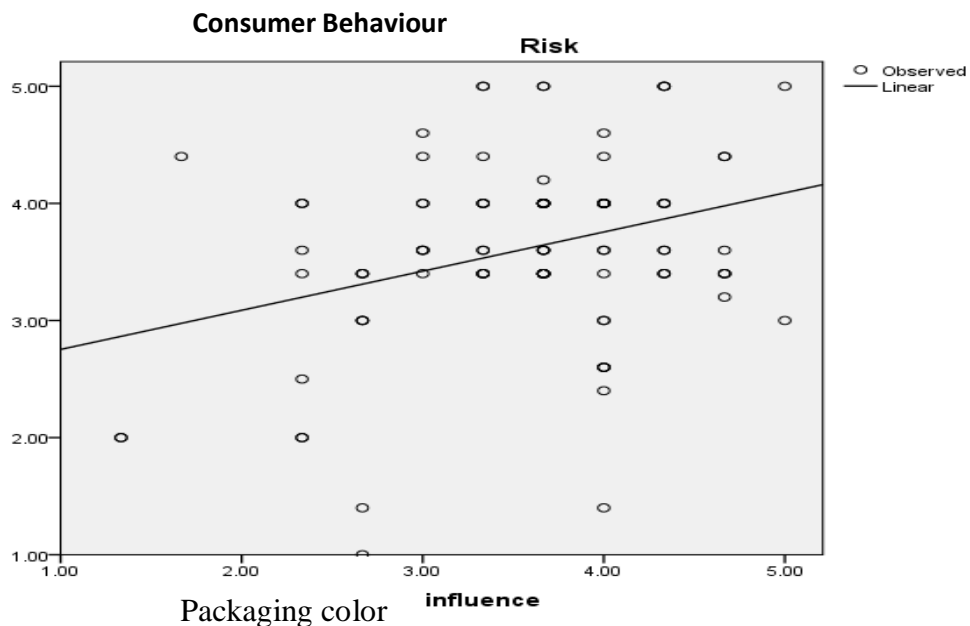
H5: Printed information facilitates the buying behavior of consumers.

First Hypothesis

H₀1: Packaging color does not have a significant impact on the buying behavior of consumers.

H₀1 is not rejected because $r < 0.05$ (see the above table) which shows Packaging color positively Impact on buying behavior of consumers. The output of the test explains that there is a significant relationship between Packaging color and buying behavior of consumers. There is 11.1% explanation by Packaging color. Therefore, alternative hypothesis takes place.

H₁ Packaging color does have a positive significant impact on buying behavior of consumers.

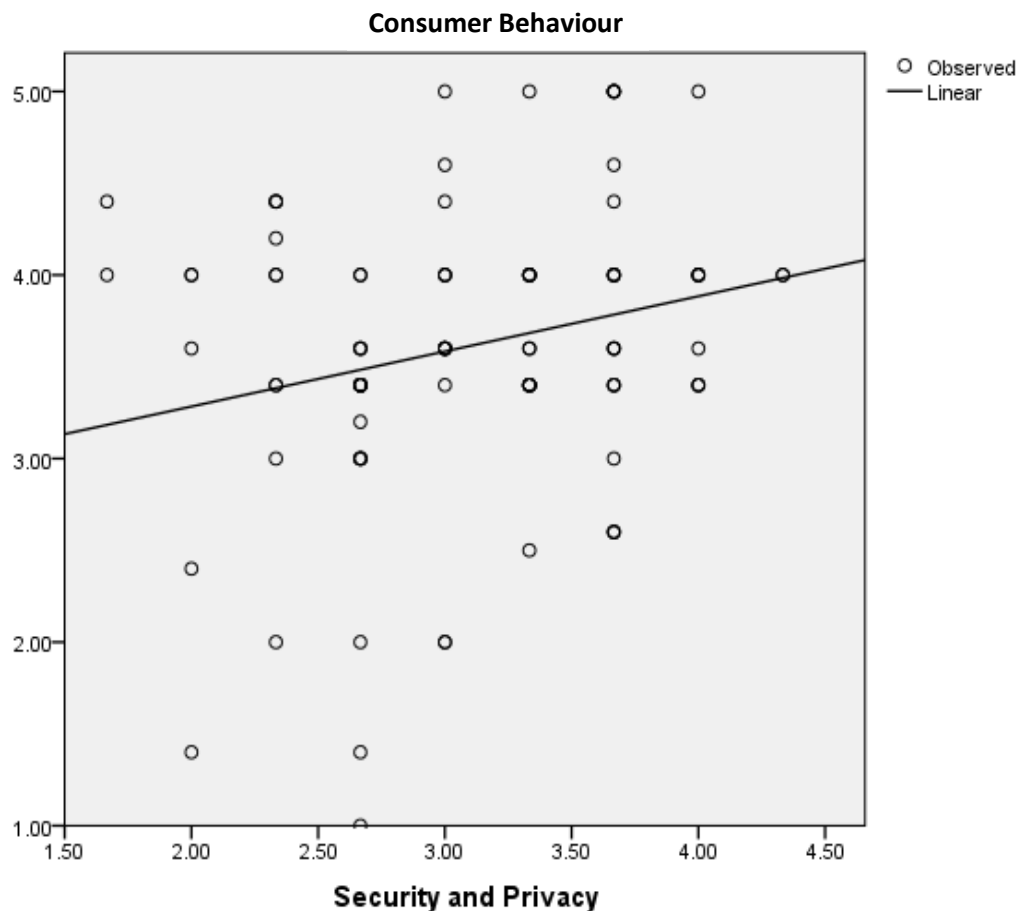


▪ Second Hypothesis

H₀2: Background image do not have a significant impact on the buying behavior of consumers.

H₀2 is rejected because $r > 0.05$ (see the above table) which shows Background image negatively the buying behavior of consumers. The output of the test explains that there is a no significant relationship between Background image and buying behavior of consumers. So, the relation between Background image and buying behavior of consumers is negligible. There is -1.5% explanation of risk by Background image. Therefore, alternative hypothesis takes place.

H₂: Background image do have a negative significant impact on the buying behavior of consumers..

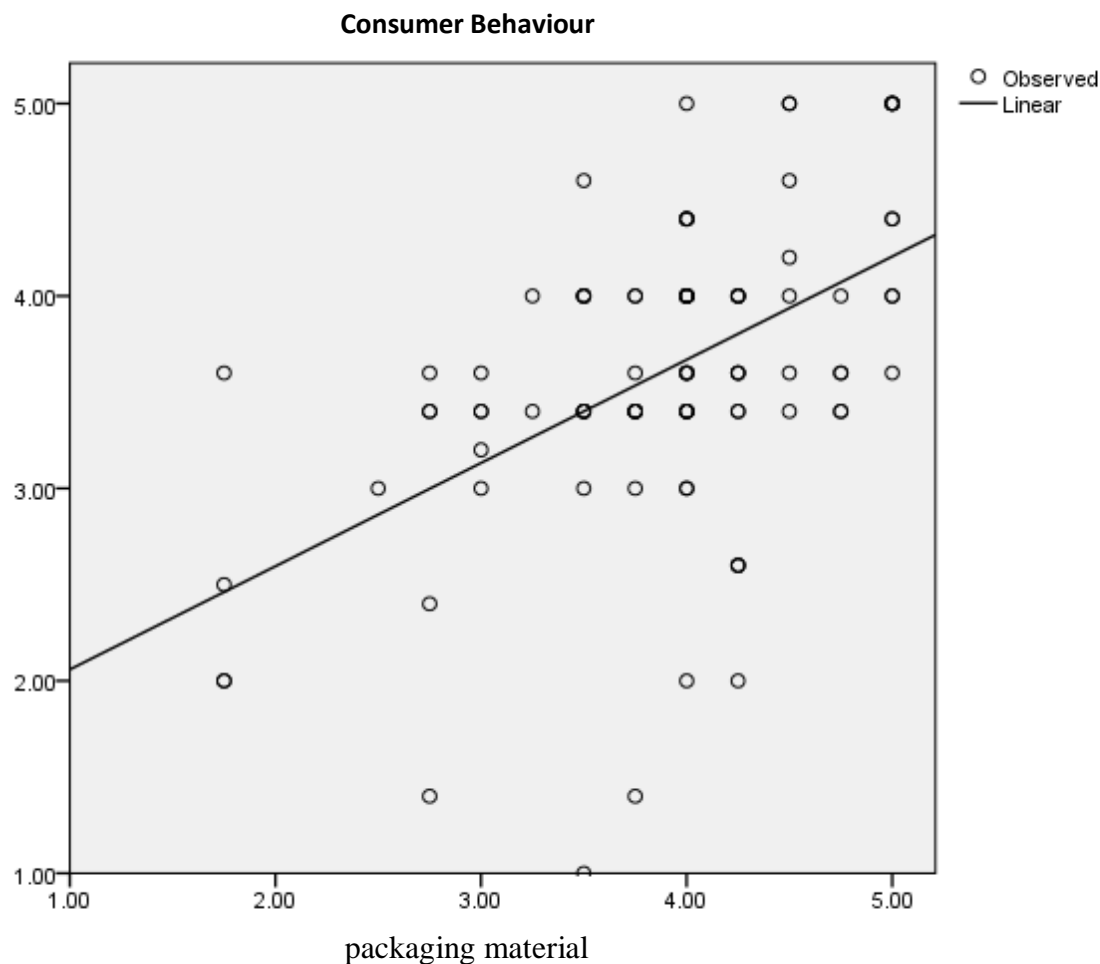


▪ Third Hypothesis

H₀₃: packaging material does not have a significant impact on buying behavior of consumers..

H₀₃ is rejected because $r > 0.05$ (see the above table) which shows packaging material negatively the buying behavior of consumers. The output of the test explains that there is a no significant relationship between packaging material and buying behavior of consumers. So, the relation between packaging material and buying behavior of consumers is negligible. There is -7.2% explanation of risk by packaging material. Therefore, alternative hypothesis takes place.

H₃: packaging material does have a negative significant impact on the buying behavior of consumers.

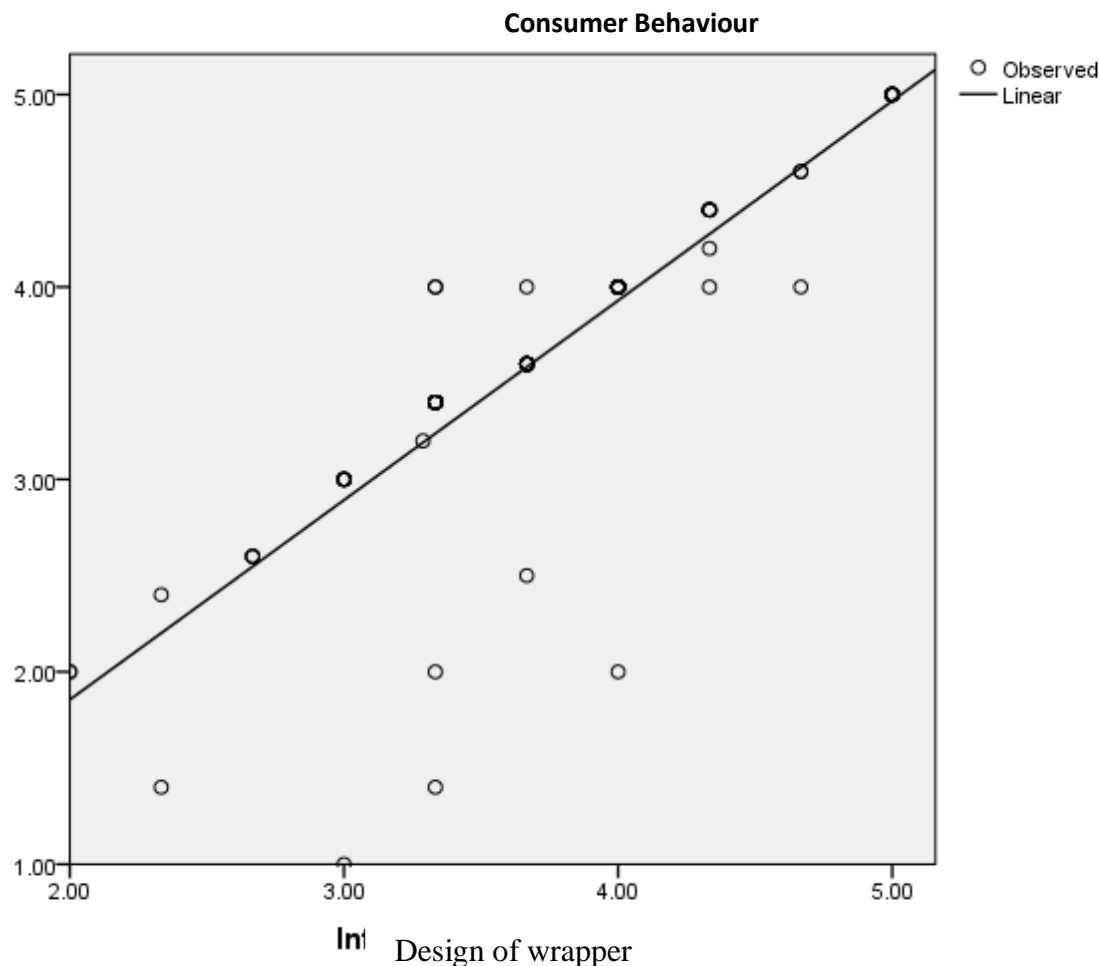


▪ Fourth Hypothesis

H₀₄: Design of wrapper does not have a significant impact on the buying behavior of consumers.

H₀₄ is not rejected because $r < 0.05$ (see the above table) which shows Design of wrapper influences positively the buying behavior of consumers. The output of the test explains that there is a significant relationship between Design of wrapper and buying behavior of consumers. There is a 92.8 % explanation of buying behavior of consumers by Design of wrapper. Therefore, alternative hypothesis takes place.

H₄: Design of wrapper does have a positive significant impact on the buying behavior of consumers.

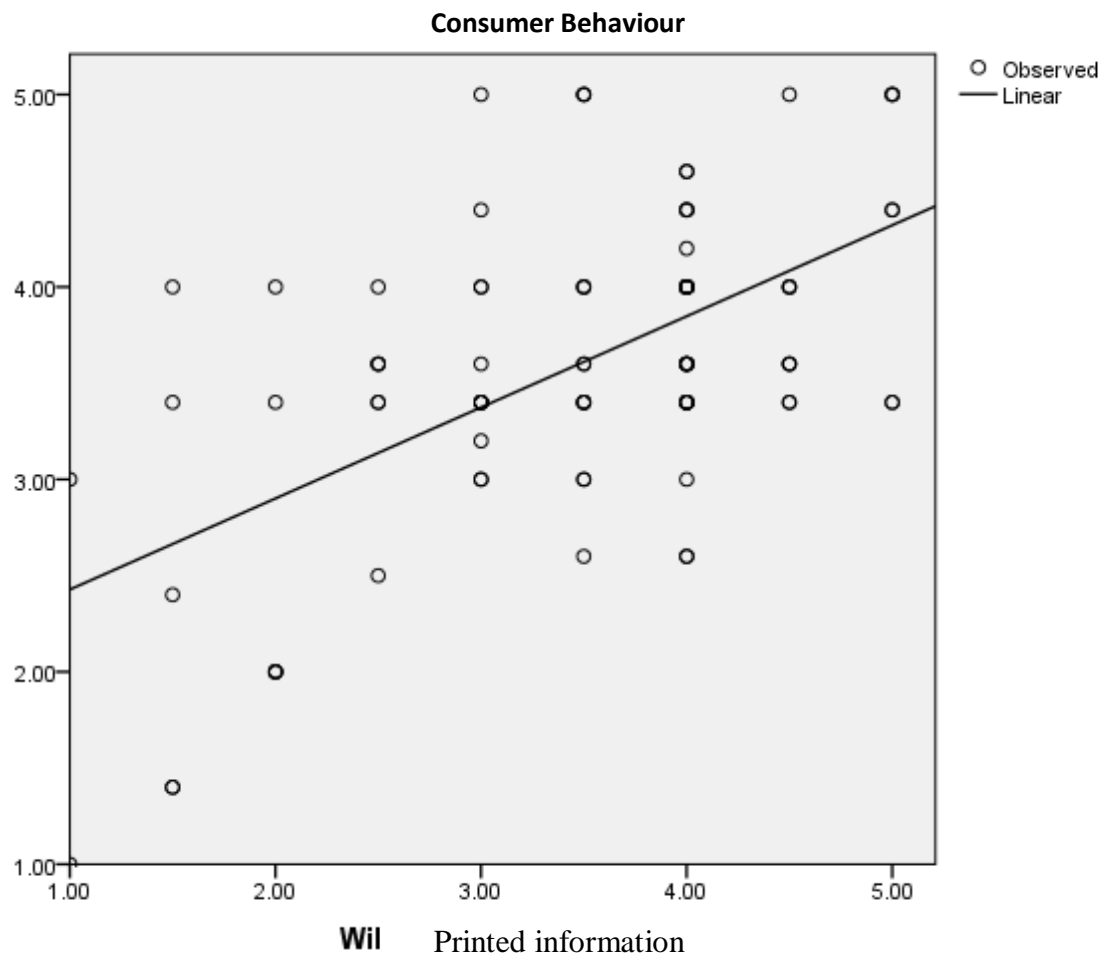


▪ Fifth Hypothesis

H₀₅: Printed information does not have a significant impact on the buying behavior of consumers.

H₀₅ is not rejected because $r < 0.05$ (see the above table) which show printed information influences positively the buying behavior of consumers. The output of the test explains that there is a significant relationship between Printed information and the buying behavior of consumers. There is a 21.3 % explanation of the buying behavior of consumers by Printed information. Therefore, alternative hypothesis takes place.

H₅: Printed information does have a positive significant impact on the buying behavior of consumers.



CONCLUSIONS

The obtained results of research on role and therefore the impact of packaging on consumer's buying behavior lay down the subsequent conclusions:

The packaging elements represent an honest means of marketing communications towards consumers, because consumers value the weather that are embodied on the package. Consumer value label within the products, because they will get information about the merchandise, its origin, its content, its usage, etc. they have to additionally perceive what factors influence the buying behaviour and what's the role of the packaging parts toward the buying decision method of shoppers during their purchase decision. marketing research helps corporations to form the 'right' packaging for a product, besides, because the packaging components that may be of importance to consumer's sales.

TABLE:- 5.1(A) HYPOTHESIS TESTING SUMMARY

| Original Hypothesis | Status of Hypothesis | Final Hypothesis |
|---------------------|----------------------|------------------|
| H ₀ 1 | Not Rejected | H ₀ 1 |
| H ₀ 2 | Rejected | H ₂ |
| H ₀ 3 | Rejected | H ₃ |
| H ₀ 4 | Not Rejected | H ₀ 4 |
| H ₀ 5 | Not Rejected | H ₀ 5 |

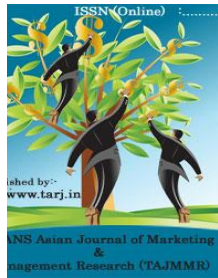
The information given within the label also helps companies promote the merchandise within the market. From the empirical evidence, the information on packaging represents a crucial component and it can support marketing communication strategies of companies, establishes brand image and identity.

Printed information contains all the information related to the product quality, price, and description which help customers identify the merchandise and facilitates the choice process during purchasing. Packaging and Labeling can attract consumer behaviour but practically is equally important. Innovative packaging may very well add value to the goods if it meets consumer needs. But its practicality is additionally vital for creating the added value, like easily opening, easily stored, recyclable, etc. . Therefore the company should make a wrapper design which attracts youngsters also. Also as combinations of various materials, can encourage consumers to notice and touch our product, thereby inspiring them to undertake and eventually buy the product. Printed information contains all the data associated with the product quality, price, description which help to identify the brand.

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THE IMPROVEMENT OF TAX CONTROL IN ORDER TO STRENGTHEN TAX DISCIPLINE IN THE REPUBLIC OF UZBEKISTAN

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ABSTRACT

The article considers the activities of the tax authorities of the comprehensive reforms aimed at strengthening tax discipline in the country for the purpose of financial security; including their interaction with taxpayers and government agencies, timely and complete collection of tax arrears, the introduction of modern forms and methods of tax control.

KEYWORDS: *Economic Security, Financial Security, Tax Security, Tax, Tax Discipline, Tax Control, Tax Policy, Tax Mechanism, Risk, Threat, Budget, Fiscal Base, Debt To The Budget.*

INTRODUCTION

The foundation of effective and efficient tax control measures in the nation, as well as the existence of certain problems in improving the legal culture of citizens have a negative effect on the provision of sustainable sources of subsidizing for socio-economic development programs in Uzbekistan.

The imperfection of the mechanisms of organization of tax control, including the identification of objects of tax audit without the necessary analysis, reduces the effectiveness of detection and early prevention of tax offenses, which requires a lot of work in this regard. Therefore, the normative and legal acts in the field of taxation provide comprehensive assistance to taxpayers in fulfilling their tax obligations as important areas of reforming the system of state tax service of the Republic of Uzbekistan; development of effective mechanisms for the prevention of tax

offenses and improving the legal culture of taxpayers, the introduction of modern methods of tax control.

LITERATURE REVIEW

Some authors interpret tax discipline as “an indicator of the effectiveness of fiscal performance by taxpayers and tax authorities” [1, pp. 44-46]. This concept can be defined as the fulfillment of tax obligations established by law.

Several authors have recognized the “essence of tax discipline as an indicator of the performance of tax authorities”.

Some economists argue that “the assessment of tax discipline is calculated through the presence of tax arrears to the budget”. In general, in the economic literature on the practice of taxation and in the scientific speeches of the authors, various concepts are interpreted as the content of tax discipline and measures to strengthen it [4, 5,6, pp. 7849-7855].

THE MAIN FINDINGS AND RESULTS

Using modern achievements and advanced models of world tax practice, the main criteria affecting the quality of tax control in our country and the use of remote financial transactions to identify schemes of non-compliance with tax discipline by credit, financial and tax authorities for compiling, systematizing and analytical purposes. Creating access is an essential vital necessity.

In the tax practice of developed countries, the process of segmentation of tax risks is carried out by attaching to it a high or medium level of tax risk, taking into account the classification of the taxpayer and is determined by various criteria affecting the quality of tax control: risk zone, taxpayer groups (segments).

The study of common approaches of tax authorities and credit and financial institutions of foreign countries allowed to identify *the following in the data sources* used to identify schemes of non-compliance with tax discipline: external incident monitoring, public information resources, third party data, random inspections, large network research, market signals, information on taxpayers involved in schemes of non-compliance with tax discipline through the use of remote financial transactions [7, pp. 7920-7926].

The following factors can be identified in the identification of actual and potentially involved taxpayers in non-compliance schemes through the use of remote financial transactions: the calculations mainly involve users of remote financial programs, a large number of representatives and partners in offshore countries in the absence of real economic activity. In the absence of real economic activity of taxpayers, the presence of 10-15 accounts in various credit and financial institutions, the short duration of the taxpayer's activity (less than one year), the minimum amount of authorized capital.

In order to increase the efficiency of information exchange between credit and financial institutions and tax **authorities and to identify in advance the schemes of non-compliance with tax discipline**, it is important to identify key indicators and their widespread use for analytical purposes. (Table 1).

TABLE 1 BASIC INDICATORS FOR DETERMINING SCHEMES OF NON-COMPLIANCE WITH TAX DISCIPLINE (AUTHOR'S DEVELOPMENT)

| Tax payer mark | Base indicator |
|---|---|
| The presence of a large number of representatives and partners in offshore countries in the absence of real economic activity in the taxpayer | The enterprise is rapidly changing the goods and activities sector. The volume of trade has grown significantly in a short period of time. |
| Availability of 10-15 accounts in various credit and financial institutions in the absence of real economic activity in the taxpayer | Availability of accounts only for the purpose of receiving and transferring sums of money |
| | Collaborate with companies that are less well-known in the market and have an abstract reputation that guarantees profits at high prices. |
| | The use of goods that are not specific to the industry in which the taxpayer works, the market |
| Minimum amount of authorized capital. | The total value of the funds that pass through the account is very large, while the balance in the account is usually very small |
| | Lack of loans from credit institutions, the presence of debts of third parties |
| | Operating with losses not related to seasonal or network factors during multiple reporting periods |
| Incompatibility with real activity | Withdraw a large amount of cash from the account |
| | Lack of required details in invoices and billing documents |
| Output of an individual who is a founder of another 10-15 enterprises registered in the same region as the founder of the enterprise | Constantly the same low-priced goods and repetitive transactions with small or constant profits |
| That the head of the enterprise and the financial director (accountant) are one person | Management of the enterprise is carried out by foreign citizens, citizens registered in remote and different regions of the country and not suitable for the location of the enterprise |

Cooperation with tax authorities and credit, financial and other institutions in the process of monitoring the activities of taxpayers has shown in the experience of international tax practice that it is possible to achieve the following positive results: to have a more complete database on current activities of taxpayers; identification of major tax risks related to the enterprise or industry; identify problem points for future tax audits and control procedures.

In order to strengthen tax discipline in the Republic of Uzbekistan for the purpose of financial security, it is important to establish a comprehensive risk assessment service (CRAS) and scientifically substantiate its tasks.

The main task of this new structure of the State Tax Service is to form a common database on the identification, assessment and identification of risks arising in the activities of taxpayers on a

regular basis. The practical implementation of the effective operation of this service will allow conducting tax administration and monitoring procedures, taking into account the complex interaction of all fiscal authorities that control the movement of cash flows.

It should be noted that a new methodological approach to the classification of taxpayers, which is now an effective tool of tax debt administration, is needed.

Improving the efficiency of tax administration and the quality of work of tax authorities on the regulation and collection of tax debts is considered an important factor in increasing budget revenues without increasing the tax burden. In this regard, the issues of tax debt regulation can be addressed in a comprehensive approach aimed at ensuring the balance of control and service functions of tax authorities, on the one hand, and the socio-economic functions of economic entities, on the other hand [8,p. 64-69].

In the current situation, the tax authorities are tasked with preventing the growth of tax arrears and finding various effective ways to collect and regulate it.

We propose a *differential approach methodology based on the classification of taxpayers and the actions of tax authorities for the effective administration of tax debts* in the process of strengthening tax discipline for the purpose of financial security (see Table 2).

TABLE 2 CLASSIFICATION OF TAXPAYERS TO STRENGTHEN TAX DISCIPLINE FOR FINANCIAL SECURITY PURPOSES

| Types | Tax payers | Measures of the tax authorities | Share in the group, % |
|-------|--|---|-----------------------|
| 1 | Fully fulfills tax obligations, no tax arrears. | Inform, advise, help | |
| 2 | It does not allow violations of tax legislation, sometimes current debts occur. | Inform, make recommendations, consult, dialogue, send an application | |
| 3 | Complies with tax legislation under constant supervision, there are previous debts that are partially paid. | Control, sanctions, monthly monitoring of accounts with the budget, delay (extension) of payment | |
| 4 | It denies tax legislation, hides in administrative and other government powers, has previous debts, they are unpaid and growing. | Supervision, imposition of fines, bankruptcy proceedings, transfer of the case to the MIA or higher tax authority | |

By placing their appraisal indicators in the right column, the tax authorities will be able to organize a systematic work with debtors. In other words, regulatory actions of an economic nature aimed at enforcing the norms of the law have the character of a more differential approach.

The proposed grouping can be done by taxpayers - legal entities and individuals, by type of economic activity and by type of tax paid.

The effectiveness of the proposed classification of taxpayers for the purposes of administrative management of tax debt in the process of strengthening tax discipline for the purpose of financial security can be assessed by the following formula:

$$\text{Sskm} = (\text{Kt} + \text{Ku} + \text{Kfyu}) : \text{Ktlb} * 100 \quad (1)$$

Where: **Kt** is the amount paid out of the amount due in the period under analysis;

Ku is the amount of bad debt;

Kfyu - the amount of overdue debts of inactive legal entities;

Ktlb is the amount of debt to be repaid.

The dynamics of this indicator emerges as a criterion for assessing the effectiveness of measures taken by the tax authorities on the administrative management of tax debts. The proposed indicator can be used to assess the activities of tax authorities, allows conducting a comparative analysis of local tax authorities of the State Tax Committee of the Republic of Uzbekistan, to generalize positive experiences to improve the efficiency of the tax debt management system.

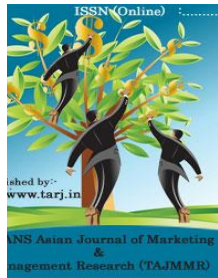
CONCLUSION

At the current stage of economic development of the country, strengthening tax discipline for the purpose of financial security emerges as a key task of the tax authorities and is achieved through the introduction, development and modernization of a customer-based approach in tax administration. However, it should be noted that the level of real "cooperation" with taxpayers in compliance with tax legislation is poorly understood, and the direct relationship between the level of voluntary payment of taxes depending on the scope of information and advisory services of tax authorities determines the need to develop a mathematical model.

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FEATURES OF INTEGRATION OF THE NATIONAL ECONOMY INTO THE WORLD MARKET

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ABSTRACT

As the globalization process deepens, the growth of the national economy depends on the prospects for international economic relations and integration. Consequently, the integration of the national economy into the world community and the importance of foreign economic relations are increasing. In particular, this study analyzes the characteristics of our economy, which is entering a new era, and the trends of its deepening integration into the world market. After all, socio-economic reforms in our country are the basis for new successes in the national and international markets and a worthy place in the world community. This requires constant research and refinement of the process from the point of view of national interests.

KEYWORDS: *Economy, Foreign Economic Relations, Economic Integration, Manufacturing, Export, Import, World Economy, Globalization Process, Economic Development, International Community, Liberal Economy, International Economy.*

INTRODUCTION

In the context of today’s globalization process, world social and economic development encourages countries to show greater interest in foreign markets and strengthen their activities at the international level. Indeed, our country has consistently taken the development of market relations and modernization of the economy as a priority, achieving important strategic goals and gaining a strong position in the world market, constantly accelerating economic activity and integration at the international level. Therefore, in addition to foreign trade relations, our country is actively involved in the activities of global structures and regional integration processes, and is rapidly entering the world community from a socio-economic point of view. Active integration

into the world community and all-round integration requires the implementation of international organizational and legal norms.

In particular, this situation is reflected in the process of economic investment along with international trade. Therefore, it is necessary to study the development of imports with foreign trade or exports of each country, as well as their composition, geographical distribution and integration trends. After all, the level of development and geographical position of countries that are foreign trade partners of any country directly affect the prospects for economic relations and the strengthening of integration processes. In today's world of ever-deepening globalization, a significant proportion of a small number of countries or integration structures in foreign trade naturally creates complex problems. In particular, the situation in which the export or foreign trade of such countries depends on the situation in these few national economies. Thus, along with diversifying the structure of foreign trade or deepening economic integration, expanding and diversifying the geography of partner countries and structures of economic integration in foreign trade, in order to achieve positive results, protect the economy from negative external market conditions and the impact of global market problems. will be the reason not to fall.

MAIN PART

In the era of globalization, under the influence of global development, the process of economic integration of national markets is constantly deepening. These processes are a mechanism that combines different stages, from foreign trade to the harmonization of macroeconomic policy. In fact, the process of international or regional economic integration in the world is characterized by changes in national economies, deep socio-economic integration, deepening of strong economic ties, active participation in the international division of labor, various levels and forms of production. demonstrates mutual cooperation. The development of economic integration between national markets is mainly reflected in the free movement of goods, migration of capital and labor, finance and currency - credit, as well as in other interstate economic agreements.

Indeed, in the international community, thanks to the processes of economic integration, economic structures, monetary units, financial and credit systems and other similar territorial structures based on interstate governance arise. These economic integration zones have a special place in the global system, the simplest of which is the liberalization of international trade, while the most complex is the creation of economic alliances between national economies aimed at coordinating macroeconomic policies. Currently, there is a strong competition between the countries to gain more market share and strengthen their position in the world. As a result, these conditions contribute to the expansion of trade and economic ties between national economies, forming trade unions, associations and structures at different levels.

The first forms of international economic structures in the world were in the form of preferential trade agreements and the establishment of free trade zones. Today, according to international organizations, 48-50% of world trade is carried out through these integrations. Today, as a result of reforms to liberalize the foreign economic process and deepen integration into the world market, the number of countries that have established economic cooperation with our country is growing, and the geography of foreign economic relations and integration is expanding. In particular, the number of partners with which our country has established foreign economic

relations has increased by more than 30 compared to 2000 and now stands at more than 170 countries. Thus, we can see that the opportunities for the steady expansion of the geography of international economic relations in our country are growing, and new markets are being developed and entered the stage of improvement.

RESULTS AND DISCUSSION

The trade process between countries is the first and main direction of international economic relations. Consequently, there is a need for an international market to coordinate foreign trade. The international market is a set of separate national markets formed on the basis of the international division of labor and specialization and interconnected by trade and economic relations.

Effective use of the opportunities of the international division of labor and specialization is important to ensure the unique position of our country in the world market. Thus, our country's relations with the global economy and large-scale participation and integration into the international division of labor are the basis for building an open economy.

Currently, the sustainable economic growth of Uzbekistan is based on the development of integration into the world market, an increase in export potential and measures taken for this purpose. In particular, deepening reforms and liberalizing foreign economic relations are among the priorities of our country's development strategy in the 21st century. This is due to the fact that the expansion of the level of openness of the national economy will increase the efficiency of production and increase free competition, increase the export potential due to internal opportunities and multilateral integration into the international economic system. An increase in the country's export potential will lead to stable foreign exchange earnings and effective integration into the world market. Thus, to increase the export potential of Uzbekistan, internal economic opportunities and products of relatively profitable industries are effectively used.

In addition, sustainable income growth requires sustainable development of the national economy, as well as the effectiveness of foreign economic relations and international markets. A radical restructuring of the economy and diversification of the export structure will increase the possibility of integration into regional and international markets. This is because the increase in the share of certain types of goods, including natural resources and raw materials, in the structure of products sold to foreign markets causes problems.

In particular, if the prices for these goods on the world market or external demand for them decreases, the country's exports will decrease and trade conditions will worsen, which will lead to a decrease in foreign exchange earnings, destabilization of the foreign trade balance and financial difficulties for exporters. Consequently, a large share of a small number of countries in the foreign economic relations of any country, in particular in foreign trade, depends on changes in the economy of these few countries in terms of exports or imports. Therefore, along with the diversification of foreign economic relations, it provides an opportunity to expand and diversify the geography of countries, to protect the national economy from negative changes in the world market and the area of integration.

Reforms aimed at diversifying the structure of national foreign trade and improving the

geography of countries are bearing fruit. These achievements are based on achievements in the field of export in recent years, radical restructuring and diversification of our economy, construction of new and locomotive production facilities, production modernization, technical and technological renewal. Accelerating the export of technologically processed and finished competitive goods of the national economy, diversifying the offered goods, expanding the geography of markets for these products will contribute to the sustainable development of foreign trade and economic integration, protection from negative changes and risks in world markets.

The end result of reforms in the country's foreign economic activity directly affects the standard of living of the population. It is the ongoing reforms that are driving the rapid growth of trade with foreign countries. In particular, decisions made to increase export potential allow local companies to gain experience in foreign markets and ultimately have a competitive edge in global trade. As a result of reforms implemented by the state to stimulate exports, optimize imports and ensure the balance of foreign trade in general, in 2019 the foreign trade turnover will reach 42.2 billion. US \$ 8.7 billion compared to 2018. USD or by 26.2%. In addition, the volume of exports during this period amounted to 17.9 billion. USD or increased by 28% and the volume of imports amounted to 24.3 bln. USD or increased by 24.9%. At present, 6.4 billion, a negative balance was recorded at the level of US \$. At present, as a result of diversification of the industrial structure, export support, expansion of production of import-substituting goods in our country, significant changes are being achieved in the structure of exports.

Therefore, our country attaches great importance to the development of foreign economic relations and deeper integration into the world market as a priority in order to accelerate its development and improve the well-being of the population. The distribution of foreign trade of our national economy in the world market by continent has its own picture, and in general, the Asian region is the undisputed leader in terms of foreign trade, in particular, exports and imports. this region accounts for 52.3% of trade. Also, trade relations of the region increased by 40.1% compared to 2017, and exports to the region in 2018 amounted to 7167.1 million. USD, while imports amounted to 7018.6 mln. The balance was \$ 148.5 million. Had a positive value equal to US \$.

The second largest leader in foreign trade of our country is Europe, which accounts for 38.5% of the total. In particular, exports to the region in 2018 will amount to 5956.8 million. USD, while imports amounted to 7056.4 mln. The volume of foreign trade with Europe increased by 13.4% year-on-year and amounted to 1099.6 million US dollars. It recorded a negative result at the level of US \$ i. It is observed that the share of these two continents in the foreign trade of our country is more than 90%. This is due to the fact that foreign trade is not diversified across the continents, and mainly Europe and Asia have the absolute leading potential. This means that any economic problem on these continents is likely to have a serious negative impact on our national market and production. In addition, the rest of the continents were unable to take advantage of their opportunities due to insufficient access to their markets. Therefore, it is necessary to diversify foreign trade across continents. If diversification is carried out in this direction, the geography of exports and imports will expand, share risks and avoid unexpected problems. To

this end, it is desirable to diversify foreign trade and economic integration not only at the continental level, but also at individual countries on those continents.

Currently, our country has trade relations with more than 190 countries, and in 2019 a relatively large part of foreign trade, including China - 18.1%, Russia - 15.7%, Kazakhstan - 8.0%. Korea accounted for 6.5%, Turkey for 6.0%, Germany for 2.3% and Kyrgyzstan for 2.0%. At present, significant work is being done to strengthen economic ties with neighboring countries, to develop trade and economic cooperation. In particular, in recent years there have been significant positive changes in bilateral trade with Kazakhstan, Tajikistan, Kyrgyzstan and Turkmenistan. In the last three years, bilateral trade has doubled with Kazakhstan and Tajikistan, tripled with Kyrgyzstan and Turkmenistan, and reached \$ 600 million with Afghanistan. It remains at the level of US \$. In terms of foreign economic relations, the country has an active foreign trade balance with five of the 20 largest partner countries, including Afghanistan with 612.1 million US dollars. USD, Kyrgyzstan 529,0 mln. USD, Tajikistan 191,5 mln. USD, France 65,7 mln. USD and Iran 15,0 mln. Its place in the US \$ is one of the most successful in the industry. With the remaining 15 countries, a passive foreign trade balance was recorded. This trend can be seen in the Republic's foreign trade in recent years, including the situation in 2015-2019, which reflects the same situation. That is, while five countries control more than 60% of total foreign trade, the remaining 160 countries account for less than 40%.

CONCLUSION

Currently it is necessary to deepen the country's foreign trade and its integration into the world market, diversify the structure of exports and expand it geographically. In particular, the situation on an analytical basis is characterized by insufficient development of export potential and increased foreign trade only with some of the more than 170 countries with which diplomatic relations have been established, trade and economic relations with others, the structure of national exports meets international standards. this is a factor of inadequacy. Therefore, it is advisable to develop the geography of foreign economic relations and integration by defining and implementing measures to strengthen the potential and power of our economy.

It is also a rational approach to reduce the influence of foreign trade leaders of some countries and avoid unexpected economic problems, not to restrict trade with these countries, but to further expand overall foreign trade and trade with other countries. It is also necessary to work in this direction in connection with the modernization of production and the development of an innovative economy, as well as the coordination of imports with the strategic direction of domestic production.

The development of a modern national economy requires that all its sectors, industries and regions operate in a holistic and cohesive manner. Therefore, it is advisable that the modernized industries and industries serve to diversify the structure of exports, increase its volumes and expand the geography by strengthening foreign economic relations and integration into world markets. In addition, domestic imports are needed to achieve these economic goals. Thus, the share of technological goods in the structure of imports will be the absolute leader and will be used to modernize production, diversify and increase volumes and expand the geography of exports.

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