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## THE ROLE OF THE STATE IN CREATING A COMPETITIVE ECONOMY

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One of the most important tasks of state regulation is to ensure a balance of interests of all market participants - market relations should contribute to the maximum satisfaction of needs, an increase in output, setting prices in accordance with effective demand, maintaining the competitiveness of enterprises, etc. In this regard, competition policy is becoming an important direction of government regulation of sectoral market structures and the behavior of firms in the economy.

The state competition policy is designed to promote the development of competition in the markets, stimulate the creation and development of a competitive environment and competitive mechanisms, and ensure equal competitive conditions.

The objectives of the state competition policy are as follows:

- achieving economic efficiency in all its forms;
- improving public welfare;
- economic development, expressed, including: in sustainable economic growth;
- increasing the competitiveness of business in the foreign and domestic markets;
- improving the image and investment attractiveness of the country.

At the same time, speaking about economic development as one of the value goals of competition policy, one should not forget about such an important characteristic as the quality of economic development. It is obvious that improving the quality of economic development should also be the value goal of competition policy. The implementation of this goal can be achieved by managing the proportions of economic development.

State competition policy measures can be classified as follows: incentive measures (measures to create and develop competition), restrictive measures, and

measures to protect competition. Measures that stimulate the creation and development of competition include various tax preferences and benefits, the provision of loans and preferential lending terms, the elimination of administrative barriers, the unbundling of enterprises in order to create competing structures, as well as a number of other measures. Restrictive measures, which should be additional to the development of competition, are, in particular, the actions of the antimonopoly body, carried out in order to control economic concentration.

Competition protection measures consist in the suppression of actions that violate the norms of competition law, they provide for liability for these violations. Thus, proceeding from the values of competition, the activities of the state should consist both in the promotion of competitive relations and in the regulation of competition in the directions necessary for society and the state. Naturally, there must be reasonable restrictions on government interference in competitive relations.

If we talk about the legal limits of the implementation of competition policy, the state competition policy should not contradict such constitutional principles as: freedom of movement of goods, services and financial resources; freedom of economic activity; support for competition.

As part of the conduct of competition policy, the rights of business entities to compete should not be limited, except for cases when such restrictions are introduced on the basis of laws to protect public and state interests. An effective competition policy cannot be imagined without separate components - industrial, investment, innovation, fiscal, pricing policies - in the part in which they affect the state of the competitive environment and the creation of competitive advantages.

The state's competition policy should include two main directions.

The first is the active development of competition in product markets. Moreover, it must be borne in mind that competition cannot be viewed as a panacea for all market problems, as some priceless ideal to strive for. In specific conditions, the role of natural monopolies and the institution of state monopoly is important. Competition is seen as a tool for achieving social welfare, sustainable economic growth, increasing the competitiveness of business, the image and investment attractiveness of the country. Currently, these value goals should become the main goals of competition policy.

The second direction of competition policy is the further improvement of mechanisms for protecting competitive relations: improving the law on competition, improving sanctions for violations in the field of competition, creating mechanisms to protect the affected entities. A feature of the current stage of state policy in the field of competition protection is the need to go beyond the protective function with a focus on measures of systemic macroeconomic nature, which should lead to the formation of a pro-competitive legal and institutional environment in key sectors of the economy.

Optimization strategy of the antimonopoly authority:

1. Creation of a favorable institutional and organizational environment for effective protection and development of competition.
2. Reducing administrative barriers to the development and free functioning of markets

3. Ensuring non-discriminatory access of consumers to the services of natural monopolies, the formation of effective mechanisms for tariff setting.

4. Creation of conditions for effective competition in the placement of state and municipal orders and sale of state property at auctions.

Among the tasks that have a serious social effect, it is worth noting a decrease in prices for services of natural monopolies, an increase in their quality.

Equalization of conditions for competition, active state antimonopoly policy are key factors in ensuring a favorable environment for the development of small businesses. Small business occupies a special place in the country's economic system, not only providing employment growth and reducing social tension, but also being the most important factor in ensuring the sustainability and innovative nature of economic growth. The development of small business increases the flexibility and adaptability of the economy, provides the basis for the formation of a mass middle class.

The judicial system also needs significant improvement, which is necessary to ensure effective protection of private property rights and to assist in resolving economic and administrative disputes. Appropriate state regulation of tariffs for products and services of natural monopoly entities is required. A sign of a competitive economy is the completeness of information - about the market, competitors, prices - provided at the disposal of business entities and necessary for them to make economic decisions. Therefore, an important component of state competition policy is the creation (assistance in the creation) of appropriate information systems. Finally, there is a need for constant government action to eradicate corruption and protectionism as factors that significantly distort the market situation.

The main task in the field of investment policy is to create the most favorable conditions conducive to an active inflow of investment capital into the economy.

The solution to this problem is supposed to be carried out by:

- minimizing government interference in the economic activities of investors within the legally defined framework;
- implementation of a protected and predictable legal regime of economic activity of investors, ensuring the stability of economic conditions for investment;
- transparency of the investment policy, openness and accessibility for all investors of the information necessary for the implementation of investment activities;
- mutual responsibility and unconditional fulfillment of obligations on the part of both the republican executive authorities and other participants in the investment process.

Another task in this area is to ensure maximum efficiency from investment of budgetary funds, priority, transparency, careful assessment of investment projects. State investment is planned to be carried out on the basis of program-targeted mechanisms that ensure the most efficient provision of budget loans and subsidies for part of the interest rate on loans from commercial banks.

The key mechanism for increasing the level of competitiveness is seen as the competitive strategy and competition policy of the state, which, through strategically correct determination of the vectors and priorities of reform focused on resilience, will make it possible to effectively use competitive advantages and resources, and achieve

the level of competitiveness of the country necessary for a decent existence in a tough global environment. competitive environment.

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### **ISSUES OF APPLICATION OF FOREIGN PRACTICE OF CORPORATE CULTURE IN ORGANIZATIONS**

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### **Abstract**

In the given article discussed difference of corporate environment and issues of application best practice of developed countries in the sphere of corporate culture, reviewed main approaches of economic literatures, explained stages of development of organizational behavior and corporate culture, analyzed context of organizational behavior and corporate culture.

**Key words:** personnel management, organizational behavior, corporate culture, organizational performance.

The restructuring of the country's economy is a serious challenge of the ability of organizations to adapt to dynamic changes in the external environment. The problems of stability, solvency, financing and, as a rule, manageability that arise in this regard for enterprises are resolved if they manage to streamline the process of the internal structural organization of personnel.

This allows to create new organizational conditions for interactions between management and personnel. In the context of globalization, integration processes in the sphere of interaction of various types of organizational structures of banks and industrial capital are activated, to a large extent determining the structure of industry and determining the vector of its further development. From foreign experience it is clear that most large enterprises in any country coordinate their actions taking into account the trends emerging in the world market, organizationally adjusting to changes in external factors. This, in turn, predetermines a wide variety of organizational structures, corporate strategies they use, and, as a consequence, the development of corporate cultures, the formation and improvement of organizational behavior.