| Research Article

Check for updates

# Modern Trends in the Development of Textile Clusters in the World Market

**Muminova Umida Dilshodovna**

Doctoral student of the Department of Accounting and Marketing of the Tashkent Institute of Textile and Light Industry

**Abstract:** The article describes the development trends and the problem of assessing the competitiveness of textile clusters. It provides a rationale for the effectiveness and feasibility of joint use of the methods of a comprehensive integrated competitiveness indicator and the "competitiveness polygon" for assessing the competitive positions of a cluster, presents and examines the sequence of stages for implementing this methodology, as well as its shortcomings and main advantages.

**Keywords:** competitiveness, development trends, textile cluster, assessment methods, factors.

**Introduction:** In the world economy of the late 20th and early 21st centuries, along with globalization and internationalization, the process of integration of economic entities of various levels began to accelerate. At the mega level, examples of such unification are MERCOSUR (Common Market of the Southern Cone) and the EU (European Union). At the micro level, integration is carried out in particular by creating economic blocks in the country's economy - clusters, including firms and organizations linked by the release of final products and geographical location.

Clustering is a new vector of development of the global economic system. According to the classical definition, which is based on the approach of Harvard Business School professor M. Porter, "a cluster is a group of geographically adjacent interconnected companies and related organizations operating in certain areas, characterized by common activities and complementing each other" [1]. M. Porter considered the cluster not only as a new form of production organization, but also as an instrument of state policy aimed at increasing the competitiveness of the economy of the entire country and individual regions. The idea of clustering began to spread quickly not only in scientific and administrative circles, but also in business circles.

The process of cluster formation, development of the regulatory framework and financing system, elimination of administrative barriers, increase in production volumes and export of finished textile products are the areas in which active work was carried out in the first years of the cluster system implementation. At the present stage, the main task facing cluster participants, investors

and government bodies interested in cluster development is a comprehensive assessment of the efficiency of work and the level of competitiveness of clusters.

**Materials and research methods.** The article is written on the basis of statistical and expert data on textile-cotton clusters. In the process of research, methods of analysis, synthesis, classification were used. To assess the competitiveness of clusters, the method of "competitiveness polyhedron" was used.

**Research results and their discussion.**

The cluster monitoring process, being the most important element of the management system and decision-making on the directions of further development of the cluster formation. The choice of the assessment methodology is a rather complex problem, both from the point of view of the multi-criterial analysis, and in connection with the difficulty of digital assessment of the factors that form the assessment criteria.

Based on the very essence of the territorial cluster, the factors of its competitiveness act in a complex manner and form a single system, which is presented in Figure 1.
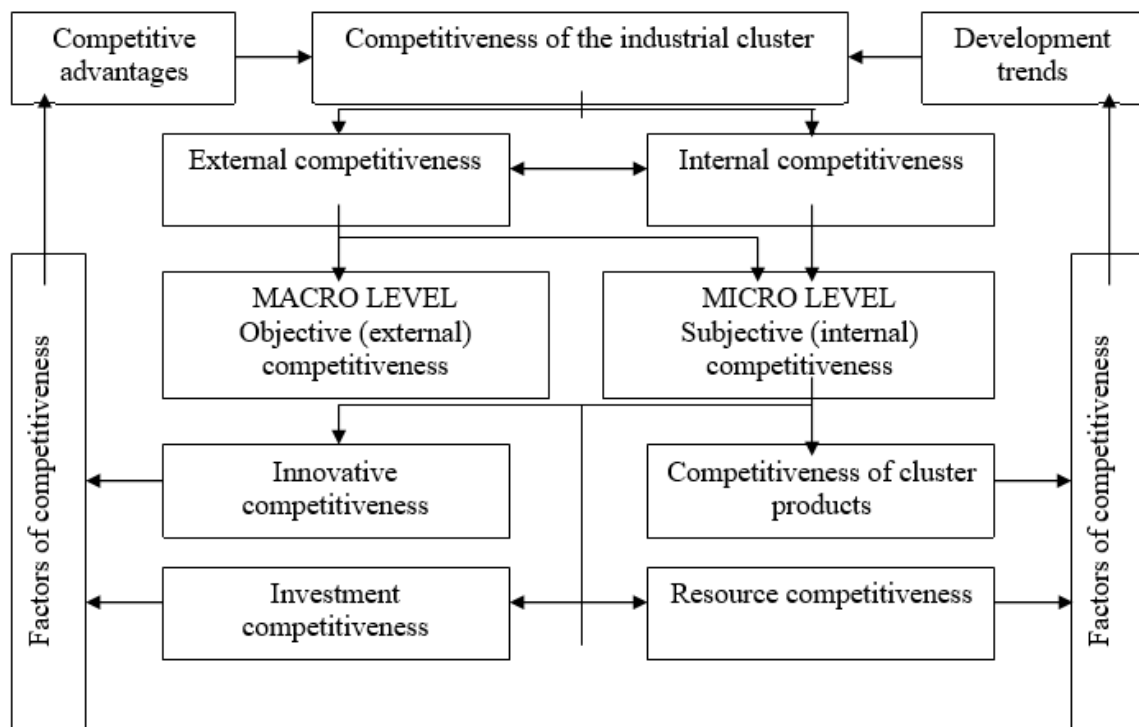


**Figure 1. The structure of cluster competitiveness and its functional subsystems.**

The cluster management at the micro level can control the so-called resource factor. Such sources of competitiveness growth as increased labor productivity, capital productivity, and overall production profitability are highly dependent on the level of organization of innovation activities, equipment upgrades, professional training and retraining of personnel, etc.

Effective management and marketing, high technological and financial potential of enterprises included in the cluster are a powerful support for the resource component of competitiveness. However, not all components of the micro level of competitiveness are easy to control - market prices for raw materials and semi-finished products, as well as for own finished products, largely depend on the market situation, on the state of the world and national economy.

The macro level or "environmental factors" are such components as the reliability of the banking system, the inflation rate, bank interest, exchange rate, foreign trade tariff and others that directly affect the level of competitiveness of clusters. External factors of competitiveness are almost not

controlled by enterprises, but are under the jurisdiction of the state. In this regard, the state's economic policy aimed at creating favorable conditions for the functioning of these economic entities is very important for increasing their competitiveness. The cluster policy pursued in Uzbekistan consistently reduces the role of the state in managing the activities of clusters, while providing clusters with favorable conditions in the financial, credit and tax spheres through preferential lending, reduced customs rates, and other instruments.

To ensure the effectiveness of textile cluster competitiveness management, it is first necessary to give it a correct assessment, characterize its strengths and weaknesses. There are various methods for assessing the competitiveness of enterprises:

✓ assessment of competitiveness based on rating assessment;

✓ assessment of competitiveness based on calculation of market share;

✓ assessment of competitiveness based on the norm of consumer value;

✓ assessment of competitiveness based on the "polyhedron of competitiveness";

✓ assessment of competitiveness based on the theory of effective competition. [3]

Taking into account the complex structure of textile clusters, as well as the variety of factors influencing their competitiveness, it is advisable to use a methodology for assessment that combines the calculation of a comprehensive competitiveness rating indicator and the construction of a "competitiveness polygon".

The main idea of the "competitiveness polygon" methodology is as follows: the competitiveness of a cluster or cluster-forming products can be assessed by adding up the estimated values of factors influencing the formation of competitive advantages.

The parameters for assessing the competitiveness of a cluster are very diverse and may include the following:

✓ cluster market share;

✓ competitiveness of the cluster-forming product, management quality, financial condition;

✓ quality management system, innovation and R&D costs;

✓ labor productivity in the cluster;

✓ cluster image;

✓ quality of cluster assets, etc.

Based on the specified methodology, the competitiveness of three textile clusters was calculated. During the study, a set of evaluation criteria was compiled to evaluate the competitiveness of textile clusters for ease of use, evaluation criteria and their specific weight in the complex indicator. The cluster competitiveness parameters are presented in Table 1.

**Table 1. Parameters for assessing the competitiveness of textile clusters and their weight values in the integrated assessment of competitiveness**

| s/n | Parameters of cluster competitiveness | Specific gravity |
|-----|----------------------------------------|------------------|
| 1 | Competitiveness of products | 25% |
| 2 | Labor productivity in the cluster | 15% |
| 3 | Average salary in the | 15% |

| | | cluster | |
|---|---|---|---|
| **4** | Investments in innovation | 25% | |
| **5** | Labor resources (quality) | 10% | |
| **6** | Age of equipment | 5% | |
| **7** | Cluster infrastructure | 5% | |
| | Total | 100% | |

The parameter values used to assess the competitiveness of textile clusters were formed on the basis of expert opinions, consisting of senior management of enterprises and leading specialists working in the industry.

**Conclusions.**

At the current stage of development of the market economy, the competitive environment is becoming increasingly complex both in terms of the intensity of competition and the degree of mutual influence of factors. In relation to textile clusters, the concept of competition has two aspects - competition of "chains" and competitive relations within the value chains themselves, directly related to innovations and competitiveness of each structural unit of the cluster.

The competitiveness of clusters must be assessed taking into account their complex structure, external and internal factors in the formation of competitive advantages, as well as competitive relations arising at all levels of the economy.

The proposed methodology makes it possible not only to assess the level of competitiveness, but also to visually compare individual competitive advantages of clusters. The use of this method makes it possible to increase the efficiency of both operational and strategic management of cluster competitiveness, since it allows for a visual and concentrated assessment of all competitive advantages and to select the most priority areas of development that can increase competitiveness.

**References.**

1. Porter, M. (1993). International Competition: Trans. from English / Ed. and with a preface by V. D. Shchetinin. Moscow: International Relations, 896, 3.

2. Suchkova, E. A., & Kharlamova, I. Yu. (2020). Methods for Assessing the Competitiveness of an Organization. Young Scientist, (4), 156-159.

3. Mokronosov, A. G., & Mavrina, I. N. (2014). Competition and Competitiveness: A Textbook for Students Studying in the Bachelor's Degree Program in the Field of Training 080400 - Personnel Management: Ural University Publishing House, 2014.

1. Nargiza, M. (2015). Segmental analysis of the market potential of the textile industry of Uzbekistan. European journal of economics and management sciences, (2), 14-16.

2. Nargiza, M. (2016). Evaluation of the market potential of Uzbek textile enterprises. SAARJ Journal on Banking & Insurance Research, 5(3), 37-41.

3. Муминова, Н. М. (2015). Сегментарный анализ рыночного потенциала текстильной промышленности Узбекистана. Молодой ученый, (12), 456-459.

4. Муминова, Н. М. (2015). Сегментарный анализ рыночного потенциала текстильной промышленности Узбекистана. Молодой ученый, (12), 456-459.

5. Muminova, N. (2015). Segmental analysis of the market potential of the textile industry of Uzbekistan.«European Journal of Economics and Management Sciences». Vienna, Austria.

6. Muminova, N. (2014). Management Department, Tashkent institute of textile and light industry. Eastern European Scientific Journal, (4), 53-56.

7. Муминова, Н. М. ТЎҚИМАЧИЛИК МАҲСУЛОТЛАРИ САВДОСИНИ САМАРАЛИ ТАШКИЛ ЭТИШНИНГ КОНЦЕПТУАЛ ЁНДАШУВЛАРИ. Иқтисодиёт ва инновацион технологиялар" илмийэлектрон журнали, (3).

8. Муминова, Н. М., & Набиева, К. Ф. (2024). АНАЛИЗ РЫНКА ЭКСПОРТА И ИМПОРТА В ФОРМИРОВАНИИ СПРОСА НА ГОТОВУЮ ТЕКСТИЛЬНУЮ ПРОДУКЦИЮ. IJTIMOIY FANLARDA INNOVASIYA ONLAYN ILMIY JURNALI, 4(5), 18-27.

9. Improvement of innovative activity and bases of anti-crisis management of the enterprise NM Muminova

10. qizi Axmedova, N. Z. (2023). TO'QIMACHILIK SANOATIDA RAQAMLI MARKETINGDAN FOYDALANISHNI TADQIQ ETISH. Zamonaviy fan va ta'lim yangiliklari xalqaro ilmiy jurnal, 1(1), 18-23.

11. Nazokat, A. (2023). WAYS TO IMPROVE THE EFFICIENCY OF DIGITAL AND MEDIA ADVERTISING ACTIVITIES IN UZBEKISTAN. JOURNAL OF ECONOMY, TOURISM AND SERVICE, 2(4), 14-25.

12. Aslanhojaevich, D. B. (2020). Clustering: theories and key problems. International Journal of Psychosocial Rehabilitation, 24(4), 2921-2928.

13. Давлятов, Б., & Акбархўжаева, Н. (2022). ИҚТИСОДИЁТНИ КЛАСТЕРЛАШТИРИШНИНГ ЎЗИГА ХОС ЖИҲАТЛАРИ. Theoretical aspects in the formation of pedagogical sciences, 1(4), 187-190.

14. Давлятов, Б., & Акбархўжаева, Н. (2022). ПАХТАЧИЛИК КЛАСТЕРЛАРИ: КОРХОНАЛАР ИНТЕГРАЦИЯСИ ВА ИҚТИСОДИЙ САМАРАДОРЛИК. Theoretical aspects in the formation of pedagogical sciences, 1(4), 182-186.

15. Davlyatov, B. A., & Akbarkhujaeva, N. A. (2020). The role of innovative economies and clusters in the economic development of regions. South Asian Journal of Marketing & Management Research, 10(12), 57-64.

16. Aslankhojaevich, D. B. (2019). Creating cotton cluster in conditions of uzbekistan and its role in the economic development.

17. Холмирзаев, Х. Д., & Давлятов, Б. А. (2014). Пути развития Узбекистана: культура и экономика. Вестник магистратуры, (1 (28)), 98-101.

18. Давлятов, Б. А. (2013). О роли и значении малого бизнеса и частного предпринимательства в реализации социально-экономической политики в Республике узбекистан. Новый университет. Серия «Экономика и право», (12 (34)), 119-122.

19. Davlyatova, B., Yuldashev, S., & Saidmuradova, T. THE DIRECTIONS OF THE REGIONAL ECONOMY IN IMPROVING THE EFFICIENCY OF THE ORGANIZATION AND OPERATION OF CLUSTER STRUCTURES.

20. Муминова, Н. М., & Набиева, К. Ф. (2024). АНАЛИЗ РЫНКА ЭКСПОРТА И ИМПОРТА В ФОРМИРОВАНИИ СПРОСА НА ГОТОВУЮ ТЕКСТИЛЬНУЮ ПРОДУКЦИЮ. IJTIMOIY FANLARDA INNOVASIYA ONLAYN ILMIY JURNALI, 4(5), 18-27.

21. Furkatovna, N. K. (2023). RESEARCHING OF THE INFLUENCE OF BRANDED AND NON–BRANDED TEXTILE PRODUCTS ON CONSUMER PURCHASING BEHAVIOR. НАУЧНОЕ ОБОЗРЕНИЕ 3, 30.