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Message

Editor in Chief / Managing Editor



Dear Academicians & Research Scholars,

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Dr. P. S. Bhadouria

APPLICATION OF AMORTIZATION AND PROPERTIES OF USING ACCELERATED METHODS

Nasriddinov Jasur Islomovich¹

ABSTRACT

This article is devoted to the theory of amortization and the use of its accelerated methods, which reflects the current reforms in the country. The issues of the need to apply accelerated amortization rates are considered, and the article is consolidated through practical analysis based on reforms carried out in the country.

Keywords: *Amortization, Fixed Funds, Accelerated Amortization, Production Capacity, Accelerated Amortization Method, Investments.*

Introduction

At present, on the basis of the reforms carried out in the Republic of Uzbekistan, it is aimed at creating favorable conditions and increasing the economic activity of economic entities operating in the economy. However, without the factors affecting economic activity, the development of manufacturing industries can not be guaranteed. Official statistical data and many years of practical experience show that, in particular, factors such as shortage of financial means to purchase cutting-edge techniques and technologies in order to achieve innovative productivity in enterprises, reduce business activity in the economy. As a result of the lack of funds in the enterprises operating in the economy, they are increasing the difficulties of modernization and non-resistance to strong competition. One of the ways to overcome these crises is to deploy an amortization policy that is accelerated to basic capital by adjusting taxes on the needs of the manufacturing enterprises.

The Strategy for Action for the Further Development of the Republic of Uzbekistan determines the priority areas for the development and liberalization of the economy to ensure the balanced and sustained national economy, including the share of industry, services, small business and private entrepreneurship [1].

This, in turn, determines the study of all the components of the country's economic resource potential, including theoretical and practical aspects of increasing the effectiveness of the existing capital investment. Efficiency of capital use is largely dependent on the amortization of the physical and moral wear and tear, and the use of accelerated methods allowing for the avoidance of moral deprivation in the current technological advancement and the use of these discharges for their own purposes. Amortization deductions are not just a source of capital replenishment, but also an important source of funding for economic growth.

The use of accelerated amortization methods will, on the one hand, increase funding for these resources and, at the same time, finance the replacement of existing capital funds and create conditions for sustainable economic growth in Uzbekistan in the future. The relevance of this issue is also explained by the following facts:

¹ National University of Uzbekistan named after Mirzo Ulugbek

- High capital adequacy of the majority of products produced in the Republic and the need to elaborate an investment policy conforming to the market economy, due to the high share of morally and physically deprived individuals in the capital structure;
- The need to evaluate the scientific and theoretical justification and the practical significance of allocating amortization for maintaining fixed capital flow and increasing its efficiency;
- The need to identify the economic sectors and basic types of capital that can be used in the accelerated amortization method and to assess its positive and negative effects.
- The fact that the efficiency of the national economy in the conditions of modernization of the economy is connected with the rational utilization of the accumulated capital capacities in many respects determines the urgency of studying the theoretical and practical aspects of amortization theory and its accelerated methods.

Analysis of Subject Matters

Developing the theory of amortization, solving theoretical and practical issues of using the amortization fund and its role in rebuilding fixed capital from the economists of the CIS countries Aleksandrov G.A., Bobkov I.A., Borisenko Z.N., Grigoryev V.V., Lebedev I.P., Solohova L.Z., Lysova N.A., Nedbaylov A.A.[2], Motovilov D.B. [3], Nemkina O.I., Tsigichko A.N., Shelemeh N.N. and others.

Some aspects of the problem that have been studied in Uzbekistan are generally described by R. Seitmuratov [4], D. Kurbanova [5]. K. Abduraksmanova, D. Tojibaeva, Sh. Shodmonova, A. Olmasova, and others took up the textbook descriptions.

In some studies, the amortization theory is described in connection with the capital movement and some aspects of its effectiveness. In particular, in M.A. Dalimova's master thesis, this problem lies in the repeated production of fixed funds, in D. Ismoilov's works an increase in the efficiency of capital utilization, and T.T. Juraev writes about the efficiency of using and distributing fixed capital.

In general, the current research focuses on the investment aspects of the problem, and amortization is recognized as one of the financial sources of capital investment and is not thoroughly analyzed as a continuous concept.

However, historical experience shows that in the conditions of a developed market economy, the goal of forming a amortization policy is to take a systematic approach to the analysis of its role in the production process, taking into account the need to capitalize on capital and sustainable economic growth.

Considering the emergence of new amortization objects in modern economic literature and the emergence of different approaches to its theory, fundamental research aimed at further advancing the scientific and theoretical aspects of the problem is not sufficient.

Research Methodology

The research aimed at improving the practice of applying amortization theory and accelerated methods in the Republic of Uzbekistan, and defined specific tasks. In the course of the research, practical comparisons of the material, statistics and tables were performed and the conclusions and recommendations were presented on the basis of the results.

Analysis and results

In the current period of the economy of Uzbekistan, one of the government's tasks is to implement an active investment policy aimed at the implementation of investment projects, modernization, technical and technological renewal of production, implementation of production, transport and communications and social infrastructure projects, high-tech industries, first and foremost, on the basis of deep processing of local raw materials in the priority directions of economic development and liberalization of the Strategy of Action on five priority directions of the development of the Republic of Uzbekistan in 2017-2021 through a qualitatively new stage of accelerated development of finished products with added value[7].

The status of fixed capital by various types of economic activity of the Republic varies widely and is being used in different ways. This situation was investigated during scientific research and the following results were obtained.

Table 1 : Indicators of efficiency of use of fixed funds in the economy of the Republic of Uzbekistan [8]

№	Indicators	Unit	Years				
			2005	2010	2015	2016	2017
1	Gross Domestic Product	billion sum	15923,4	62388,3	171808,3	199993,4	254043,1
2	Annual average value of fixed funds	billion sum	24041,8	79062,8	193772,9	228826,4	278902,4
3	Fund efficiency	Sum	0,66	0,79	0,89	0,87	0,91
4	Fund capacity	Sum	1,51	1,27	1,13	1,14	1,10

Indicators of efficiency of use of fixed funds of the Republic of Uzbekistan were as follows. The effectiveness of the fund was in 2005 – 0.66, in 2010 – 0,79, in 2015 – 0,89, in 2016 – 0,87, in 2017 – 0,91.

As it can be seen from this, the effectiveness of the stock grows over these years and the stock capacity is decreasing.

Table 2 : Efficiency indicators of GDP, net profit and accumulated amortization in the economy of the Republic of Uzbekistan [9]

№	Indicators	Units	Years			
			2010	2015	2016	2017
1	Gross Domestic Product	billion sum	62388,3	171808,3	199993,4	254043,1
2	Net Profit (Loss)	billion sum	6698,2	13914,6	17064,1	8104,2
3	Amount of accumulated amortization	billion sum	16314,5	52968,8	64356,3	78652,0
4	Net profit per 1 sum of GDP	Sum	0,1	0,1	0,1	0,03

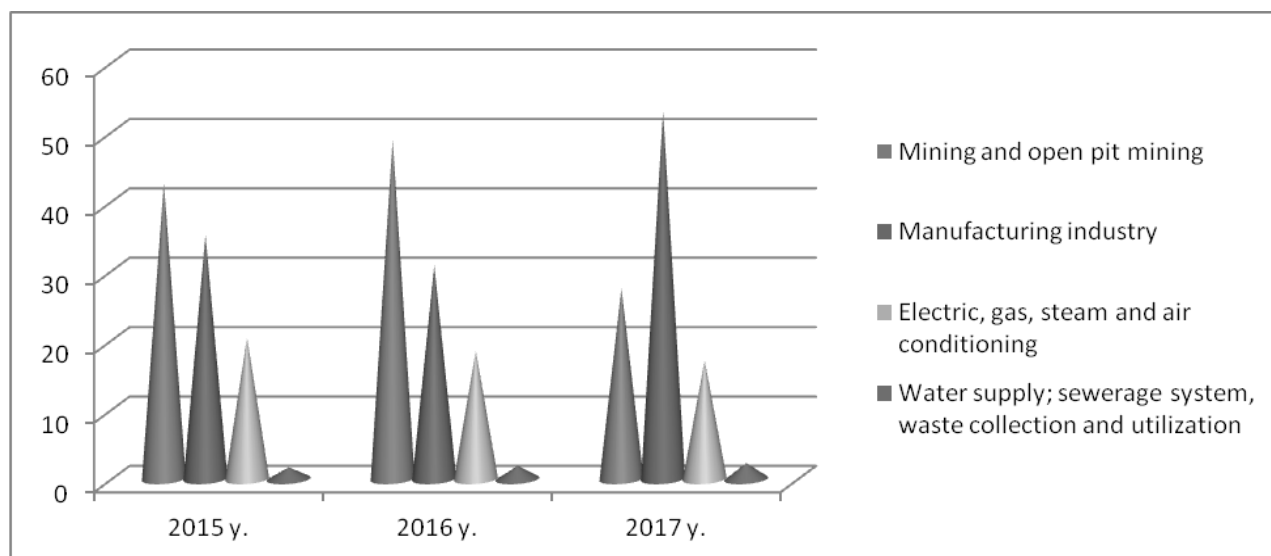
5	Amount of amortization for GDP per 1 sum	Sum	0,3	0,3	0,3	0,3
6	The amount of net profit for amortization in 1 soum	Sum	0,41	0,26	0,27	0,10
7	Amount of amortization for 1 sum of net profit	Sum	2,44	3,81	3,77	9,71

The following results can be seen in the study of GDP, net profit and accumulated amortization efficiency indicators at the national level. Net profit per 1 sum of GDP in 2010, 2015, 2016 was 0,1 sum, in 2017 was 0,03 sum. Amortization amounting to 1 sum per capita was 0.03 sums per every studied year. Amount of net profit per amortization of 1 sum in 2010 was 0,41 sum, in 2015 – 0,26 sum, in 2016 -0,27 sum, in 2017 – 0,10 sum. Amount of amortization for 1 sum of net profit in 2010 was 2,44 sum, in 2015 – 3,81 sum, in 2016 – 3,77 sum, in 2017 – 9,71. Every year, investments into fixed capital are introduced and this will increase the volume of fixed funds. The amortization of the increasing fixed capital also increases. The effectiveness of these indicators, depending on the relationship between these indicators, was as follows.

Table 3 : Fixed capital investments and calculated amortization efficiency [10]

No	Indicators	Units	2010	2015	2016	2017
1	Capital investments	Billion sums	15 338,7	41670,5	48083,1	68423,9
2	Amount of estimated amortization	Billion sums	16314,5	52968,8	64356,3	78652,0
3	Investments in the amount of 1 sum of estimated amortization	Sum	0,94	0,79	0,75	0,87
4	An estimated amortization of 1 sum per capita in capital investments	Sum	1,06	1,27	1,34	1,15

Investments in the amount of 1 sum of estimated amortization was in 2010 – 0,94 sum, in 2015 – 0,79 sum, in 2016 – 0,75 sum, in 2017 – 0,87. It can be seen that from 2015 to 2015 and 2016 decline, and again in 2017, ie the amount of investment in fixed capital increased. Increase in investment will enable us to generate more gross domestic product, ie material and spiritual wealth. Estimated amortization of 1 sum of fixed capital investments was in 2010 – 1.06 sum, in 2015 – 1.27 sum, in 2016 – 1.34 sum, in 2017 – 1.15 sum. This effectiveness index has increased to 2016, and has dropped further in 2017, ie amortization of fixed capital has dropped. If the calculated amortization would increase, there would be internal sources for investment in fixed capital.



Picture 1. The share of aggregate of fixed funds in the Republic of Uzbekistan on the end of the reporting period [11].

The distribution of aggregate share of the aggregate funds of the main branches of industry in the end of the reporting period in the Republic of Uzbekistan is reflected in the table above, where the share of manufacturing industry is the highest in recent years.

Table 4 Distribution of annual average funds in large industrial enterprises.
(in percentage)[12]

Industries	Average annual value of fixed funds by years		
	2015	2016	2017
Total in industry	100	100	100
<i>including:</i>			
Mining and open pit mining	42,7	48,9	27,5
Manufacturing industry	35,2	30,8	53,1
Electric, gas, steam and air conditioning	20,4	18,5	17,1
Water supply; sewerage system, waste collection and utilization	1,7	1,9	2,3

From this outcome, it can be seen that the manufacturing industry is most likely to grow old and buy new fixed funds. The share of water supply networks in the industry is insignificant, and it is important to increase the share of wear and tear in this sector. Because this network also needs to be upgraded from time to time.

From the table above, we can see that in 2015 and 2016, the share of fixed funds in the mining and open-pit mining industries is high and the proportion of industrial production in 2017 will increase, reaching more than half of the total industry. Great attention is paid to Uzbekistan’s industry.

Discussion

Firstly, the use of accelerated amortization in the economy leads to the creation of additional non-taxable source of income for enterprises operating in the economy.

Secondly, amortization deductions are a source of sustained profit and, in addition to other sources, prevents the production from being crushed.

Thirdly, amortization deductions are private funds of the enterprise and can lead to the reduction of various interest payments and increase production efficiency.

Fourthly, the presence of amortization funds will accelerate the development of enterprises according to the market demand and accelerate the process of modernization, as well as expand production and improve product quality.

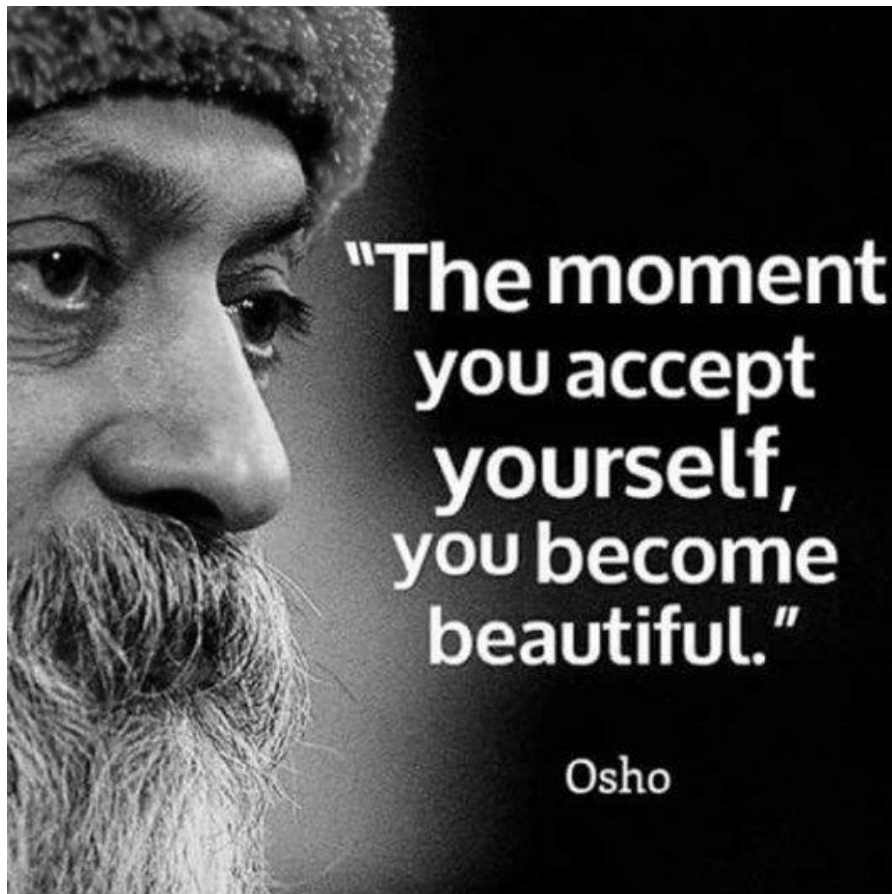
Fifthly, in the current world of sharp acceleration of technical progress, time factor is a key factor. Timely use of amortization funds helps entrepreneurs to avoid the growth of various types of tax deductions for fixed funds imported from abroad. Also, accelerated amortization allows entrepreneurs to transfer funds saved from earnings in the first years after the introduction of fixed funds.

In general, the use of accelerated amortization methods promotes the competitiveness of enterprises operating in Uzbek economy, production of market-demand products, and the acceleration of the modernization process of the enterprise in real practice.

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A CONCEPTUAL STUDY OF IRCTC'S CATERING PARADIGM AND PASSENGER SATISFACTION IN INDIAN RAILWAY

Manoj Kumar Yadav¹, Dr. D. Kumar²

ABSTRACT

Indian Railway Catering and Tourism Corporation (IRCTC), a wing of Indian Railways, was consolidated on 27 September 1999 to provide quality food and world class catering services to travelling commuters as well as to prop-up the tourism oriented services throughout Indian Railway Network. Conventionally, both of these activities are provided and managed by Indian Railways itself through different copious ways, predominantly via on-board and off-board mechanisms. Later on catering provision was handed over to IRCTC in an attempt to augment the *meal experience* and different episodes of *moment of truth* with every group of commuter. This study finds out the *grey areas* and suggests several recommendations for development of catering venture.

Key words – Meal experience, Moment of Truth, Catering Services, Static Units, Grey Areas, Complaint Redressal System, Quality Paradigm, Conceptual study, On-Board, Off-Board, AVMs.

An Introduction

IRCTC is a public sector company under the direct control and supervision of Ministry of Railways and responsible for managing both on-board and off-board catering provisions, above and beyond the tourism activities, in almost all trains and railway platforms throughout the Indian Railway network. Initially, Indian Railways manoeuvre all forms of deeds from the luggage handling to catering services. But after so many years of work experience, Indian Railways realized that it must have exclusive catering policy and apposite system in place that could better fulfil the requirements of the whole spectrum of the travelling passengers*. This self-realization is the outcome of commuters' complaints particularly about the catering services given by the Indian Railways. These complaints are swiftly pooling the complaint redressal mechanism of Indian Railways year-by-year.

Many researches also reveal that the quality of method used to deliver food and beverage services are also not meeting the acceptable standards. Besides, the adopted hygiene and food safety practices, *food audits*, *food waste* treatment and so forth practices are lacking the encoded index level. In addition, many authorized private caterers claimed that due to high amount of license fee, they are charging higher prices for the offered food and beverage choices. Even in certain cases, caterers are found to charge more than given maximum retail prices on the label. All these aspects and dimension of catering provision has a significant effect on passengers' total moment of truth and to their meal experience which eventually delineate their satisfaction level.

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² Professor & Head, P.G.Deptt. of Industrial Chemistry, SMS Govt. Model Science College, Jiwaji University, Gwalior (MP)

* Manav, Priyanka Gite and Kumar Navodit. "Evaluation of Services provided by Indian Railway Catering and Tourism Corporation Limited." International Journal in Multidisciplinary and Academic Research, Vol-3, No. 3 (n.d.).

In catering sector, food and its service both plays an equivalent role in overall passenger satisfaction. The service module has a great impact on catering provision because it is co-component of caterer's core product i.e. food. Consequently, as food quality depreciates it unwaveringly affects the *service quality*, as a result passengers' satisfaction get flustered as it doesn't meet with envisaged expectation level. Every travelling commuter carries some expectation level with presumed service provider and when he reaches the service point he compares his expectation with provided services. The differential margin will determine the degree of variation which pump-up the satisfaction meter. Satisfaction can be defined as the "the customer fulfilment response", which is an evaluation as well as an emotion-based response to a provided service¹.

The reason behind all these addressed issues is not only the food, its service and quality connected dimensions, but the available infrastructure; the layout of base kitchen and pantry cars; the kitchen & service equipments; and the qualification of employed staff, all are equally responsible for reprehensible catering operation. The partaking of unauthorized vending, such as hawkers, also inculcates the facing challenges. The purpose of this research paper is to highlight the gap between ground-level veracity and laid-out standards in reference to food service quality paradigm, its execution and finally travelling passengers' satisfaction with IRCTC's on-board and off-board catering provisions in Indian Railways. The study will predominantly address the following factors- menu choices, service quality, food quality, food hygiene & safety, waste disposal in respect to passenger satisfaction.

Growth of Passenger Business in Indian Railways since Independence

Indian Railways is a commonly used mode of transport for majority of Indian citizens in the country. During 2016-17, IR is carried 8116 million passengers as against 8107 million passengers in year 2015-16. Consequently, the earning from passengers in year 2016-17 is also increased {at the rate of 4.5% (or Rs. 1997 crore)} as compare to year 2015-16. Since 1950, the market segment of Indian Railways is constantly increasing year-by-year. In broad spectrum, the market of Indian Railways comprises of both urban and suburban population. Both of these segments travel via different trains (such as in mail, express and ordinary trains) and in different class of coaches (upper class, second class and ordinary class).

According to Year Book 2016-17 of Indian Railways, due to fluctuate growth of urban travelling passengers the demand for railway and its related facilities (particularly in relation to catering provisions) is also get increasing in same pace since 1950s. On the flip side, the growth rate of non-suburban travelling passengers is constantly declining in last six decades. This growth rate difference in between urban and sub-urban market segment is due to transformation of suburban areas into non-suburban areas and percentage increase in *per capita income* and *average spending power* of travellers from non-suburban area. But yet the population of suburban market segment is relatively high when compares with non-suburban market segment. And yet non-suburban market, particularly in respect to high speed trains such as Rajdhani and Satabadi, uses railway for long run journey. Resultant, the revenue earning capacity of Indian Railways from travelling passengers is increasing day-by-day.

The demand of catering related services in Indian Railways is also increasing due to extension of coaches in existing trains as well as introduction of new trains on railway network pan India. In last few years, Indian Railways introduced new trains, increases the frequency and extended the runs of existing trains which really boom the demand for catering services. In 2016-17, Indian Railways introduced 227 new

¹ Rust, R. T. and R. C. Oliver. 1994. Service quality: Insights and managerial implications from the frontier. In Service Quality: New Directions in Theory and Practice, ed. Rust, R. T., and R. C. Oliver. London: Sage Publications.

trains, extend 134 trains and increased the frequency of 18 trains in non-suburban market segment. In contrary, introduced 02 new trains, extended the run of 19 trains and increased the frequency of 06 trains for suburban market segment. Initially, Indian Railways itself provides the provision of catering in all trains via on-board and off-board provisions. But later on due to significant development in passengers' databank, the catering facilities are handed over to IRCTC for betterment and improvement of meals and beverages and its related components. But time-to-time exchange of catering proving in between Indian Railways and IRCTC, the quality paradigm of meals and beverages affect a lot. Below given tables provide a glimpse of passengers' growth and revenue turnover during last 05 decades in Indian Railways.

Table 1 Number of Passengers Originating

Respective Years	Sub-urban (all classes)	Upper Class (Non-Suburban)	Non-Suburban Second Class			Total Non-Suburban	Grand Total
			Mail/Exp.#	Ordinary	Total		
1950-51	412	25	52	795	847	872	1284
1960-61	680	15	96	803	899	914	1594
1970-71	1219	16	155	1041	1196	1212	2431
1980-81	2000	11	260	1342	1602	1613	3613
1990-91	2259	19	357	1223	1580	1599	3858
2000-01	2861	40	472	1460	1932	1972	4833
2010-11	4061	100	1046	2444	3490	3590	7651
2014-15	4505	138	1277	2304	3580	3719	8224
2015-16	4459	145	1321	2182	3503	3648	8107
2016-17	4566	150	1322	2078	3400	3550	8116

Also includes Sleeper Class

Source- Year Book 2016-17 of Indian Railways, Government of India, Ministry of Railway (Railway Board)

Table 2 Proportion of Total Traffic- Number of Passengers Originating (in %)

Non-Suburban	1960-61	1970-71	1980-81	1990-91	2000-01	2010-11	2015-16	2016-17
Second Class Ordinary	50.38	42.82	37.14	31.70	30.20	31.95	26.92	25.60
Second Class Mail/Exp.#	6.02	6.38	7.20	9.26	9.77	13.67	16.29	16.29
Upper Class	0.94	0.66	0.30	0.49	0.83	1.30	1.79	1.85
Total	57.34	49.86	44.64	41.45	40.80	46.92	45.0	43.74
Suburban (all classes)	42.66	50.14	55.36	58.55	59.20	53.08	55.0	56.26
Grand Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

Also includes Sleeper Class

Source- Year Book 2016-17 of Indian Railways, Government of India, Ministry of Railway (Railway Board)

Table 3 Passenger Revenue (Earnings per passenger kilometre for different classes during 2015-16 and 2016-17)

Segment	2015-16 (in Indian Paise Currency)	2016-17 (in Indian Paise Currency)
Non-Suburban		
Upper Class	130.62	135.60
Second Class (Mail/Exp.#)	35.95*	36.64
Second Class (Ordinary)	19.92	20.75
Non-Suburban (all class)	41.8	43.4
Suburban (all classes)	17.73	18.49
Overall Average	38.74	40.25
*Revised		

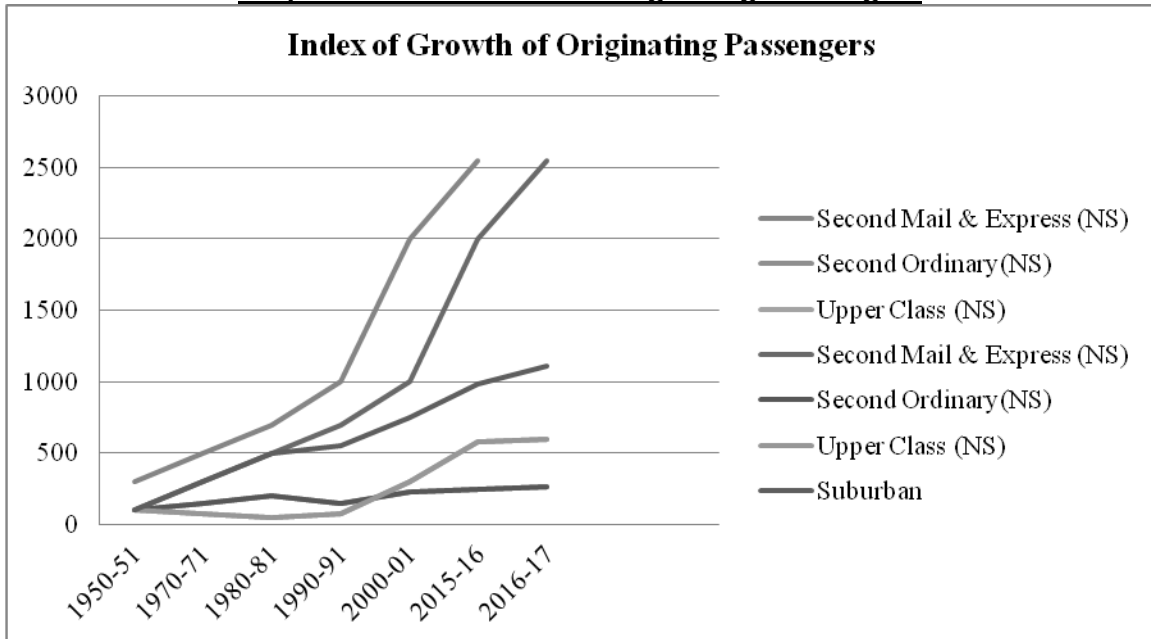
Source - Year Book 2016-17 of Indian Railways, Government of India, Ministry of Railway (Railway Board)

Table 4 Passenger revenue in different classes with corresponding number of passenger and passenger kilometre/s in 2016-17

Market Segment	No. of Passengers		Passenger Kilometres		Revenue	
	In Million	In Percentage	In Million	In Percentage	In Crore	In Percentage
Non-Suburban						
Upper class	150	1.85	110,355	9.60	14,964.18	32.33
Second class (Mail/Exp.#)	1322	16.29	634,039	55.14	23232.37	50.20
Second Class Ordinary	2078	25.6	260,024	22.61	5394.47	11.66
Total	3550	43.74	1004,418	87.35	43591.02	94.19
Suburban (all classes)	4566	56.26	145,417	12.65	2689.44	5.81
Grand Total	8116	100	1149835	100	46,280.46	100

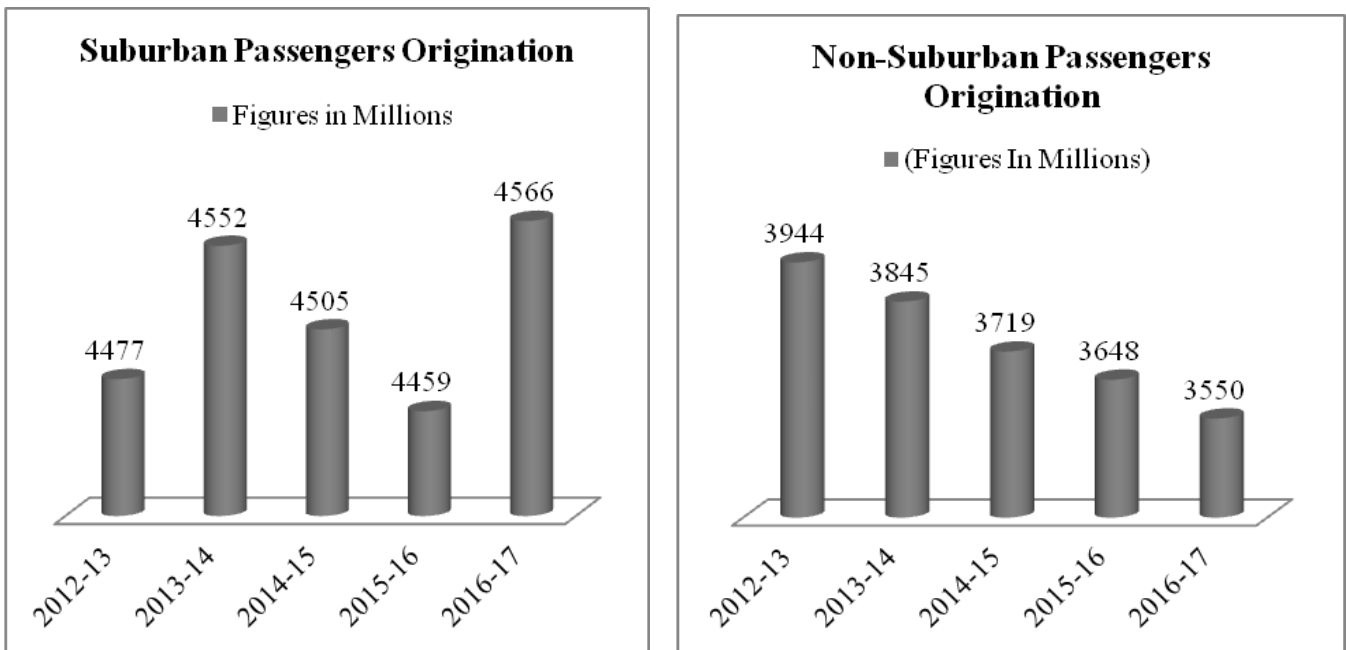
Source - Year Book 2016-17 of Indian Railways, Government of India, Ministry of Railway (Railway Board)

Graph 1 Index of Growth of Originating Passengers



Source - Year Book 2016-17 of Indian Railways, Government of India, Ministry of Railway (Railway Board)

Graph 2 Passengers Originating from Suburban Market Segment



Source - Year Book 2016-17 of Indian Railways, Government of India, Ministry of Railway (Railway Board)

Review Literature

IRCTC was formed by Indian Railway and entered in Catering venture on 27th September 1999 with an aim and objective to improve the tourism oriented services and catering provisions in Indian Railways for the betterment of travelling passengers' experience, both domestic and international clients through its on-board and off board mechanisms. But in reality, the IRCTC has sorted out the passengers' problems upto some extent only. The recent report of CAG in respect to catering provisions in Indian Railways reveals that passengers' complaints are gradually increases in several areas particularly for overcharging from year 2013 to 2015. This report also shows the areas where Indian Railways has achieved some improvement in its performance like food quality, quantity, staff behaviour, hygiene and so forth.

Reason Factors	Year wise number of complaints related to catering services over Indian Railways			
	2013 (Jan to Dec)	2014 (Jan to Dec)	2015 (Jan to Dec)	2016 (Jan to Dec)
Over charging	955	1162	2333	1686
Quality	2724	2986	2957	1125
Quantity	524	381	218	106
Misbehaviour	148	202	181	80
Hygiene	113	107	106	93
Miscellaneous	1387	1469	1360	994
Total	5851	6307	6155	4084
Actions Taken by Indian Railways/IRCTC in respect to Caterers' Poor Services				
Fined	1976	2480	3028	1922
Warned	2194	2190	1445	1068
Termination	01	03	02	00
Suitably advised	528	579	777	302
Not substantiated	680	405	445	221
Disciplinary action railway staff	58	107	26	17
Any other (such as withdrawn, not verifiable, etc.)	414	543	432	554

Source - Report of CAG on Catering Services in Indian Railways

Formerly, many authors and researchers have worked in this area and suggested various ways to improve the catering services in Indian Railways. Some of them are listed below with their valuable viewpoint and perspective.

Prem Narayan (2009) stated that more than one million passengers are offered with meals and beverages on daily basis. He prepared a *fish-bone* diagram analytical tool which shows the elementary causes behind deprived food quality in IRCTC meal services. He suggested several measures to maintain the food quality. Among all measures food safety and hygiene audit, appointment of quality control

professionals, regular inspections of catering labs and proper passenger feedback mechanism are some major suggestions.

M. Joseph (2000) also revealed in the conducted study that the quality of food served in Indian Railways is not matching with the customer's expectation level as well as with the pre-determined quality standards. Food service in Indian Railways should be improved and for this improvement he suggested that inspection team must be constituted which must inspect food quality at frequent intervals. For transparency, few selected private NGOs may also include in the inspection team for the better outcome.

Dr. S. Saravanan and S. Gandhimati (2015) claimed that food quality is one of the most important determinants of passenger's satisfaction. In general, the style of food serving in trains and on platforms is almost alike to street vending system, thus both provisions face similar kind of challenges and problems, particularly in terms of food safety and hygiene.

Winarno and Allian (1991) and Gnammon-Adiko (1996) stated that food vending kiosks and sites face a major problem of food hygiene and safety, concurrently having lack of proper disposal system to handle food waste which also may be a small one reason for passengers' dis-satisfaction. These vending units are particularly targeted towards high pedestrian traffic areas such as railway stations, bus stations, school premises, hospitals and so forth venues.

H.Yadav and R. Mahna (2004) stated in their study that nowadays food safety issue emerges as one of the most important issue for every individual including travelling passengers too. Seeking this fact, *food supply chains* are implementing system to improve their food quality in an attempt not only to guarantee the safety of the meals and beverages but also to raise the consumer community's awareness of their efforts. They further suggested that all stakeholders, irrespective to public or private, who are working in catering sectors, should develop and execute new policies regarding food safety, such as HACCP- it is one of the best approaches among all.

Promila Sharma and Harpreet Duggal (1980) also stated that majority of passengers are dissatisfied with the provided railway services on different fronts, most particularly with catering provision, cleanliness and hygiene. The conducted study claimed that most of the passengers even did not want the "Grievance Redressal System" to lodge their complaints because they do not expect any positive action from the Indian Railways or its IRCTC towards the grey areas.

Karan Kumar (2007-08) summarized that railway stations at Metro Cities need to be modernized to provide world class amenities and services to the large multitude of travelling passengers. Indian Railway is planning to do so by inviting the private investor to participate and providing the areas around the station and the air space above platform to be commercially developed while passenger handling areas are separated from such commercial areas as in case of airports. This public-private partnership will definitely bring positive changes in Indian Railways.

Gronoos (1884), counted as a pioneer in conceptualization of the service quality, revealed in his research work that technical, functional and reputational quality are considered as major concern for service quality. Later on Gronroos (1988) stated that the overall perception of quality was a disconfirmation of a customers' expectation and evaluation of a service offered. The same assertion is continuously maintained by world renowned authors Parasuraman, Zeithaml and Berry (1988) in their research work.

Service is most important concern for **T and A. Stephen (2012)** stated with the help of RAILQUAIL model in their research study that reliability, assurance and empathy are three major concerns for travelling passenger.

Objectives of the study

- 1) To identify the prevailing food & beverage choices provided by the IRCTC and Indian Railways' departmental catering units and upto which extent it fulfils the passengers need and want.
- 2) To know the passengers' perception and real *meal experience* regarding the food and service quality provided by the IRCTC and departmental catering units.
- 3) To identify the *margin of gap* in between the perceived food quality level and actual food quality offered by the IRCTC and departmental catering units.
- 4) To comprehend the development made by IRCTC in terms of food service quality as compare to previous catering units directly owned and managed by Indian Railways.
- 5) To identify the *effect size* of passenger dissatisfaction with provided food service quality on maximum revenue generation possibilities through food and beverage sales.

Limitation of the Study

- 1) The data collected for this research work may not be generalized for the entire catering provisions provided by all trains and railway stations because it is collected from limited passengers only.
- 2) The correctness of the drawn inferences is subject to the correctness of responses given by the chosen respondents.
- 3) The study and data collection is based on sample survey and relevant secondary resources therefore it may have several inherent shortcomings.
- 4) Responses given by chosen sample from the universe may suffer from their personal biasness which may be seen as positive as well as negative.
- 5) There are countless variables that determine the satisfaction of passengers but at here only limited variables are selected which not at all ensures comprehensive result towards the passenger satisfaction.

Scope of research

Railway is a cheapest mode of transport as compare to any other transportation medium as well as it is connected with almost every states and their cities. Therefore, more and more people travel through trains. Railway is principally the foremost choice of price sensitive market segment but it doesn't mean that elite people do not travel in it. It shows that Indian Railways provide its facilities to multi market segments. Consequently, it is necessary to study and understand the satisfaction level of passengers separately due to difference in their culture, food choice, region, religion, experience, income, age and so forth factors. Their perceived satisfaction level and pragmatic experience need to be measured. The inherent purpose of this research study is to assess the passengers perceived expectation level and their level of satisfaction particularly with provided food services and related components. This study covers all class of travellers.

Statement of Problem

Nowadays this has been seen that more and more passengers are complaining about the quality of provided meals in trains and on platforms. Their complaints are mostly originated due to poor food quality, insufficient food portion, higher prices/overcharging, limited food choices, and so forth factors. This creates dissatisfaction among travelling passengers. The margin of dissatisfaction is magnified when travellers compare their *pre-travel expectations* with *post-travel experiences*. So, this can be seen and understood that perception and satisfaction of passengers are also caused by food and service quality besides other regular services of Indian Railways.

Sample Design

For this research work, *convenient sampling method* is used for the selection of sample from its universe in Gwalior division. Sampling was done at 100 randomly selected travelling passengers roving in different trains passing via Gwalior Railway Station. The samples were collected during the day hours, particularly after consuming the meal so that passengers can share their real *meal experience*.

Method of Data Collection and Period of Study

For this research work, observation and discussion (with travelling commuters) tools are used for primary data collection. This research study is completed in within a time frame of 06 months, i.e. from January 2018 to June 2018. Finally, data analysis then conclusion and recommendations were finalized in the month of June and July 2018.

Data Analysis and Interpretation

Question 01 Do you purchase meals and beverages during the travelling hours?

Remark- From all the selected respondents, around 60% respondents said that they mostly use to purchase meals and beverages during the journey hours. On the flip side 30% respondents responded that they do not prefer to purchase from vendors. And remaining 10% respondents said they sometime prefer to purchase but not always.

Question 2 From whom (in respect to vendors) you mostly prefer to purchase meals and beverages during the journey hours?

Remark- Around 45% respondents accept that they mostly used to purchase meals and beverages from authorized vendors (or IRCTC affiliated vendors) only due to quality assurance while 40% passengers said they used to purchase from local vendors/non-authorized vendors. The remaining 15% respondents claimed that they mostly prefer to carry food from their home because it is more safe and hygienic than vendors' food.

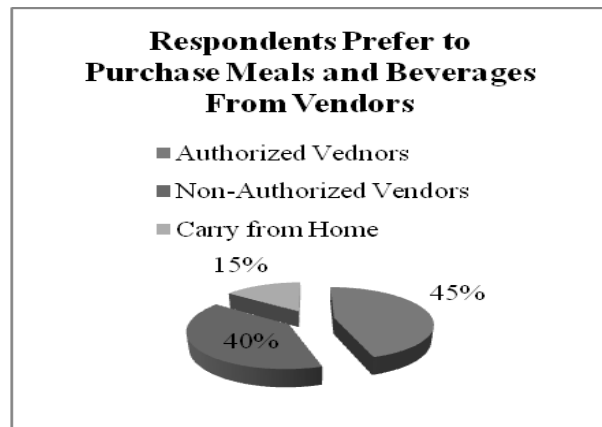
Question 03 How do you wish to enlist the various components of railway catering services in order-of-their-importance?

Remark- For 23% passengers' food quality and service quality is highly important as compare to others. 18% respondents claimed that employee behaviour and menu choices also form a significant role in catering services after food quality and service quality. On the flip side only 12% respondents give weightage to food hygiene and safety and for 06% respondents food waste also plays a significant role in catering related services apart from core components.

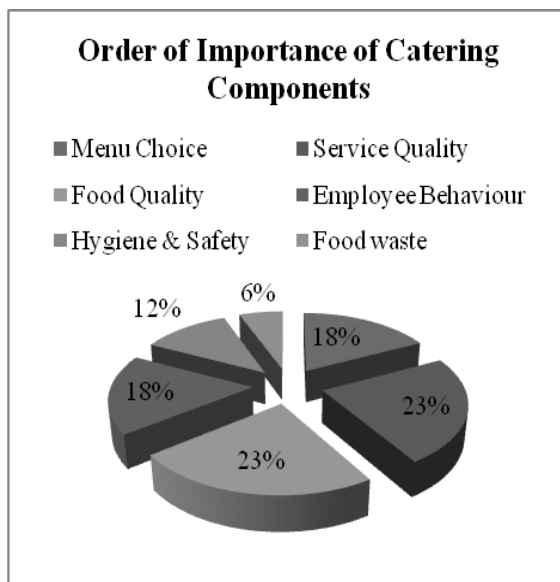
Question 04 How do you wish to grade the various catering oriented (predominantly to menu choices, service quality, food quality, employee behaviour, hygiene and food safety and food waste) services provided by IRCTC/Indian Railways.



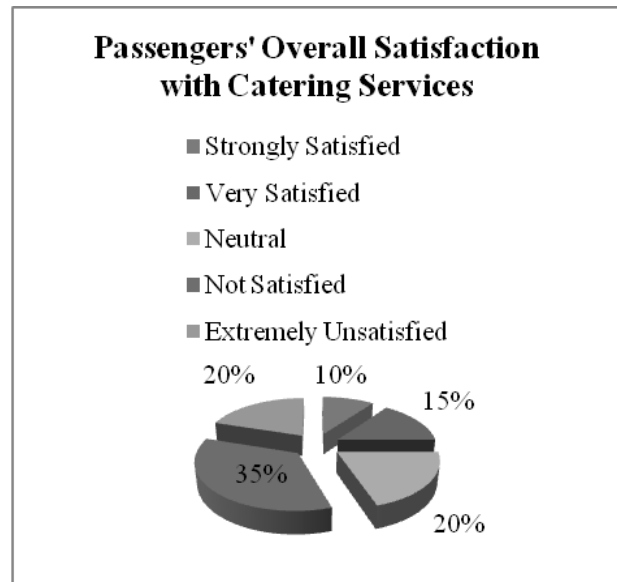
Question - 01



Question - 02

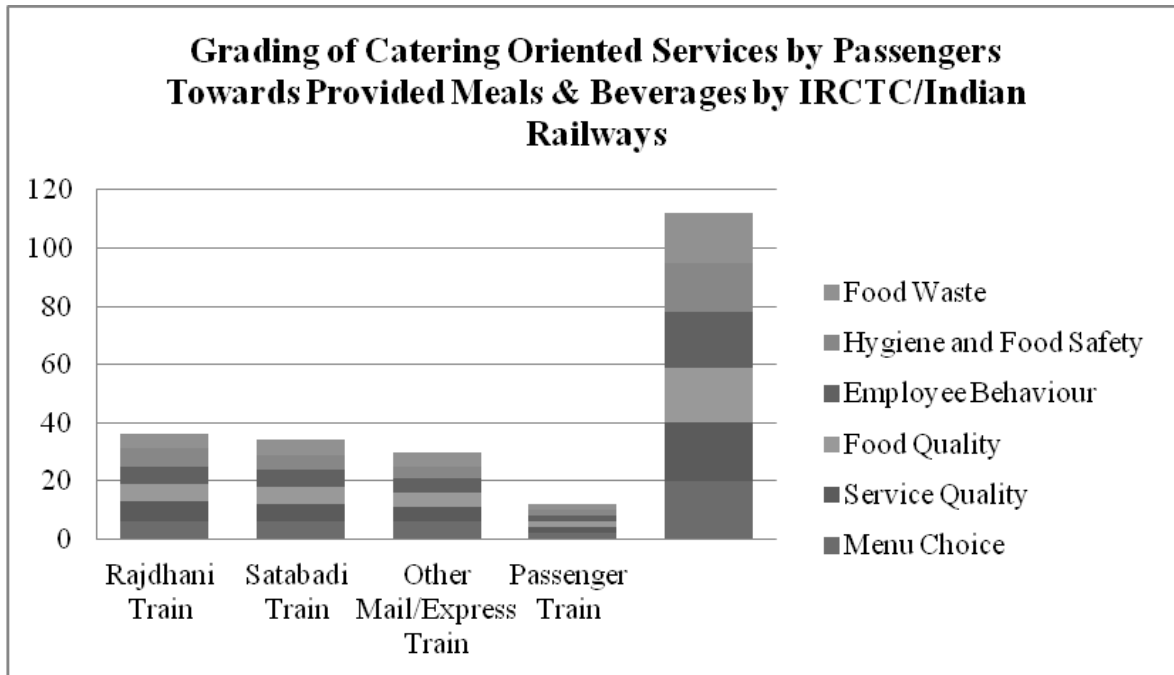


Question - 03



Question - 05

Source - Author



Question – 04

Source - Author

Remark- The overall facility of catering and its related components are highly acceptable in Rajdhani trains followed by Satabadi and other mail/express and passengers trains. The collective response of all respondents is somewhat like-

Catering Components	Marks	Overall Percentage	Ranking of Catering Components
Menu Choice and Service Quality	20 marks out of 40, it means 50%	16.67%	01 st Rank
Food Quality and Employee Behaviour	19 marks out of 40, it means 47.5%	15.83%	02 nd Rank
Food Hygiene and Food waste	17 marks out of 40, it means 42.5%	14.17%	03 rd Rank

All selected respondents collectively gave 46.67 % marks out of 100% to catering and its related components. Yet catering components are lacking behind with 53.33% marks which is not a good indication of passenger satisfaction. The above given response figures clearly reflect that travellers are more conscious about menu choices and service quality followed by food quality and employee behaviour. Only limited passengers are bothered about food hygiene and food waste. But remember the entire response scenario varies with type of train.

Question 05 How do you want to evaluate the overall catering services provided by IRCTC/Indian Railways?

Remark- In terms of overall passenger satisfaction, 35% passengers are not satisfied with various catering services provided by authorized (or IRCTC/Indian Railways affiliated) and unauthorized vendors.

20% passengers are extremely dissatisfied with catering services and 20% passengers gave their neutral response (neither fully dissatisfied nor completely satisfied) with catering services of Indian Railways. Only 10% passengers are strongly satisfied with provided meals and beverages whereas 15% passengers are very satisfied.

Findings of Research

The upshot of the research work concludes that the catering policy of Indian Railways should be clearly defined the department responsible for catering services and should not be transformed on frequent basis. Because this frequent transfer of catering policy creates a state of uncertainty in management of catering related services. Apart from uncertainty, continuous transformation of catering system also creates antagonism and legal disputes with private contractors and coordination issues between the railways and IRCTC. The consequences of which are ultimately suffered by travelling passengers.

The provided on-board and off-board catering systems are not comprehensively assessed by the appointed authorities. Due to which authorized vendors and private contractors manipulate the laid out procedures for their personal gains and benefits. Even in certain cases, base kitchens are located outside the railway premises thus are not subjected to quality checks. All such ambiguities affect the food quality, its hygiene, service and use of standard/branded ingredients to prepare meals.

The executed food checking mechanism should be refined and redefined so that grey areas can be identified and addressed effectively and efficiently. Currently, futile practices of food quality checking are executed which only fulfil the laid down formalities but do not achieve its inherent objective of existence. For instance, yet many authorized vendors are not giving bills to passengers, menu cards are not displayed to select food-of-choices, improper food portion and food quality, lack of hygiene and cleanliness and so forth.

Recommendations and Suggestions

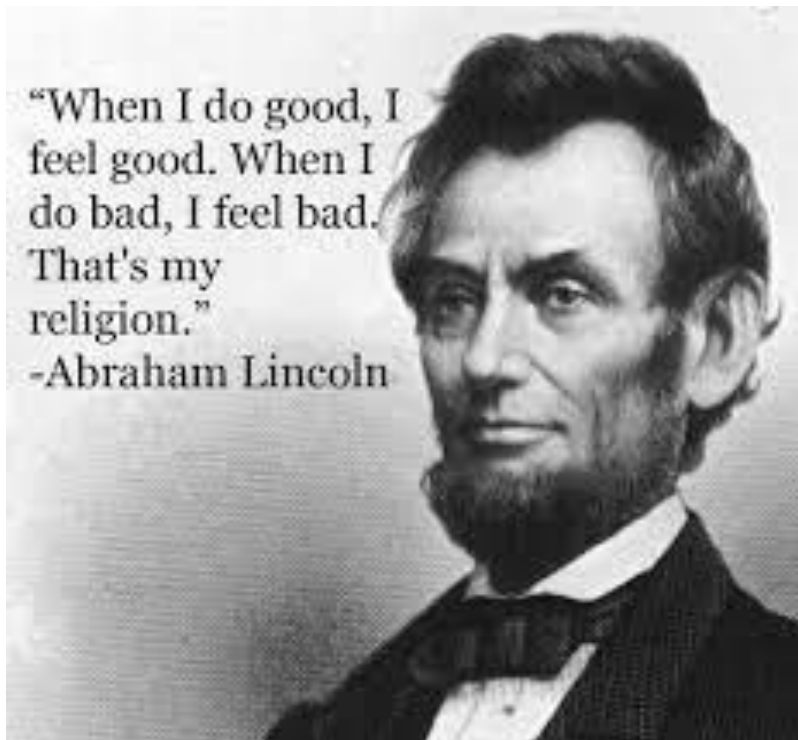
For the betterment and improvement of catering services at railway platforms as well as inside the trains, it is imperative for railway authority to laid-down the comprehensive guideline in respect to- food choices, menu display, food portion, food quality trademark, level of hygiene and safety and in so forth areas of catering system. Audit procedure should be well defined along with team members and how the actual status of catering services will be measured with pre-determined benchmarks.

Private contractors should be involved for the betterment of services but their license fee should be restructured as catering is a co-component of passengers itinerary thus it must be the element of welfare unit instead of profit seeking component. The catering contract should be allocated after the thoroughly investigating the past record, similarly renewed (if requires) on the basis of previous performance standards. In addition to all these measures, catering policy must be motorized with detailed standard operating procedure, service blue prints, standard recipe, fixed menu choices, food quality and safety trademark and waste treatment framework.

Apart from private contractors, departmental catering units of Indian Railways (such as low priced Janta Meals on railway stations) must also participate in the venture so that price and food choice monopoly of few players cannot affect the gamut of catering. This form of public-private partnership will egg-on the price and product competition amongst the involved stakeholders. And this competition will enliven the prevailing food quality levels because quality, in sense of both price as well as food, is the best mechanism to profound the market competition. Moreover, regular food audits and frequent inspection of catering units and provided food choices and offered services will purge the rest of the quality paradigm issues.

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RISK IN SUPPLY CHAIN MANAGEMENT: A STUDY OF ELECTRONIC NETWORKING INDUSTRY

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ABSTRACT

Supply Chain Management is a network of suppliers, customers within which a business operates. It is a set of integrating process that helps the organization to develop and deliver product and customize service. Now days though it is a cost saving simple significant technique but the system grows with different risk and the risk create a vital role to reduce the consistency of improvement of such management system. The main objective of the study is to identify the risk factors associated with supply chain management in electronic networking industry and to find out the impact of risk factors on supply chain performance. A non-probability sampling method was used to collect data from respondents. The sampling frame for this study includes Indian electronic networking industries providing network structure for Telecom Company. 100 respondents were taken as sample size and sampling population of the study are the employees working in networking industry. Factor analysis and regression techniques have been applied using SPSS package to analyze the gathered responses. The study concluded with the fact that risk factors are having significant impact on supply chain performance

Keywords: Supply chain, Networking, Risk factors, Performance, Electronic.

Introduction

Supply Chain Management (SCM) is an effective approach to sustain the competitive advantage and firm performance. In order to obtain a better competitive position, SCM is a strategy that aims to reduce the costs and provide better integration of production and distribution system and to enhance the customer satisfaction (Huseyin Ince 2013). Developing and implementing the right supply chain management strategies will lead to increase in productivity, maximizing efficiency and minimizing costs and ecological impacts (Bernd Noche, 2013). Supply chains are exposed to numerous of risk and can be seen from various perspectives (Christopher & Peck, 2004). "All supply chains are inherently risky because all supply chains will experience, sooner or later, one or more unanticipated events that would disrupt normal flow of goods and materials" (Craighead et al., 2007). The significant growth of the Indian telecom industry over the last five years can be characterized by the operational prudence and exploding data growth along with a decline in tariffs due to the fierce competition. TAIPA is formed in September 2010; TAIPA is Industry Representative Body of Tower Infrastructure Providers formed to accelerate the success of the Indian Telecom revolution, represents the interest of around 4,00,000+ towers pan-India. As an industry TAIPA have invested over Rs. 250,000 crores in Telecom Infrastructure which supports more than 1 Billion Customers.

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There are 2 main types of risk

External risks - those that are outside of your control

Internal risks - those that are within your control.

External risks

External risks can be driven by events either upstream or downstream in the supply chain. There are 5 main types of external risks:

Demand risks - caused by unpredictable or misunderstood customer or end-customer demand

Supply risks - caused by any interruptions to the flow of product, whether raw material or parts, within your supply chain

Environmental risks - from outside the supply chain; usually related to economic, social, governmental, and climate factors, including the threat of terrorism

Business risks - caused by factors such as a supplier's financial or management stability, or purchase and sale of supplier companies

Physical plant risks - caused by the condition of a supplier's physical facility and regulatory compliance.

Internal risks

Internal risks provide better opportunities for mitigation because they are within your business's control. There are 5 main types of internal risks:

Manufacturing risks - caused by disruptions of internal operations or processes

Business risks - caused by changes in key personnel, management, reporting structures or business processes, such as the way purchasers communicate to suppliers and customers

Planning and control risks - caused by inadequate assessment and planning, which amount to ineffective management

Mitigation and contingency risks - caused by not putting contingencies (or alternative solutions) in place in case something goes wrong

Review of Literature

Gentjan Mehmeti (2017) conducted a research study on supply chain management the main purpose of this paper is to create a better understanding of what Supply Chain Management (SCM) is how it has evolved and the factors that have influenced its evolution. According to this paper, the evolution history of SCM can be segmented into four stages: 1) the pre SCM stage, 2) the creation stage, 3) the integration stage and 4) the globalization stage. In the last part of the paper will be discussed the factors that have affected the evolution process of SCM. Some of these factors are: the firms focus on cost reduction; increased global competition; the firm focus on increase efficiency and performance; consolidation of trade liberalization policies and the globalization movement; increasing retail concentration - centralization and power; and increased companies focus on customer satisfaction. Some of these identified factors were the firms focus on cost reduction, increased global competition, consolidation of trade liberalization policies and the globalization movement.

Joydeep Kundu (2015) in this research, at first, supply chain and its management are introduced. Then, the necessity of supply chain risks identifying is explained. Afterwards, available risks in different case studies were described. Effects, a questionnaire has designed on the basis of identified risks in our suggestive cases. The risks have been specified regarding their orderly priorities which are considered as followed: environmental, financial, strategic, informative and communicative technology, technology and equipments, human resources and supply chain risks. Environmental insecure and competition severity of organizations and managers have confronted them with several challenges which in this regard has placed the environmental risk in the first priority. The second risk, from the view point of importance is recognized as financial risk. Instable financial policies, exchange rate fluctuation, rate of inflation, global market changes, all have increased the importance of financial risk. The third risk is strategic risk which indicates the special importance of the organization strategy. The strategic risks can danger the strategy of a trade organization or even the organization itself. These risks are not only including the trade risks such as decision to imply an important investment strategy, marketing, or even producing new product, but, they also relate to an important accident taking place in organization, environmental pollution and even industrial spying. Managerial teams in their main task are not conceived without access to Internet and compiled information and supported collected data for gaining more profit by units, which are also considered as high level manager business priorities. It is generally evaluated during production process from the beginning to the end and includes all stages and indicates the fact that organizations are really is under various risk but still they have to make an approach to resolve it and make their business as a profitable one.

Erin Gross Claypool, Bryan A Norman (2015) conducted a research on design for Supply Chain: An Analysis of Key Risk Factors. The main objective of Design for Supply Chain (DFSC) is to design a new product and its corresponding supply chain in a simultaneous manner. To determine which risk factors should be included in DFSC models, a survey was developed and administered to industry experts. 29 supply chain risk factors and 21 new product development (NPD) risk factors were included in the survey. The 50 risk categories identified in the literature were used to create a risk survey. This survey was distributed to seventeen companies, from several different industries. Responses were received from nine companies, most of which were manufacturing companies located in the United States. Survey participants from each company had either a NPD or a supply chain related role in their company. The survey was created in an electronic format to facilitate efficient data collection and analysis. An online survey creation tool called Survey Monkey was used, because it fit the data collection and analysis needs, and enabled easy distribution and collection of the survey via the internet. Risk factors were evaluated on two different criteria—the Likelihood of Occurrence and the Impact of Occurrence. The reason for this is that some risk factors have a very significant impact when they occur, but are not very likely to occur; such as natural disasters. In the same regard, some risk factors are very likely to occur, but their effects are less significant. Risk factors that scored highly in both categories were regarded as those that are most important to consider. The Impact of Occurrence and Likelihood of Occurrence criteria were each evaluated on a four point scale – low (1), medium (2), high (3) and very high (4). “Unable to answer” was also an option for each question. Before respondents evaluated the risk factors they were asked to provide their number of years experience with supply chain and/ or NPD and also rate their knowledge in each field as either poor, fair, good or excellent.

Objectives of Study

1. To identify the risk factors associated with supply chain management in electronic networking industry

2. To find out the impact of risk factors on supply chain performance
3. To suggest measure to minimize risk in supply chain management

Hypothesis of the study

- H1: There is significant and positive impact of operative risk on supply chain performance
- H2: There is significant and positive impact of strategic risk on supply chain performance
- H3: There is significant and positive impact of supply risk on supply chain performance
- H4: There is significant and positive impact of demand risk on supply chain performance

Research Design

This is a descriptive and empirical study to understand risk factors and performance of the electronic networking sector of the selected companies.

A non-probability sampling method was used that specifically employed the convenience sampling technique. The sampling frame for this study includes Indian electronic networking industries providing network structure for Telecom Company. A Questionnaire has been designed based on the study of the literature and modified based on the discussions held and the testing done with the practitioners. 100 respondents were taken as sample size and sampling population of the study are the employees working in networking industry. These items were measured on a seven-point Likert scale that ranged from “strongly disagree” to “strongly agree”. Reliability, Factor analysis and regression techniques have been applied using SPSS package to analyze the gathered responses.

Primary Data Collection

The data was collected by administering the questionnaire with the participating respondents. Wherever, the respondent so desired, option cards were used to fill up their responses. Most of them preferred to fill them on their own. Some partially structured discussions were held with keen respondents in various functional areas with a view to get more insight into the SCM practices and culture in the organization.

Reliability

Cronbach’s alpha represents the internal consistency of data and used to check the reliability of the measuring scale. The reliability of the scale is found .848 by applying reliability test through SPSS 20.0. The result from above table shows that the scale is reliable for the study

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.848	.852	18

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.894
Bartlett's Test of Sphericity	Approx. Chi-Square	3752.959
	df	153
	Sig.	.000

A Kaiser Meyer Olkin (KMO) measure of sampling adequacy is an index used to examine the appropriateness of factor analysis. High values (between 0.5 and 1.0) indicate factor analysis is appropriate. The Kaiser Meyer Olkin measure of sampling adequacy value for the measure was found 0.825 indicating that the sample size was good enough to consider the data for factor analysis.

S. No.	Factor Name	Initial Eigenvalues		Statements	Loading Value
		Total	% of Variance		
1	Operative Risk	8.274	23.946	Delivery delay due to insufficient production capacity on the part of a supplier.	.836
				Poor quality control by the supplier.	.636
				Poor logistics performance of the supplier.	.564
				Damage and loss during transport.	.641
2	Strategic Risk	1.859	21.163	Risks in the economic environment	.721
				Dependency on single sourcing.	.709
				Price increases by supplier	.580
				Risk due to force majeure	.605
3	Supply Risk	1.303	13.697	Include disruption of supply inventory.	.594
				Price escalation.	.650
				Improper scheduling.	.772
4	Demand Risk	1.105	10.866	Results from breakdown of operations.	.801
				High levels of process variations.	.767
				changes in technology	.669

Discussion of Factors

1. Operative Risk

This factor has emerged as the most important determinant of risk factors and explains 23.946 % of variance. The four elements constituting this factor.

2. Strategic Risk

This factor has emerged as another important determinant of risk factor with 21.163% of variance.

3. Supply Risk

This factor comprised three items that are related to supply with 13.697% of total variance.

4. Demand Risk

This factor has emerged as another important determinant of risk factor with 10.866% of variance.

Multiple Regression Between Risk factors and Supply chain performance

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.817 ^a	.668	.654	6.202	2.131

a. Predictors: (Constant), operative, strategic, demand, supply

b. Dependent Variable: supply chain performance

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	7348.856	4	1837.214	47.769	.000 ^b
Residual	3653.734	95	38.460		
Total	11002.590	99			

a. Dependent Variable: supply chain performance

b. Predictors: (Constant), operative, strategic, demand, supply

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	5.073	3.504		1.448	.151
	Operative	1.449	.253	.545	5.726	.000
	Strategic	.685	.332	.173	2.063	.042
	Supply	1.325	.269	.404	4.927	.000
	Demand	.529	.166	.192	3.191	.002

a. Dependent Variable: supply chain performance

The goodness of fit for the model was tested using F value was found to be 47.769 which was significant at 0.0% level of significance, indicating that the model is showing highly fit. The Rsquare value was found to be 0.668 indicates that the independent variables (operative risk, strategic risk, supply and demand risk) have 66.8% variance on supply chain performance.

In this case hypotheses (**H₀₁ to H₀₄**) were rejected and indicate that the independent variables have significant impact on dependent variable. The equation for regression analysis from the table can be summarized as follows.

$$Y = a + bx$$

Supply Chain Performance = 5.073 + .545 (operative risk) + .173 (strategic risk) + .404 (supply risk) + .192 (demand risk).

Conclusion

The main conclusion of the study shows that the operative risk, strategic risk, supply risk and demand risk is having significant impact on supply chain performance. The electronic networking industry should focus on evaluating these critical risk factors and managers should design strategies to minimize these risk factors for proper supply chain management. There is scope to enhance this study by taking different industries and increasing the number of respondents into consideration.

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EVALUATION OF THE EFFECTIVENESS OF INNOVATIVE ACTIVITY MANAGEMENT IN ADVERTISING

Djurakulov Shoxrux Davronovich¹

ABSTRACT

The article describes the algorithm of evaluation of the effectiveness of advertising innovation management. In this case, investigation makes scrutinize the theoretical background of the issue while making comparisons with the competitors on the selected segment of the advertising market in innovative activity management. Therefore, indicators of the effectiveness of the existing integrated assessment methodology developed and market participants proposed the formation of a system of competitive advantage and sales model.

Keywords: Advertising, Advertising Market, Advertising Process, Innovation, Competition, Management, Effectiveness, Promotion Products And Services, Conjunction, Advertising And Marketing Activities.

INTRODUCTION

Innovation in advertising infers a complex task that contains many different aspects. At the present time, many research articles, practical methodological approaches have been made and studied the internal audit and optimization of the management structure of the innovation process participants. One of the subsequent developments, Financial Times, is a Methodology for Identifying and Assessing the Firm's Portfolio of Capabilities included in the "Handbook of Management." The primary goal of any innovation management method is to teach the leadership of the advertising market about what to think about and what to do about advertising. In addition, it is particularly important that innovative advertising management has a need to reinforce advertising processes, to continually review the factors affecting external environment change or strategic innovation decisions.

As a result of the reforms aimed at modernization, technical and technological rearmament of the economy of our country during the independence period, structural changes took place in the sphere of services, in particular in the advertising. In this regard, the Strategy for the Development of the Republic of Uzbekistan has been defined as "the key priority of ... the rapid development of the service sector, the role and contribution of services in the formation of the gross domestic product, the fundamental transformation of the services provided, first of all, by their modern high-tech industries" (1) to improve the economic, communication-psychological and social effectiveness of advertising services and to improve its organizational-economic mechanism scientific and practical aspects of the current study.

Literature Review

First of all, Polukarov V. L. Основы рекламы. - М.: Дашков К, 2004. – p. 238 mentioned on this topic. Noticeable, this work was illuminated with the socio-economic essence and content like "advertising activity", "advertisement", "business of advertisement" criteria of advertising activity, the scientific and theoretical bases of the description of the information supply of advertising, the stages of the main stages of the planning of advertising campaigns and the methodological bases for the development of advertising activity.

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Moreover, Vasilev G. A., Polyakov V. A. Основы рекламной деятельности - М.: UNITI-Dana, 2004.-414 p. The scientific basis of advertising activity was released which the definition of categories such as "advertising", "advertising activities", "advertising business", which is interdependent in determining the effectiveness of these backup services, has been developed, describing its characteristics, classification of functions, advertising effectiveness of advertising, macroeconomics advertising impacts, and factors. Also, Holmes F. Mentioned about Advertising and Life on his major scientific papers.

In this article were partly studied the classification of its functions and the directions for the implementation of external advertising activities which examines the essence, content, types of advertising, classification of its functions.

Research Methodology

Statistical and dynamic approach and grouping methods were based on study dialectical and systematic approach, complex assessment, proportional and comparative analysis, the economic systems and rates of research efficiency improvement, and the need to use optimal methods to evaluate the effectiveness of employment services. Also, Actual Integration of Innovative Management Effectiveness was put into practice in the Selected Segment of Comparative Advertising Market a methodology for evaluating the performance indicators.

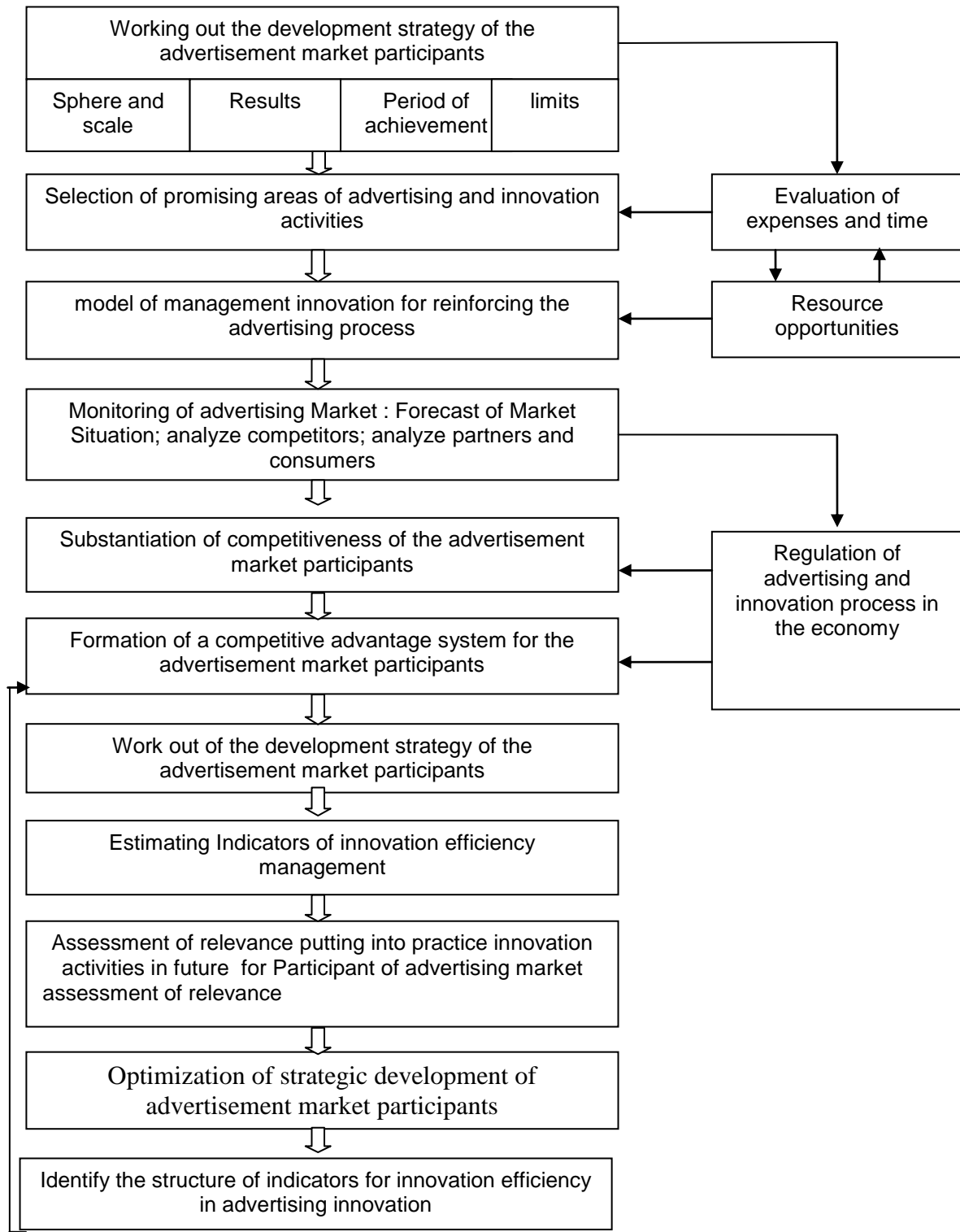
Analysis and results

Having methodologies like this gives to participants of advertising market following opportunities: objectively evaluate the current status of advertising market participants; Effective management of the resources of the advertisement market participants, the staff (the employees involved in advertising agency clients); identification and development of individual strengths of participants in advertising activities; concentration of resources for development of promotional products and services in the same direction of production, at the same time achieving a high competitive edge for the participant of the advertising market.

It is important for the advertisement market participants to identify the valuation algorithm in identifying innovative performance management efficiency indicators for advertising (Figure 2.7). Detection and selection of innovative activities for innovation and dynamic development of participants of the advertising market have been a very important task in changing their competitiveness. As such, decisions influence the overall development of the advertising campaign's overall strategy.

The selection is based on comparative assessment and detailed analysis of alternative technical proposals, assessment of their implementation, identification, and substantiation of their effectiveness, as well as socioeconomic and ecological aspects of the implementation of innovative activities of advertisement market participants in each particular case of promotion and promotion of advertising products and services. It is necessary to take into account the specific features and characteristics of all segments of the advertising market in the process of selection of innovation activities participants of the advertising market. Participant forms the current concept of development, its territorial aspirations, and the availability of local resources in the study(2).

The advertising market is based on the ratio of innovation efficiency to the cost of the equipment for the implementation of these innovative activities related to operating costs, the selection of the advertising market segment for the comparison of the advertising market segment of productivity and service life associated with the implementation of innovation management simultaneously.



Picture 1. An algorithm of evaluating the effectiveness of innovative activity management in advertising (3) (worked out by author)

The competitive comparison is based on the following formula, taking into account the specific features of the evaluation of the effectiveness of innovative activity management in the selected segment of the advertising market:

$$K = \sum_{s=1}^N A_s \frac{X_s^*}{X_s^0} / \frac{\frac{P^*}{T_{cl}^* \times U^*} + C^*}{\frac{P^0}{T_{cl}^0 \times U^0} + C^0} > 1, (1);$$

Here is a: K - an indicator of the efficiency of innovative market participants in the advertising market;

N - the number of advertising markets in which the applicant is working;

$\frac{X_s^*}{X_s^0}$ - the ratio of qualitative characteristics of innovation activity to contrast the competitive innovation

process with qualitative characteristics;

P *, P0 - the cost of equipment for the sale of innovative activities for the change of the quality of advertising products and services being produced;

U *, U0 - annual productivity of equipment and competitive equipment used in the realization of innovation activity on change of quality of advertised products and services;

T_{cl}^* , T_{cl}^0 - the duration of service of the equipment and competitive equipment, used in the realization of innovative activities on changing the quality of advertised products and services;

C^* , C^0 - Operational expenditures for innovation activities to change the quality of promotional material produced by the competitors in the advertising market, which is related to the introduction of management innovation.

Additionally, increasing market share (increasing quality characteristics, increased productivity in advertising products and services, decreasing exploitation costs, expanding functionality) and changing competition conditions, the growth of its development indicators have led to insufficient innovation capacities to demonstrate investment in the development of innovative entrepreneurial activity the advantages of these innovative activities. Increasing the efficiency of innovation management in advertising is reflected in the future sales of promotional products and services, and the introduction of new technological equipment, which is currently being funded from profit (4).

As mentioned above, the main directions of the effectiveness of innovation management in advertising will be based on three strategic elements in accordance with the fundamental principles of innovation management: mission, goals and strategic priorities of the participants of the advertising market. They include: publishing the price and firm belief; the satisfaction of the participant in the production of advertising products and services; the market of advertising market for the participant's status in the advertising market; the access to the potential profitable segment of the advertising market; Innovative principles of innovative activity development, reinforcement of advertising process and financing of partners in the advertising market.

In the modernization of the economy, the main goal of the innovation activity of the participants of the advertising market is to get the maximum profit. There is only one way to achieve success without compromising - access to a competitive advertising market with full-featured entertainment. In our opinion, it represents the following types of products: the offer of promotional products and services for their usability, style, quality and price satisfaction; to develop quality products and services that meet international demand

and to serve customers on the basis of best organizational-production and management innovation, regardless of who they are.

It should also be borne in mind that the advertising is provided with the theoretical and practical skills of participants in the advertising market, the area of production of the advertising market, the main and auxiliary equipment, which improve the quality of the advertising products and services developed in the design of the innovation efficiency management system.

While promoting a project to improve the advertising quality of a promotional product or a partner's advertising process, a participant of the advertising market must clearly state the state of the key segment of the advertising market, its trends, and trends. It is important to take into account the stage in which the selected segment of the advertising market is at the stage of the lifetime (emergence, rapid growth, decline, crisis), the key competitors of the advertising market, and the competitiveness of competitive forces in the development of innovative activities.

The Concept of "the Advertising market conjuncture" - is a set of specific actions to develop and shift the status of its key segments into specific, segments or promotional products and services that are formulated and reflected in specific factors(5). In our opinion, it is necessary to classify the main principles of studying the conjuncture in the implementation of innovative activities of the participant of the advertising market: to conduct researches based on retrospective data, as well as on the basis of the new situation in the advertising market; the interrelationships of the advertising market segment segments, ie the major change in a segment of the advertising market over a given period can lead to a change in the situation in another; Constantly carry out this task, but at the same time, there may be new factors affecting the market situation.

In the advertising market research, their customers are considered to be the key players in the advertising market, which analyzes the variability of production capacities and consumers of advertising products and services. At the same time, market conjuncture studies data on the movement of new capital investments and investment activity in machinery and equipment for the development of innovative advertising products.

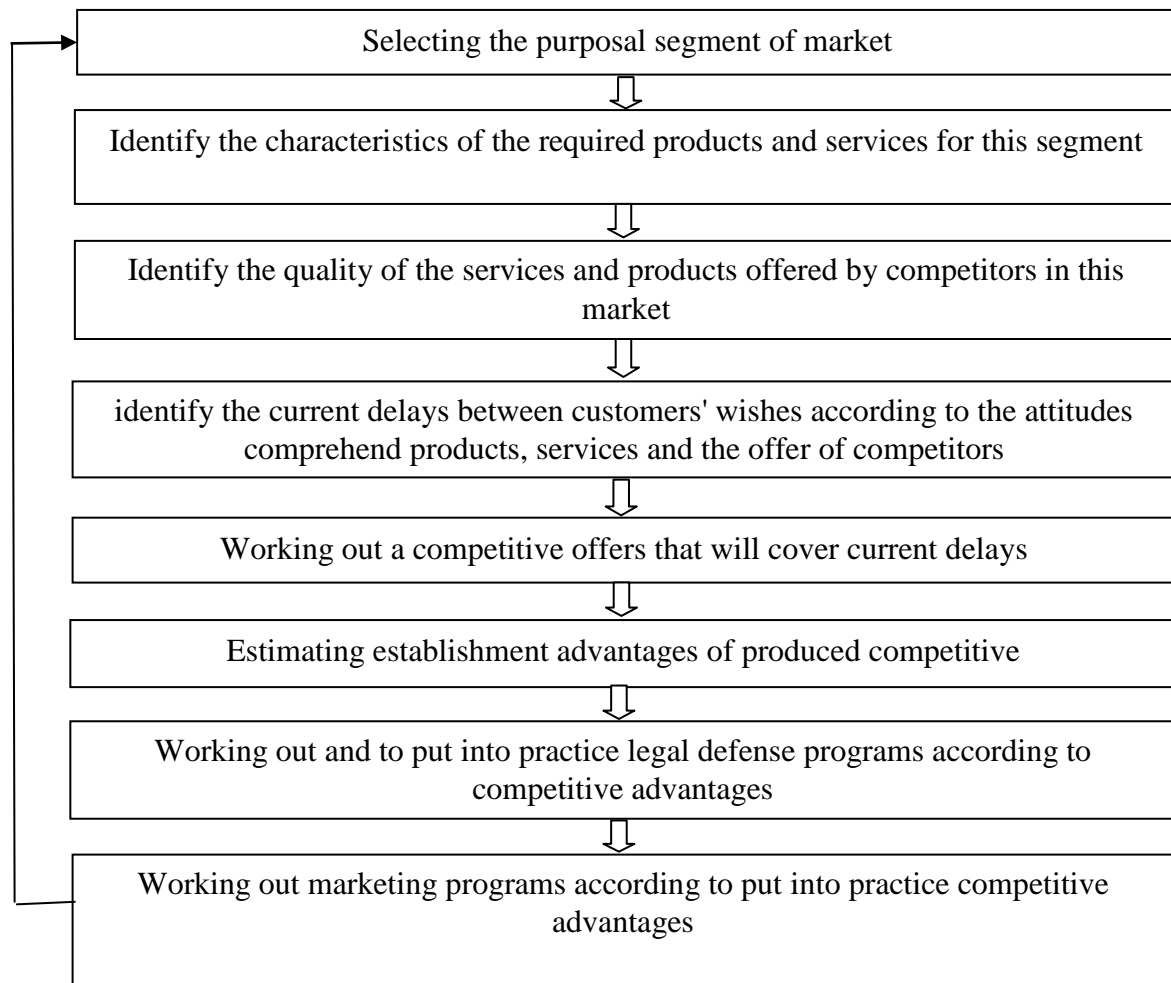
In addition, advertisement involves the identification of their position in the selected segment of the market, focusing on segmentation of the market, promotion of advertising products and services, and the rational use of available market participants' resources(6).

Based on the innovation efficiency effectiveness assessment in advertising, we can also add that the market for innovative advertising products and services is the sum of separate segments representing a particular change in the demand of various categories of consumers resulting from the various fiscal opportunities of the innovation market participants and the variety a variety of innovative advertising products and services. The commercial segment of the advertising market seeks to maximize the demand for innovative services products and services with a large capacity, promising growth when compared to other segments of the segment.

The segments boundaries are often determined by the number of costs associated with the flexibility of total resources available to the advertisement market participants in the diversity and variability of demand for its key customers (Figure 2).

Here is: n - The number of steps depends on the potential for innovative activity and the scope of production of advertising products and services;

C1, Cn - Innovative activity trends of participants in the advertising market.



Picture 2. The scheme of selection of participants of the advertising market in the purposed market segments (7)

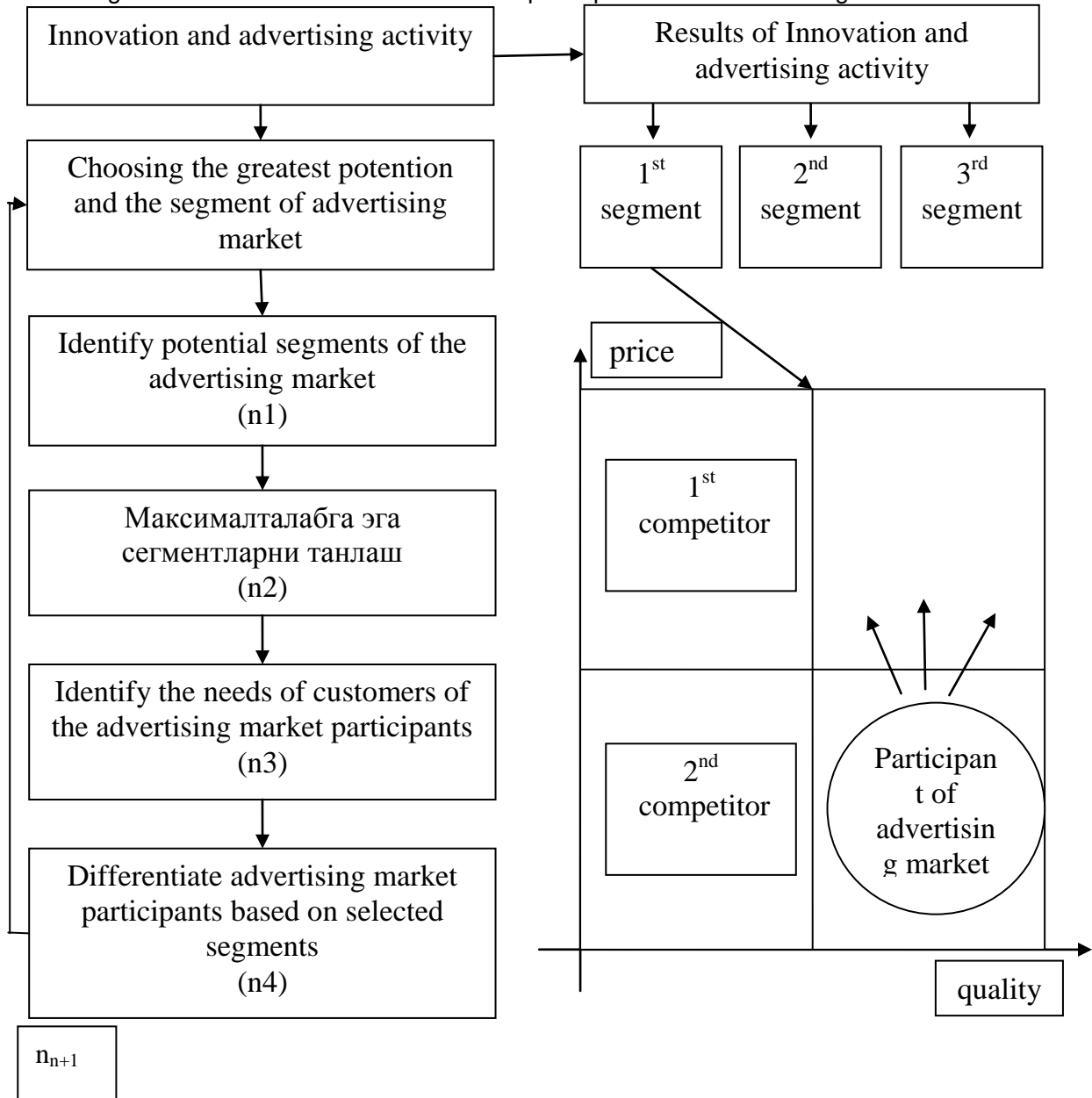
After selecting the advertising market segment, the advertisement market participants are to determine the optimal level of achievement of planned financial and communicative indices, which is aimed at evaluating the effectiveness of innovation management. It also envisages a cross-link analysis that promotes the selection of different types of innovation activities, based on the specificity of the competitive edge of the innovation market participants in the form of a systematic format (Figure 3).

It is also important to pay attention to the fact that the competitive edge of the advertising market participant should be considered as a potential risk (both existing and potential) for the competitors' activities, as well as the actual strategic benefit from the participation of one or the other participant in the selected segment of the advertising market. For example, in cases where competitors are available:

To raise the image in the advertising market segment and to create obstacles for the emergence of new competitors;

- Promotion of The Advertising Market Segment That Promotes Common Goals And Ideas;
- Resisting the advertiser's products and services;
- Establishing of evaluation due to the high cost of its advertising products and services, which ensure the efficient functioning of the advertisement market participants with low cost of goods and services;

- rendering inconvenient services for the market participants in the market segment.



Picture 3. Model of formation and realization of the system of competitive advantage of the participants of the advertising market (8)

Understanding the position of the results of their innovative activity and selecting the target segment, taking into account the competitors' working in this segment, is the basis of the competitive position of a participant of the advertising market to deeply understand the different needs and requirements of the partners of the advertisement market participants.

The market conjuncture is determined by the flexibility of participants in the advertising market as an indicator of the effectiveness of the management of innovation management, its external and internal flexibility.

As a criterion for evaluating the effectiveness of innovation management, external flexibility is conditioned by the capabilities of participants in the advertising market in meeting customer needs. The criterion for evaluating the effectiveness of innovative business management is the ability of the advertisement market participants to change the strategic objectives based on internal flexibility.

As a criterion for evaluating the efficiency of innovation management of the advertising market participant, it is necessary to have the following qualities to achieve internal flexibility:

- Provision of the convenience of re-equipment with technological means;
- having specialists who have the ability to promote effectively and quickly services of new advertising products;
- To have an area of production that implies different preparation of advertising products and services.

It is important to focus on the integrity of the marketing and communication system of managing the process of organizing technological, organizational-production and management innovation in developing an innovation management strategy for the advertising market participant.

The integrity of the marketing system includes price and price formation system, sales channels, product promotion, personnel, and other tools. The communication system includes advertising, PR, promotion of company sales, personal sales, formation, and support of image market participants, branding and other tools. Therefore, marketing communication in a holistic way directly affects the clients of the advertisement market, regulates its innovation activities, and promotes the interconnection of internal and external software for the introduction of innovations in the current globalization of the advertising market of Uzbekistan.

The following indicator is proposed as a criterion for evaluating the perspective indicators of the effectiveness of innovative activity of the advertising market participant:

Here is $\mathfrak{R}_{ITK}^{T,N}$ the criterion for evaluating the effectiveness of the innovative market participant in the advertising market;

N - The number of segments of the advertising market;

T - A period of evaluation;

S - A segment of the advertising market;

V_s^t - C-segment capacity selected in the year;

d_s^t - t - The share of the planned segment of the segment of the advertisement market in the chosen S - segment;

P_s^t - t - unit price per unit of advertised products and services created and sold in the selected S - segment;

3_s^t - t - Costs for the production of promotional products and services in the selected C - segment;

U_s^t - t - the cost of the equipment used in the S - segment for the implementation of innovative activities of the advertising market participant;

Πp_s^t - t - the production capacity of the equipment used in the S - segment for the implementation of innovative activities of the advertising market participant;

M_s^t - t - Cost of advertising and marketing activities for the participants of the advertising market in the C - segment chosen in the year;

Π_s^t - t - Expenses for patent and legal protection of the results of innovation activities of participants of advertising activities in the C - segment selected in the year

$\Delta V_s^{t,t-1} = V^t d^t - V^{t-1} d^{t-1}$ - Comparison with the previous year (T-1) t - Growth of the market share in the chosen segment of the advertising market participants in the C - segment preferred year;

$U_s^t \frac{\Delta V_s^{t,t-1}}{\Pi p_s^t}$ - t - defines the amount of expenditure required for the introduction of technological, organizational - production and management innovation services for the service sector participants in the selected S - segment selected yearly.

The criterion for evaluating the efficiency of innovation activities of an advertising market participant represents a large number of economic outcomes for strategic decision-making over a given period of time, and the maximum value of its criterion $\mathfrak{R}_{ITK}^{T,N}$ involves the adoption of relatively strategic innovation decisions of a market researcher.

The number and capacity of the selected segment (s) of the value-added ($\mathfrak{R}_{ITK}^{T,N}$) advertising market, as well as the share of participants in the advertising market, studied in this segment; operational costs associated with the implementation of innovative activities, the cost of equipment in the selected segment of the market; patent-and-legal protection of innovation activities and advertising and marketing activities.

The price of the device depends on the feature segment selected in the advertising market and the production capacity of the advertising market participant. The higher the capacity of the selected segment, the lower the cost of the unit can be relatively cheap.

Costs for advertising and marketing activities also depend on the featured segment and the number of competitors. That is, if a participant of the advertising market attempts to pick up the market segment with new results of innovative activity at a higher price than competitors, then if there are many competitors in the market, then advertising and marketing activities should be sufficiently high for the cost of the advertisement market participants.

The criterion for evaluating the effectiveness of this innovative market participant's innovation activity is crucial when choosing strategically innovative solutions for the development of the production of advertising products and services, as it requires a small amount of information, time and work capacity.

Conclusion and Recommendations

A comprehensive approach to the choice of strategic innovation decisions in the area of increasing the efficiency of innovative activity of the advertising market participant and the strengthening of its competitive position in the selected segment. This process has the following advantages:

- justification of choice of the most promising innovations, providing competitive advantages of the advertisement market participants in the selected market segment;
- The promotion of its competitive edge in the production and realization of the promotional products and services being explored for effective management of the resources of participants of the market of the market participants, which unite them for development in such directions, acquires knowledge and skills envisaging;
- Changing the external and internal conditions in the selection of strategic innovation decisions;
- Increasing of an opportunity to use potential capabilities of innovative activity for participants of the advertising market in conditions of current economic development;
- Formation of favorable conditions for rational use of innovation through the effective implementation of selected management strategies and the involvement of the staff of the advertising market in the development and justification of strategic innovation decisions.

The competitiveness of the opposition and the limited investment resources make it necessary for the advertisement market participants to search for stronger ways to increase the effectiveness of innovation management in order to further change their competitive position.

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FACTORS INFLUENCING ON CONSUMER SATISFACTION – A COMPARITIVE STUDY ON PATANJALI AYURVED LIMITED & HINDUSTAN UNILEVER LIMITED

Pooja Gupta¹, Dr. Praveen Ojha²

ABSTRACT

Now days most business organizations are working in a complex and competitive environment where demands are constantly changing. In this era of intense competition, especially within FMCG area, a person can achieve success only after having fully understood about their target consumer satisfaction. HUL is India's largest fast moving consumer goods company with a heritage of over 80 years in India. And also patanjali is one of the great competitions of FMCG products in the market. The main purpose of the company is to bring awareness among Indian people towards Swadeshi products. This study is aimed to check the impact of brand image and Ayurved products on consumer behaviour in patanjali Ayurved Limited.

KEYWORDS: Patanjali Ayurved limited, Hindustan Unilever Limited, customer satisfaction, FMCG

PATANJALI AYURVED LIMITED

Introduction – patanjali Ayurved was established in 2006 as a private limited company and subsequently converted into a public limited company in 2007. It has manufacturing units in Haridwar for manufacturing of its products with the retail sale of these products being carried through patanjali Arogya Kendra, patanjali Chikitsalya, Swedish Kendra retail outlets spread across the country. This concept of herbal and purified has gained momentum in India and around the world because people are now more focused on possessing nature due to their business routes. Patanjali Ayurved has more than 100 different products in the catalogue for Skin, Hair, Heart, Eyes and kindly diseases. Patanjali has recently entered FMCG segment benefits on the Big Bazaar with the future group; retail store is another big advantage for its consumers to get the availability of patanjali products.

HINDUSTAN UNILEVER LIMITED

Introduction- In the summer of 1888 visitors to the Kolkata harbour noticed creates full of sunlight soap bars, embossed with the words "Made in England by Lever Brothers". Soon after followed lifebuoy in 1895 and other famous brands like pears, lux and vim. In 1931, Unilever set up its first Indian subsidiary, Hindustan vanaspati manufacturing company, followed by Lever Brothers India Limited 1935. These three companies merged to form HUL in November 1956. HUL has around 18,000 employees working across 28 factories and 9 offices and creates employment opportunities for several thousand more across its value chain- from smallholder farmers who provide raw materials to the distribution partners who take the products to customers and consumers. The company has approximately 18,000 employers and its sales are 34,619 crores (financial year 2017-18).

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Review of literature -

1. **Behare.et al (2015)** studied about that the reason for brand preferences of the Ayurvedic products in patanjali. it was found that most of the respondents are 18-30 years consumers use cosmetic products. Respondents are feels that qualities of the patanjali products are good. They have trust on the company as well as brand ambassador of the company i.e. Baba Ramdev.
2. **Rekha and Gokhila (2015)** identified the consumers are well aware herbal cosmetic. The perception of side effect and he chemical is the reason to switch over to herbal based cosmetics among all age group, gender and educational qualification.
3. **Vani .et al (2010)** studied the some important factors considered by the consumer buying decision making for brand image, advertising and offer play an important role in purchasing in products. Creating the awareness is a part of social responsibility of the company. The researcher has taken 200 samples randomly from the total population.
4. **Sardar (2016)** indentified the decade recorded a turnover higher than what several companies have managed to achieve over several decade. To investigate the objective behind patanjali Ayurved Limited. Venturing in to FMCG market, the case aims at studying the competition between Patanjali Ayurved Limited.
5. **Aarathi and Venkatasubramanian (2016)** studied the I concluded that all the variables expected of value have significant impact on the satisfaction of HUL food brands consumers. The highest of consumer's awareness on marketing mix of HUL. The study used to collect data through questionnaires based survey.
6. **Baniya (21013)** studied the customer perception about brand a level faith, trust on quality and features and positive attitude towards brand and an intention to repurchase. Investigative and explanatory research process is supported by primary and secondary data.
7. **Aimin and Begum (2012)** examine the impact of marketing mix elements on tourist satisfaction by adopting the statistical techniques, correlation and regression further research. Out of seven marketing mix elements such as product, price, place, promotion, and have positive relation towards tourist satisfaction but the price imposed by authority is the visitors.

Objective of the study:

- To analyze the factors influence the consumers' satisfaction to Hindustan Unilever Limited.
- To analyze the factor influence the customers' satisfaction to patanjali Ayurved Limited.
- To analyze the factor influence the demographic variables on patanjali Ayurved Limited and Hindustan Unilever Limited.

Hypothesis:-

- H01:** There is no factor influencing on consumer satisfaction of demographic variables on patanjali Ayurved Limited.
- H02:** There is no factor influencing on consumer satisfaction of demographic variables on Hindustan Unilever Limited.

H03: There is no factor influencing on consumer satisfaction of patanjali Ayurved Limited and Hindustan Unilever Limited.

Research methodology –

Research methodology is a method of systematic problem solving. It can be understood as a science of study, how to be scientifically researched. It is necessary for the researcher to know not only methods/technology but also the methodology. This is a set of systematic techniques used in research. Questionnaire survey method is applied to take the responses from respondents. Sampling frame was male and female of Gwalior region. Sample size was 155 individuals. The purpose of data collection, a self – designed questionnaire was utilized.

Tools used for data analysis:

Table 1: Frequency Distribution of Respondents on the basis of Gender

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	84	54	54	54
	Male	71	45	45	100
	Total	155	100	100	

Interpretation: In the present study 54 % respondents are female and rest 45% respondents are male.

Table 2: Frequency Distribution of Respondents on the basis Age

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	19	12	12	12
	25-34	91	58	58	71
	35-44	23	14	14	85
	45-54	18	11	11	97
	55-above	4	2	2	100
	Total	155	100	100	

Interpretation: out of total majority of the respondents 58% are from the age group of 25to 34 years followed by 14% respondents are from 35to 44 years and 11% respondents are from 45to54 years. Only 2% are above 55 years of age.

Table 3: Frequency Distribution of Respondents on the basis of Education

Education		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Illiterate	2	1	1	1
	School level	11	7	7	8
	Graduate	76	49	49	57
	Post graduate	58	37	37	94
	Doctorate	8	5	5	100
	Total	155	100	100	

Interpretation: 49% respondents are having qualification of graduate, 37% respondents are post graduate and 5% are Doctorate.

Table 4: Frequency Distribution of Respondents on the basis of Marital Status

Marital status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	98	63	63	63
	Unmarried	57	36	36	100
	Total	155	100	100	

Interpretation: In the present study 63% respondents are married and rest 36% are unmarried.

Table 5: Frequency Distribution of Respondents on the basis of Occupation

Occupation		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business man	21	13	13	13
	House wife	31	20	20	33
	Student	26	16	16	50
	Any other	77	49	49	100
	Total	155	100	100	

Interpretation: majority of the respondents which post for 49% are any other class and rest 16% are student followed by 20% are house wife, 13% are business man.

Table 6: Factors impacting on consumer towards purchasing patanjali products

Factors	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total	Ranking
Brand image	7	9	24	48	12	100	2
Quality	28	5	8	54	5	100	3
Price	7	10	22	42	19	100	4
Health	8	12	28	40	12	100	5
Natural ingredients	6	11	22	44	17	100	7
Advertisement	4	13	23	45	15	100	1

Interpretation: consumer satisfaction regarding various factors for patanjali products. As the table itself shows that 48% of respondents prefer due to brand image and 54% of respondents said that use patanjali products due to quality of the products. Availability of products at reasonable price is the main factors for 42% of the respondents to purchase the products. After that the health 40% is the fourth factor which makes impact on customer satisfaction which is followed by natural ingredients, advertisement factors.

Table 7: Factor impacting on consumer towards purchasing Hindustan Unilever Limited

Factors	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total	Ranking
Brand image	25	20	5	45	5	100	3
Price	7	11	23	39	20	100	6
Quality	15	5	15	54	11	100	5
Health	45	38	10	5	2	100	1
Advertisement	10	20	10	45	15	100	4
Natural ingredient	32	45	18	5	5	100	2

Interpretation-

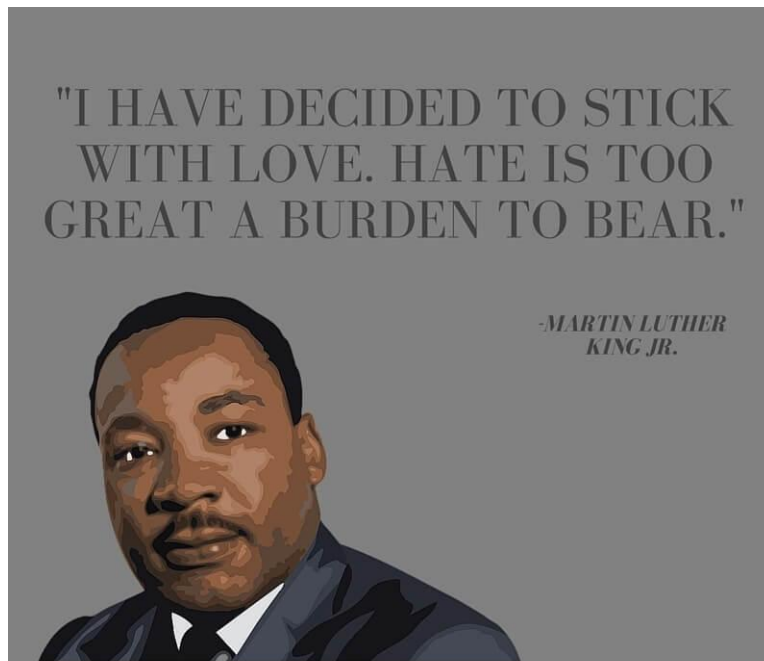
The above table states that 54% of respondents are purchasing this products because it is very good quality. Advertisement is one of the main factors for 45% of the respondents to purchase the products. The 2% of the respondents are not to agree these products due to the healthy and natural ingredients products. So they prefer to purchase more than other FMCG products in the market.

Conclusion –

The overall comparison between Hindustan Unilever Limited and patanjali Ayurved Limited. Show that patanjali still remains to be the largest FMCG Company in India. In this research the most of the respondents got a positive opinion from the users of patanjali products, apart from good quality and reasonable price compare to HUL Company. The advertising strategy is also very aggressive very high frequency of HUL Company. The research result established the fact that people are accepting patanjali's products because of its natural ingredients, Good Quality and healthy products.

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EXPERIENCE OF COMPETITIVE ADVANTAGE IN FOREIGN COUNTRIES

I.A. Akhmedov¹

ABSTRACT

This paper investigates major points of the experience of competitive advantage in foreign countries. On this way, competitiveness index and reliable terms were analyzed both theoretically and practically. Foreign cases of the competitiveness and advantages of the well developed countries were learned in comparison with local establishment and implementations. To conclude with

Keywords :Experience, competitive, foreign country, economics

Introduction

In the era of global economic growth, integration processes are becoming more and more important. Because integration of the world economy in the modern world reflects the combination of capital, production and labor integration. As the globalization of the global economy is reflected in the external market and the structural integration of the national economy, economic growth is accelerating, and the introduction of modern technologies and management mechanisms will accelerate. Under such circumstances, countries are increasingly exposed to foreign trade by promoting mutual trade, and are subject to strong competition on the basis of the direct impact of the quality, price or brand of different goods and services(Ruziev, Ghosh, & Dow, 2007).

A great deal of work is being carried out in Uzbekistan to develop foreign trade relations, focusing on measures aimed at strengthening macroeconomic stability and maintaining high economic growth, increasing the competitiveness of the national economy. In particular, within the framework of the "Priorities of economic development and liberalization", defined as one of the strategic directions of the Decree of the President of the Republic of Uzbekistan Sh.Mirzeyev dated 7 February 2017 "On Strategy for Strategy for the Further Development of the Republic of Uzbekistan", PF-4947, a set of activities aimed at raising the competitiveness of the market has been identified:

- Formation of an effective competitive environment for sectors of the economy and gradual reduction of monopoly in the market of products and services;
- mastering of new types of products and technologies, on the basis of which competitiveness of national goods in domestic and foreign markets;
- Liberalization and simplification of export operations, diversification of export structure and geography, expansion and mobilization of export potential of industries and regions.

In this regard, the technical and technological renewal and modernization of production through the modernization of domestic competitive environment in line with modern requirements in the provision of domestic market competitiveness is seen as a vital factor in the aspiration of trade, finance and investment in the national economy(Fallon, 2015).

The existing competitive environment, which stimulates the economy, accelerates the process of modernization and technical upgrading as a "engine" of development. Under competitive conditions,

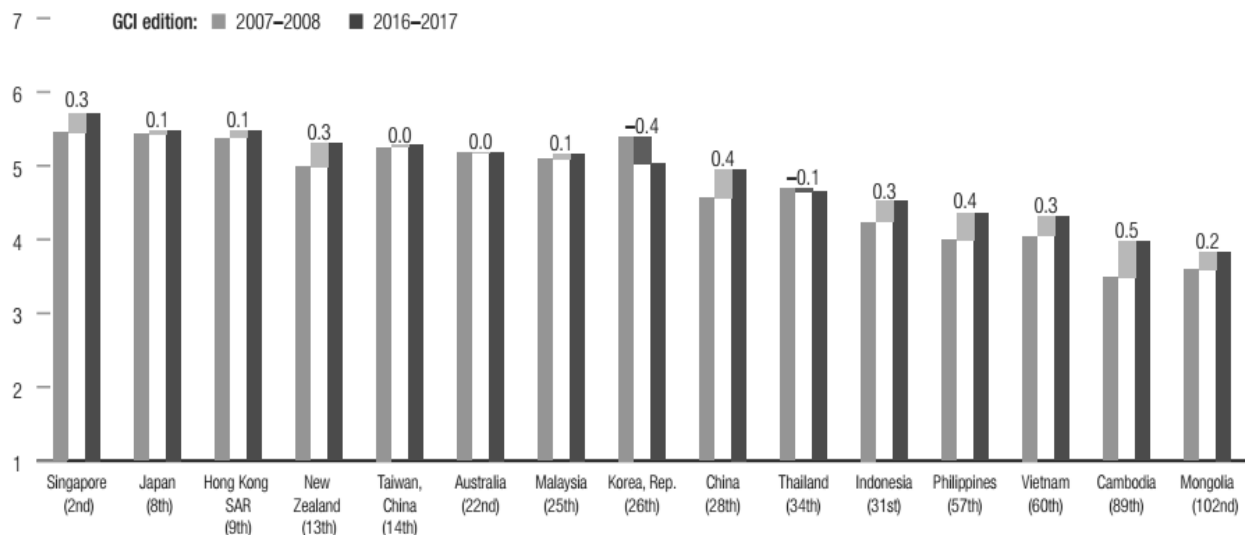
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businesses are more likely to struggle for a better technology, a workplace, a good market, and a higher income (Beaumont & Dredge, 2010; Dimoska & Trimcev, 2012).

Recognizing the international experience in this area, it is possible to note that some countries have achieved rapid economic growth and sustainable access to the external market, with the use of competitive advantages and are still the main link in the interconnected and complementary sectors. The countries are the same as in Germany, Japan, China, South Korea, Singapore and Turkey. In order to develop the economy of these countries, they have implemented programs to create a competitive environment among domestic producers. As a result, these countries have managed to reduce the cost of goods, improve their quality and increase their exports, and most importantly, the socio-economic well-being of these countries.

In the external market, especially developing countries are trying to reach new markets to strengthen their position in the world market. Therefore, these countries mostly seek to establish long-term relationships with foreign partners and to expand their range of goods and services and to form optimal pricing policies. Chinese manufacturers are effectively using marketing strategies to capture and consolidate such a market, and partners in this strategy offer the most advantageous deals, with the wider use of the price factor. In particular, due to the strong competition in the domestic market in China, the production of thin-walled TVs increased by \$ 20 per cent in 2013, largely due to a decrease in the cost of television exports (Hamidov, Thiel, & Zikos, 2015).

The People's Republic of China has a number of competitive advantages, including the geographical location of the country and the size of its territory, its rich history and its population, climate and diversity of relief. China is now ranked 28th in the World on the World Competitiveness Scoreboard 2016 (IMD) in the world (79,351) and scored 4,95 points out of 7,0 points in the Global Competitiveness Index 2016-2017 (Institute for Strategy and Competitiveness, HBS) is increasing. While China compared this indicator to 2007-2008, China has risen by 0.4 percentage points, while the Republic of Korea has dropped to a score of 0.4 points, and China's positive outcome has been driven by the sustainability of economic growth.



Picture 2.4. GCI indices in the East Asia and the Pacific region

The problems facing the Chinese economy in foreign markets have intensified during the global financial and economic crisis. While China's gross domestic product growth rates have dropped to 6.8 per cent in

2015, while exports have a positive growth trend, the net surplus is \$ 674.0 billion. However, according to experts, the slowdown in growth of China's exports indicates that the problem of falling global demand is not fully resolved.

An important factor for Chinese manufacturers is quality. In the conditions of strong competition, great attention is paid to the consumer's focus on quality when selling a single type of goods at the same price. This tactic has been used extensively in larger consumer goods.

One of the cornerstones of Chinese companies in the world market is to ignore the importance of marketing. In particular, according to The Wall Street Journal, in 2016, the list of 100 most popular trademarks published by Interbrand in 201 has been included in China's most popular brands, though according to the Wall Street Journal, in 2014, the volume of investment in China exceeded the US by 127, 6 billion US Dollars.

The success of a number of Chinese companies on international branding has failed. The main reason for this is that large enough markets are not focused on trade and adequate funding for marketing research. Li N's company, which specializes in the production of sportswear, also did not succeed in its initial appearance as an international brand. The reason for this is that the marketing tools are not fully mastered and the brand can not be delivered to consumers. The company's marketers have developed a new marketing approach that allows consumers to buy their goods at the company's Internet shops, which has led consumers to accept the company as a new international brand.

However, exceptions are sometimes observed: the Lenovo brand is now considered to be one of the world's leading companies. This company was founded in 1984 under the name of New Technology Developer Incorporated and enjoyed international cooperation opportunities, first acquired one of the Personal Systems Group subdivisions in 2005 and used IBM until 2010. Then in 2010, Lenovo tried to take its place in the external market, and in 2011 the company acquired Medion, a German computer maker, and launched a new NEC Lenovo Japan Group in collaboration with NEC, a Japanese company in 2012. Such a strategic approach has led to the gradual acquisition of the foreign market, and the worldwide spread of the brand worldwide. According to Interbrand, the brand value of 2016 will amount to 4.045 billion US dollars. US dollars¹.

There are a number of factors that enable the People's Republic of China to ensure the competitiveness of national goods and services in the foreign market:

- Cheap labor force. The low share of labor costs in production is one of the important factors in the decision of foreign companies to place their production in China. Because foreign companies have been trying to sharply reduce the cost of production in exchange for lower labor costs. However, in recent years, the issue of wage-related social issues in China has had an impact on the rise in costs.
- Historical factor of relations with developed countries. China, Japan, Germany and the United Kingdom, played an important role in the formation of the industrial and transport communications system in China in the 19th and 20th centuries, and these countries created the basis for the development of modern Chinese technologies. Modern technologies have been widely used in some parts of China in the regions of Jinjiang, Manchuria and Shanghai;

¹ <http://interbrand.com/best-brands/best-global-brands/2016/ranking/>

- Strong international relations. This factor also plays a key role in maintaining the competitiveness of China in foreign markets. China's huge export potential has given rise to foreign trade expansion. China's foreign trade growth has accelerated rapid and sustainable economic growth. China's joining the World Trade Organization has boosted its foreign trade capabilities several times. China is currently a member of Asia-Pacific Economic Cooperation, the Shanghai Cooperation Organization, BRICS, a member of the Asian Development Bank and has the status of an ASEAN observer;
- The global dominant position in global markets. At present, the competitiveness of the foreign market is characterized by the fact that China is a leader in many markets around the world and the demand for Chinese products is still high;
- A major source of financial resources. According to the Chinese Ministry of Foreign Trade, the volume of direct investment in 2015 reached a record \$ 126.0 billion. The volume of capital investments also increased by 5.4%. In 2015, more than 24,000 new foreign capital companies were registered, which is 11% more than in 2014;
- Favorable macroeconomic environment. Although China has been in high inflation for many years, it is ranked 11th in the world according to the macroeconomic environment. According to World Bank estimates, China currently has a very small budget deficit, which is slightly smaller than 26%, but the ratio of government debt to GDP is changing, with the total savings over 50% of GDP;
- Impact of administrative barriers. From an administrative point of view, it is important for government companies to quickly eliminate organizational issues affecting their business. In China, a document that permits entrepreneurial activity is presented quickly and with fewer documents. China is on the 4th place in terms of this indicator;
- Regional specialization factor. As a result of the regional specialization of the Chinese industry, some regions can be observed in the production of light industry, in the development of communication equipment in other regions, or on home appliances. The characteristic of this factor is that cooperation between regular zones has been improved, and this is a collaborative effort to reduce production costs and reduce costs.

Japan occupies a special place among South East Asian countries. The "miracle" of the Japanese economy has dramatically increased economic growth in the region. In this regard, Japanese experience in marketing is of great importance, and in this regard it is necessary to study the cultural and economic environment of Japanese international marketing (Megoran, Raballand, Geopolitics, & 2005, n.d.; Nessipbayeva, Sciences, & 2013, n.d.; Transition & 2000, n.d.; Wall & Overton, 2006). The Japanese marketing strategy on foreign markets differs from the international marketing of other foreign companies, both in the field of choice and market selection, market access, and market share acquisition and survival. Japanese interethnic marketing is closely linked to national culture, and the flexibility to adapt to foreign markets is based on the principles of Samurai culture and Buddhism. In Japanese culture and society, much attention is paid to education, collectivism and commitment, disciplined discipline. The fact that these features and Japanese marketing principles were adopted by Japanese companies has made a great impact on the Japanese market.

In the study of the economic environment of Japanese international marketing, we are convinced that there are differences between Western marketing and international marketing:

- The share of profit of Japanese companies in the total income of the western companies is very low. The benefits to Japanese companies are not significant, and the benefits to the national economy play a major role (Table 2.5).

Table 2.5
Japanese and American companies' share of total earnings, 2010-2015

	Electronics Industry	Automobile Industry
JAPANESE companies	0,5%	1,4%
US companies	10,0%	2,8%

- Japanese companies are managed by one person and the sale of shares is negative. Shares sold to foreign buyers in Japanese joint-stock companies do not give rise to management rights, but management is only made by internal members. Therefore, Japanese companies are funded by bank borrowings, that is, not by means of out-of-the-stock promotions;

- The main way to increase productivity in Japanese companies is to increase production capacity;

- Japanese firms set low prices at the earliest stages of their entry into the market and try to maintain long-term advantage. In the long run, they are ready to suffer in the first years to capture the market. On the contrary, western companies are not ready for this, for example, we can supply Karfour, a French retail company. He began to suffer from the early stages of entering the Russian market, which went out of the Russian market for less than 5 months, and could not lead to a dominant position in the local market in the short and medium term.

When comparing Japanese and Western international marketing, the following aspects of Japanese companies were identified:

- High competitiveness to Western companies;
- The main objective of Japanese companies is to capture market share, aggressive growth and market dominance strategies;
- They can more effectively use the new layers of the market, technological improvements or capabilities of new distribution channels. They are encouraged by the Japanese Ministry of International Trade and Industry;
- They are more likely to adapt to market than innovation; they do not like risk, and they are not technology innovators. Their distinctive feature is the change, improvement and innovation of existing innovations. They look for undeveloped or evolving layers of the market; they adhere to a strategy that is more closely aligned with the leadership strategy;
- They use aggressive marketing mixing tactics: low prices, dramatic increase in brand varieties, big spending on advertising, propagandizing and promoting dealers;
- They know their goals clearly and well; foreign economic activity is the priority for their acquisition of the world market;
- Japanese companies focus primarily on long-term benefits and market share. On the contrary, western companies are trying to profit in the short term, even if they are willing to lose the market share to increase their profits. Japanese subsidiaries are also eager to spend a considerable amount

of time spending on the market. The Japanese companies see profit as not the ultimate goal, but as a result of customer satisfaction and market share acquisition;

- increasing production capacity to encourage primary demand; and the main tool for increasing the volume of production is access to new emerging markets. Expand the market share by overcoming the opponents' opponents;
- Japanese companies focus their marketing resources and activities on the full range of opportunities (Table 2.6):

Table 2.6 Targeted markets of Japanese and foreign companies ¹

Companies Target Market	Companies Target Market
Japanese companies are a mass market of commodities and high-quality goods	Japanese companies are a mass market of commodities and high-quality goods
US companies are a high-tech market	US companies are a high-tech market
Greater British merchandise is a lower value added market	Greater British merchandise is a lower value added market

- they keep track of new products and quality levels developed by the rival company. Their high quality and reliability level is the key to their priority;

- They consider customer service to be the main feature of their own. High quality is at the focus of the brand policy;

- spend more on propagation and propagandistic work than home or personal delivery services;

- Dealer support is the basis of service provision. They provide technical and qualitative support to dealer dealers and frequently cover their propagation and advertising costs;

- coordinates the activities of search engines in order to benefit from the scale of the economy; the sales volume is more important than the adaptation of the consumer to consumer needs;

- As the Japanese firm focuses on product quality and innovation in production process, consumer needs are continually met by expanding the range of products;

- they easily pass from simplicity to complexity. In their opinion, competitiveness is based on high quality, reliability, innovation, service and support;

- They are trying to increase production volumes.

They think that it is necessary to increase the volume of profit for a long time - to enter the new market and aggressive market. The focus on increasing the volume will help control future channels of distribution, resource allocation and distribution channels for future competitive costs structure;

- they are frightened by competitors, especially from other Japanese companies. In most cases, Japanese companies see other Japanese companies as their main competitors. In fact, the results of real competition are based on a hard struggle for market share between Japanese companies. Whether or not they occupy the majority of the market, they may cause the weaker local firms to go out of the market;

- they can create a competitive edge and use it wisely. Their main goal is to dominate the market.

¹ Kompaniyalarning 2010-yil hisobotlariga asoslanib tuzilgan

Japanese companies are more aware of Western market than the market. They consist of smaller and simplified units that have a single product range or one market-oriented and long-term marketing strategy, with each division focusing on quality, service and ongoing news.

In addition, Japanese international marketing differs from:

- Japanese subsidiary companies are trained by local staff, ie the market is analyzed by local experts;
- The strategies they use will be effective in the short term, but not in the long run; internal information exchange is at high speed, and data outsourcing is slowed down (the creation of the 6th distribution channel allows this).

Japanese companies also differ in price quotations. In western companies, the cost is primarily costs and benefits, while Japanese companies are priced at first and the cost is adjusted to the set price: low prices are set for the market share, and then the production technology is adjusted to adjust the costs to the price. Improving the production system and introducing innovations into the production process are of paramount importance.

Importance of foreign trade and direct foreign investment in Japanese international marketing strategy. Japanese companies use the most common 3 out of 3 main types of foreign market access: export and direct foreign investment. In this section, we will examine these methods in more detail.

Modern Japan is an active participant in foreign economic relations. Foreign trade, in particular exports and imports, is of great importance in its economy. Foreign trade is the main way of Japan's participation in international economic relations. Over the years, Japan has become one of the leading countries in international trade.

Japan is the world's fourth largest exporter. In 2016, Japan will receive \$ 605 bn. And exported US \$ 583 bn. US dollars, resulting in a positive trade balance of \$ 21.6 billion. US Dollars. In 2016, Japan's gross domestic product was \$ 4.94 trillion, with GDP per capita of \$ 41.5 thousand. The best exports of Japan (\$ 90.3 billion) (\$ 36.1 billion), Car Parts (\$ 31.3 billion), Integrated Microcircuits (\$ 18.8 billion) and passenger and cargo vessels (US \$ 12.2 billion).

Japan's best export destinations are US \$ 130.0 billion, China (\$ 113.0 billion), South Korea (\$ 46.2 billion), Hong Kong (\$ 33.6 billion) (US \$ 27.4 billion). Imported countries are China (\$ 129 billion), USA (\$ 63.2 billion), South Korea (\$ 24.4 billion), Germany (\$ 20.7 billion) and Australia (US \$ 18.9 billion)¹.

Japan occupies one of the leading positions in commercial services. Business services include marketing research, economic analysis, and providing information to stakeholders about market conditions and investment opportunities in the region.

As noted above, foreign trade plays an important role in the economic development of Japan. The average share of exports in the gross domestic product during the period from 2010 to 2015 was 14%. The volume of Japanese industry has been increasing in the domestic demand. This, in turn, is a good factor for the development of exports. In the total sales volume of a number of industries, foreign trade accounts for more than 50%, ie foreign trade turns into the main direction of their activity. An example of these industries is shipbuilding, automotive, steel pipes, ferrous metals, bearings, industrial robots, household radio electronics, photography and film production, watchmaking.

Effective export business is very important for Japan. This is because the foreign currency comes from imports of fuel, raw materials and foodstuffs.

¹ <https://atlas.media.mit.edu/ru/profile/country/jpn/>

Thus, in the last decade, excluding 2009, Japan's foreign trade has always grown. The sharp decline in 2009 was due to the global financial crisis, declining demand, and the decline in inflation in 2008. However, Japan's trade turnover was also high in size. The specific international marketing strategy of Japanese companies in 2010 led to a 29% increase in Japanese goods turnover compared to last year.

The Japanese foreign trade structure is closely linked to the peculiarities of its economy and industry development.

As can be seen from the above, the People's Republic of China has enjoyed competitive advantages in achieving sustainable economic growth, while the domestic market demand has also played a key role in maintaining China's economic performance during the modern financial and economic crisis. Despite the difficulties facing the world market in the early years, China's largest producers are able to compete with major US, Japanese and European companies in the future, increasing their goods and services and effectively implementing international marketing tools.

Uzbekistan, in particular, provides a basis for further enhancement of competitiveness in the external market due to a number of factors, including significant geographical location, rich raw material resources, competitiveness, climatic conditions, advanced small business and private entrepreneurship.

At the same time, it is important for national companies today to integrate the internal business environment with the foreign business environment, to exploit international marketing tools, reduce cost and cost of goods, to stabilize and expand sales, increase customer service quality and enhance the image of competitiveness of the national economy upgrading is of particular importance.

Thus, in raising the competitiveness of domestic producers and increasing the export potential, we can note the following:

- Reducing the costs of goods and services for domestic producers, enhancing their internal competition environment, widespread introduction of advanced science and technology achievements;
- Optimization of territorial specialization in the context of the country, based on territorial competitive advantages and the requirements of the global market environment;
- elaboration of programs of the international branding of national brands and development of measures on formation of a positive image of the goods and services of the country.

In our country, a large-scale work is being carried out to increase the export potential and increase the competitiveness of domestic producers, which in turn promotes the strengthening of the national economy and the image of the world economy.

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IMPACT OF WORK PLACE PRESSURE ON SUPPLY CHAIN PERFORMANCE IN ELECTRONIC NETWORKING INDUSTRY

Yogendra Sharma¹

ABSTRACT

Supply Chain Management is a methodology of improving the business processes, making them more resilient, more agile and as a result, more competitive. The main function of SCM is to improve the product or service competitiveness (Machowiak, W. (2012). Work pressure can lead to deterioration in the way employees work or even result in their becoming sick. That can have an impact on the atmosphere in the workplace, the quality of the work produced, and so on. This paper makes an attempt to study the impact of work place pressure on supply chain performance. The study is exploratory in nature and area of the study is Nagpur city. The sample size of study was 80 and sample unit of the study was employees working in electronic networking industries. SPSS software was used for data analysis and interpretation. The study concluded with the fact that there is significant impact of work place pressure on supply chain performance.

Keywords: Supply Chain, Work Place, Electronic Networking, Employees, Industry.

Introduction

Supply Chain management is aimed at examining and managing Supply Chain networks. The rationale for this concept is the opportunity (alternative) for cost savings and better customer service. An important objective is to improve a corporate competitiveness in the global market place in spite of hard competitive forces and promptly changing customer needs (Bardi, E., 2008). According to Grant, D., (2006), Supply Chain management refers to corporate business processes integration from end users through suppliers that provides information, goods, and services that add value for customers.

Work, pressure in the workplace

Work pressure is the sum of the amount of work (workload) and the time set aside to finish that work as compared with the employee's ability to cope. That ability to cope depends on the employee's personality and is influenced by circumstances in the home and in the workplace.

Work plays an important role in the lives of most people. After all, a salaried job pays the bills and enables us to survive. Work, whether paid or unpaid, also helps us to shape our identity, gives a purpose to our existence, allows us – or forces us – to structure our time, gives us a useful way to spend our days, contributes to our social status, and finally, brings us into contact with others. We don't need to convince you, then, that paid work is very important to people, and that they will consequently do everything they can to avoid failure in the workplace. All fine and well, but sometimes things do go wrong. There are limits to what people are capable of handling, and those limits differ from one person to the other. When employees exceed these limits, they may find themselves facing problems so serious that they are unable to solve them on their own. That is when they are facing a work pressure problem.

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Work-related factors

Work-related factors have to do with the quantity of work, what it consists of and the way it is organized. Difficult jobs with strict deadlines make more demands on an employee than simple jobs without deadlines. A further factor is the extent to which employees are in control of their work. The assumption is that when employees are given a lot of freedom to do their work as they please, work pressure problems can be avoided. Employees can change the order in which they do things, modify procedures, and even transfer or delegate certain tasks. If the requirements are too strict, however, even having more control over the work will not solve a work pressure problem entirely.

Person-related factors

The less employees are equipped to deal with difficulties at work, the more work pressure becomes a problem. That may be the case if the employee is inexperienced, or if he or she is unable to meet the demands for other reasons, for example owing to personal problems. Another person-related factor that influences how people perceive work pressure is their ability to recover from stress. People use energy when they work. If they spread out their work evenly over the course of a day and take enough breaks, they can avoid depleting their reserves of energy. They are able to recharge their batteries during breaks and in the evenings, weekends and holidays. Another possibility is that person-related factors outside the workplace can have an impact at work, either directly or indirectly. One such factor is "life pressure". We cannot deny that the rapid pace of life today and the many tasks that people take on, whether or not because they deliberately choose to do so, make demands on their ability to cope.

Fighting excessive work pressure and stress

Work pressure problems can only be tackled effectively if employers and employees work together. This means that the employee representatives, the works council, the company's occupational health, safety, welfare & environment committee, or the employees themselves (if the company does not have a works council or employee representative) should be involved in developing a work-stress reduction policy. Occupational health & safety agreements are made between trade unions and employers at industry level and the government. They involve improvements to be made in working conditions, including work pressure.

Employers and employees can tackle work pressure problems and work stress in five stages. These are:

1. Awareness of the problem
2. Analysing and measuring
3. Selecting measures
4. Introducing measures
5. Follow-up and evaluation

Selecting measures

Depending on the nature of the organisation involved and the work pressure problems that have been identified, a range of different measures are available. Very often, the best approach is to combine different measures targeting the work and the employees. Such measures focus on both work-related and person-related factors and also take other, more general factors into account. What is most important is to tailor the measures to the specific situation in the workplace. Some examples of measures are:

- Limiting excessive overtime

- Dividing up the work between different employees
- improving the job content, for example by rotating duties, giving employees additional duties, making the work more interesting, giving employees more control over their work, and organizing department or team meetings
- Changing job descriptions
- Providing training and coaching
- Offering management skills training
- Giving courses on handling stress
- Improving working conditions, for example by introducing ergonomic working practices
- Career counselling

Review of Literature

Abhijeet Rawal, Sneha Mhatre (2018) conducted a Study on Work Stress and Its Impacts on Employee's Productivity With respect To Teacher's (Self Financing). An attempt has been made through this research paper to know the reason of stress among lecturer & the ways/ techniques to cope with stress generated at work place & its impact on them. The study also focuses on employee's behavior and attitudes towards productivity which gets affected due to stress in organization. The research method used is purely on secondary data analysis by referring various research papers & journals of this nature, findings & suggestions are made based on grounded theory approach. It is found that maximum number of teachers in self financing institute face stress related to work in the organization. Many of them feels they are overloaded with the work. Many a time's employees scarify their domestic function and accept the boss order to achieve the target of the organization. Employees feel stress due to the family related stress. Employee feels that strategies used in institute/colleges to reduce stress are effective. Despite of huge stress in organization they manage to balance their social life.

Harshana PVS (2018) in his study on work related stress studied the review related to work stress. This paper reviews the idea of work-related stress, work related stress models and demonstrating how it effect on effectiveness and performance of the organization. Occupational well being impact to soundness of representatives and strength of the association. Work related stress is a genuine and developing issue in the present world. It is imperative that this issue is tended to and that move is made to address the issues this may make both for people and the associations in which people work. Be that as it may, since not all the job-related stress has negative effect it may act as a morale booster of the employees too. These should be taken into consideration by the top-level management in order to increase job performance while reducing the work-related stress. Job stress represents the most complex territories confronting the present manager with regards to dealing with their employees. Numerous investigations have shown an expansive effect at job stress on the job performance and job productivity of organization

Aruna Kumari and Vijaya Kumar (2013) felt that Supply Chain management has become a matter of survival for corporate to face the competition and companies are exploiting various result oriented techniques to discover optimum routes to reduce the costs on non value added activity i.e. transporting goods from one point to another point in right time. These days the organizations are putting their effort to supply right product in right time to the customers, with right scientific techniques. Even though Supply Chain is broadly divided into outward and inward supply chain and initially for years, researchers have

concentrated mainly on the manufacturing rather on the supply chain. But recently the attention on the performance, design and analysis of the supply chain is increasing a lot. In today's competitive scenario, managing supply chain has become complicated, mainly to monitor thousand's of external data points and made the organizations prepared to react quickly and automatically across the entire supply chain. Effectively managing of supply chain speed time to market reduces inventory levels and lower's overall costs.

Objectives

- To study the work place pressure in electronic networking industry
- To find out the impact of work place pressure on supply chain performance
- To suggest measures to minimize the work place pressure in electronic networking industry

Hypothesis Framed

H01: There is positive and significant relationship between work place pressure and supply chain performance

H01a: There is positive and significant relationship between organizational climate and supply chain performance

H01b: There is positive and significant relationship between job intrinsic and supply chain performance

H01c: There is positive and significant relationship between career development and supply chain performance

Research Methodology

Type of Study – The study is exploratory in nature used a descriptive analysis based upon quantitative approach.

Sampling Technique– The study used non-probability based convenience sampling & judgement sampling.

Sample Size & Area of the Study- area of the study is Nagpur city. The sample size of study was 80 and sample unit of the study was employees working in electronic networking industries

Instrument Development- Measures for the research constructs used in our study were developed by borrowing and adapting established measures from prior literature. Most of the items were measured using a 5-point Likert scale ranging from “strongly disagree” to “strongly agree”.

Data Collection – Primary data have been collected through questionnaire method for collecting data from respondent.

Data Analysis – Data has been analyzed using SPSS software

Data Analysis

Reliability

Cronbach's alpha represents the internal consistency of data and used to check the reliability of the measuring scale. The reliability of the scale is found .912 by applying reliability test through SPSS 20.0. The result from above table shows that the scale is reliable for the study

Reliability Statistics

Cronbach's Alpha	N of Items
.912	17

Reliability Statistics for All Variables

Variables	Cronbach's Alpha	N of Items
Organizational Climate	0.823	5
Job Intrinsic	0.834	3
Career Development	0.856	4
Supply Chain Performance	0.893	5

Multiple Regression between Work Place Pressure and Supply Chain Performance

Multiple regressions is an extension of simple linear regression. It is used when we want to predict the value of a variable based on the value of two or more other variables. The variable we want to predict is called the dependent variable (or sometimes, the outcome, target or criterion variable).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.802 ^a	.644	.629	6.422	2.131

a. Predictors: (Constant), Organizational climate, Job intrinsic, Career development

b. Dependent Variable: Supply chain Performance

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7084.936	4	1771.234	42.951	.000 ^b
	Residual	3917.654	95	41.238		
	Total	11002.590	99			

a. Dependent Variable: Supply chain Performance

b. Predictors: (Constant), Organizational climate, Job intrinsic, Career development

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.073	3.430		2.354	.021
	Organizational Climate	1.262	.283	.475	4.451	.000
	Job intrinsic	1.518	.351	.331	2.475	.003
	Carrer development	1.325	.283	.414	4.689	.000

a. Dependent Variable: supply chain performance

The goodness of fit for the model was tested using F value was found to be 42.951 which was significant at 0.0% level of significance, indicating that the model is showing highly fit. The R square value was found to be 0.644 indicates that the independent variables (organizational climate, job intrinsic and career development) have 64.4% variance on supply chain performance.

In this case hypotheses (**H01a to H01c**) were accepted and indicate that the independent variables have significant impact on dependent variable. The equation for regression analysis from the table can be summarized as follows.

$$Y = a + bx$$

Supply Chain Performance = 8.073 + .475 (organizational climate) + .331 (job intrinsic) + .414 (Career development).

Conclusion

The supply chain management of electronic networking company mainly depends on employee efficiency if they face work place pressure than it will affect supply chain performance. The main conclusion of the study shows that the work place pressure factors i.e. organizational climate, job intrinsic and career development have a significant impact on supply chain performance. The electronic networking industry should focus on evaluating this work pressure factors and top managers should design strategies to minimize these factors for proper supply chain management. There is scope to enhance this study by taking different industries and increasing the number of respondents into consideration. The major limitations of the study are the no of participants and number of variables taken for study, which can be extended in further study.

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STRATEGIC MANAGEMENT STRATEGIES FOR HIGHER EDUCATION

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ABSTRACT

The article highlights the advantages of strategic planning and forecasting in the effective management of higher education systems, as well as the analysis of the international experience in this field and the scientifically substantial recommendations on its implementation in Uzbekistan.

Key Words: Strategy, Strategic management, Higher education, Uzbekistan.

Introduction

The trend of stable and high rates of economic growth in the economy, especially, in the production process, mainly because of low earnings and higher earnings, in education, it is expected that the quality and effectiveness of the education will benefit from the cost. The quality of education is determined by the level of competence and skill acquired by the pupils in accordance with the requirements of the State Education Standards.

There are many organizations in the world, including education institutions, and even international organizations that have the opportunity to measure and achieve cost-effectiveness in the education system, and develop recommendations and recommendations for improving the quality of education and identifying factors that affect it.

According to experts, Factors influencing on the quality of education include textbooks and teaching materials, student attendance, vocational training and teacher skills, the use of ICT in school, the efficiency of multimedia and laboratory equipment in the course.

However, in our opinion, the main way to ensure that all of these factors have a positive impact on the quality of education is the effective management of the education system. While strategic management is primarily used in the economy and used in the field of education; it is possible to achieve effective outcomes for budget expenditures on education.

Theoretical background

Today, education managers have to resort to more strategic thinking and strategic planning. This is due to:

- Firstly, planning and implementation of all the necessary measures can be achieved and the ultimate goal can not be achieved;
- Secondly, the abundance of resources does not necessarily lead to the best results; the positive or negative outcomes are closely linked to the correct or misuse of these resources;
- Third, the planning of all the works that are deemed appropriate is becoming more and more complicated, as the choices for optimal decision making, conciliation and consensus are becoming increasingly difficult.

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This, in turn, requires a widespread use of strategic planning. The Strategic Education Plan is a specific outcome of the strategic planning process that includes instructions for managing the education system in accordance with the requirements of the national development principles, which are naturally developing and include a number of limitations.

Wider use of strategic planning in the field of education is a great way to achieve all your goals.

The Strategic Management System in Education: Some Concepts and Measures, published by the UNESCO Education Policy and Strategies Department in 2006, provides for a distinction between strategic planning and operational planning, with strategic planning involving the top management of the management, and operational planning with the participation of the sheep. was released.

Main analyses

These types of planning are as follows

Table 1. The Differences between Quick and Strategic Planning

	Rapid planning	Strategic planning
<i>Main attention</i>	Daily activity	Achieving the goal
<i>Purpose</i>	Getting the most out of the available resources	Planning the best action options
<i>The result</i>	Efficiency, stability	Effectiveness, the width of the effect
<i>Information</i>	Current situation	Future Opportunities
<i>Structure</i>	Bureaucratic, stable	Business flexibility
<i>Solving Problems</i>	Based on the experience of the past	Find new and alternative methods
<i>Risk</i>	Low	High

It is well known that the education authorities directly supervise the education system. Therefore, the strategic management and planning of the education system is more a matter of concern to these ministries.

Today, many education ministries in many developed countries have levels of education in 10 years, and there are divisions and departments that deal with problems facing the education system and ways to overcome them at that time. Below we discuss some of the managerial positions of the ministries of education in a number of developed countries:

The Department of Planning, Evaluation and Education Policy of the US Department of Education (MoNE) is responsible for planning, evaluating, developing strategies and overseeing the budget. The Department co-ordinates coordination with the External Institutions, such as the Headquarters of the Ministry of Education, the Congress, the Management and the Budget Administration, and the state education authorities.

This department, in turn, 2: The Budget Department of Education policy and program analysis department. The second management software and analytical research, policy analysis and technical, secondary and higher education to ensure the continuity of the group and a group of pre-school and primary education group.

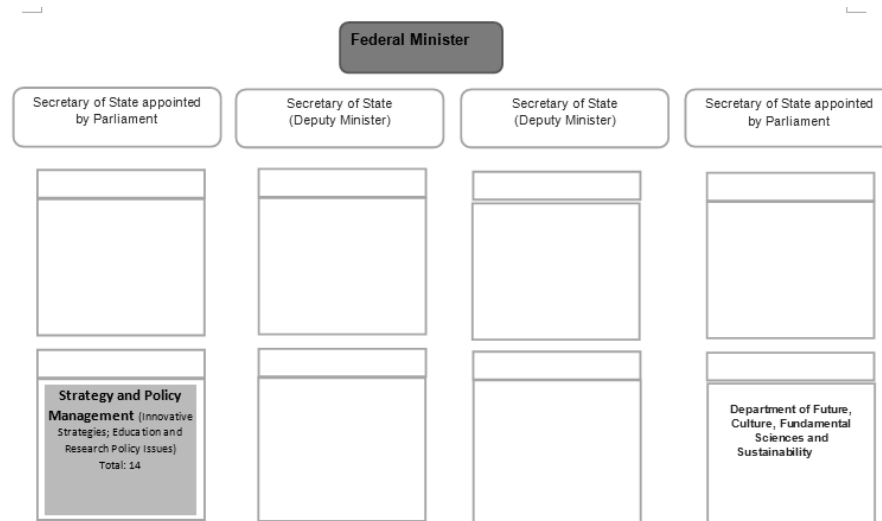
The Main Department is responsible for: 1) providing the Deputy Minister with services of "think tank" (a high-level advisory body of highly qualified scientists and highly qualified personnel);2) development of a brief review of problems, technical documentation, instructions and situations;3) analysis of current and proposed educational policies;4) elaboration of strategic recommendations on extension of legislative proposals and program dates, based on the evaluation results of educational programs, strategic analysis and indicators;5) Development, implementation and reporting of research on the introduction of curricula, improvement of educational programs based on pupils and teachers' indicators and evidence-based experience;6) providing technical expert advice on the development formula, modulation, forecasting and trend analysis;7) The cost-benefit analysis of the institutional and regulatory acts take effect on the analysis.

Research data

Looking at the organizational structure of the Ministries of Education in Germany and Finland, which has high quality of education among European countries, we can see that strategic management is effectively implemented in the education system.

Germany The federal structure of the Ministry of Education and Research consists of 7 central departments responsible for administrative tasks and 7 main departments dealing with issues related to various fields of education and research.

Average every other department consists of 10-15, a total of 900g employees working for the Ministry of Education and Research Minister, his deputy and two other members of the public servants appointed by the government.



As shown in Figure 2, the first chief of department, head of strategy and policy, it is one of the following two departments and 14 sections:

- 1) Innovation strategies management.

2) Department for Education and Research Policy.

The headquarters is the ministry's first advisory body as the ministry and is dealing with common problems for all departments. The main focus areas include building a robust system of innovation, developing new perspectives for a knowledge-based society, supporting collaboration between federal and state governments, creating equal opportunities, and conducting statistical analyzes. In addition, the Department is involved in the development of High-Tech strategies, developing the basic concept of innovation policy and developing effective tools for promoting gifted students.

Head of Department of innovative strategies which in turn consists of the following sections: Department of Innovative Policy, New Innovative Supporting Tools and Applications, Department of Regional Innovative Initiatives, Department of Statistics and International Comparative Analysis.

The Department of Education and Research Policy is comprised of the following departments: Department of Strategic Research, Department of General Supporting Young Researchers and Promoting Children, Federal Department of Inter-Agency Cooperation, Equal Opportunities for Education and Research, Knowledge Society) Department of Development of Future Development, Department of Digital (CSD) Transformation of Education, Science and Research.

Finland also has a unique foundation for effective management of the education system through strategic management. Since Finland is a decentralized state, decision-making is governed by local education authorities. The Ministry develops and implements training strategies in the country. The Finnish Ministry of Education and Culture is responsible for interactive communication between science, culture, sports, youth policy and international cooperation in this field. For example, the Ministry of Education adopted the 2003 "Strategy for Education 2015" for 12 years. A few years later, the document states that the problems that could potentially increase the quality of education in Finland are predicted, and the reason and the solutions are scientifically justified, and there are six priority areas for the development.

Finnish education system is considered of strategic planning and management is a very important sector, because four of the five departments of the Ministry of Education and Culture of strategic management and direction of the department. In particular, the headquarters of the Ministry's general education and pre-school education in Strategic Management and Development Department, the Department of Education policy and science policy departments; Higher education and science policy department of the strategic management and direction for the group operates.

The Asian education system is one of **Singapore's** highest education systems. In this bilingual education system, students achieve remarkable results in mathematics and other specific subjects. As a result, they take the highest place in international competitions, such as TIMSS, PISA and PIRLS

Singapore Education is also regularly recognized as the best system capable of meeting the requirements of a competitive economy in the Global Competitiveness Report. Makkinzey's report, which analyzed the school system descriptors for high achievers at the International Standard Tests, has ranked Singapore's highest ranking list of educational systems. This report highlights the success of Singapore's educational system as well as qualified teachers and their teaching skills.

The Singaporean Ministry of Education is comprised of four main divisions, each of which is Policy Wing, i.e. the Headquarters of Education Policy, which organizes a successful education policy and a well-planned planning system. This headquarters consists of 6 departments, and three of them are strategic management

activities of the Higher Education Policy Administration, the Planning Office and the Department for the Development of the Future Skills.

The Higher Education Policy Department develops implements and revises policies concerning universities, policy and technical education institutions, and private higher education institutions. It also conducts researches, quantitative analyzes and collects data to develop higher education policies. This division consists of three separate policy areas: Planning and Analytical Study Departments.

The goals and objectives of the Planning Department are to develop and coordinate the education policy, as well as to manage and analyze the main databases of the Ministry of Education.

The Department consists of 3 sections:

1. Educational policy department.
2. Department of corporate planning.
3. Menuation data and research department.

The Future Skills Development Department develops, revises and enforces policies (strategies) that support continuous education, and works with universities, policymakers and technical institutions to find a number of ways to master and grow skills.

The Department of Education Planning and Research is one of the direct strategic management directors of the Malaysian Ministry of Education. The main tasks of this department are to evaluate, test and evaluate the education system's activities. The Department is a planning and coordinating body of the Malaysian Ministry of Education, whose task is to develop strategic curricula and implementation of a comprehensive and integrated development program aimed at achieving the goals of the Ministry of Education.

The Department of Education Planning and Research implements its basic functions with the help of the following:

- Planning and implementation of educational policy; Development of information and software development plan in education and training;
- Identify, evaluate and analyze the direct intervention of education policies, as well as build an education system, including external support and regional cooperation;
- Conducting research and evaluation activities to address issues related to the development and implementation of educational policies and programs, etc.
- Comparative international research and meta-analysis of local and international research;
- Managing and coordinating the collection of educational information using educational information software such as EMIS, SMEP, GIS, and MASA;
- Establishing, analyzing and coordinating processes such as forecasting participation in education, predicting the distribution of teachers to primary and general secondary schools, as well as forecasting university admissions on the type, level and location of the institution;
- Provide expert opinions on education-related regulatory documents and strategies, planning education development, research, evaluation and management of an education database.

Analysis of the activities of the education system in all developed countries in the world with the use of strategic management we see working in different departments. It is noteworthy that, in the same department as the main body of the ministry. The head of this department is the chief adviser of the prime minister.

Today, a number of countries, the Ministries of Education of the organizational structures of the above-mentioned departments. For example, the Ministry of Education and Science of the Russian Federation, Department of strategy, analysis and forecasting work. This department performs the following tasks:

- development and implementation of state strategies by the Ministry in the fields of scientific and scientific-technical spheres, education and innovation activities and their integration;
- coordination of preparation of strategic planning documents in the part of the Ministry of the Russian Federation Government (including state programs of the Russian Federation);
- formulate a joint plan of the Ministry's activity and make a report on the implementation of the plan in line with the proposals of the Ministry's structural subdivisions;
- interrelation with the federal executive bodies of the executive and executive bodies of the Russian Federation, public academies of academies, professional unions and public organizations on issues of scientific and technical development;
- Carrying out work on maintenance of perfection of activity of the state network statistical systems;
- organizes monitoring of the education system, coordinates the work of the ministries' departments in the field of education and science, organizes work on monitoring the development of innovation activity in the field of ministries;
- Preparation of summary materials for the development of regional education;
- coordination of work on the encouragement of participation of higher educational institutions, scientific organizations and innovative companies in the technological platforms and regional clusters;
- Ensuring the implementation of measures for the development of leading universities in the field of competitiveness among leading world educational centers;
- organization of participation of large companies in the formation and implementation of innovative development and technological modernization strategies by higher educational institutions, scientific organizations and innovative companies;

Philippines Republic in the Department of Education (Ministry), the Strategic Management Department, operates. This department will give the ministry an opportunity to focus on long-term priorities and collaborate with the outside and the outside world.

The department's tasks include education policy formulation, planning and investment planning, education database management, ICT-based solutions, stakeholder involvement through partnerships, and public relations with the Ministry.

The Strategic Management Department accounts for the following offices:

Planning service:

- Research and Development Policy
- Planning and programming
- Department of Educational Management Information Systems

If an organization wants to have a good performance assessment, it must implement a well-designed strategy. Indeed, further development of the education system and continuous improvement of the quality of education are largely dependent on management. In summary, the strategic management and planning of the education system can have its worthwhile effect.

The conclusion from the above comparative and analytical data is that these experiences can now be used in the context of Uzbekistan.

Because, public education, higher and secondary special education, organizational structures, strategic planning, analytical analysis and forecasting departments or sections.

During the research department at the Ministry of Public Education of the Republic of Uzbekistan and the department heads, their deputies and expert interviews conducted after the existence of the Ministry's strategic plans and measures, but they are all prepared separately and then combined by the measures, proposed the formation of a strategic plan and not based on scientific, research studied the establishment of their own, only on the basis of expert opinion.

In conclusion, we can say that the Ministry of Education based on strategic management and research department there is a need to organize the work. Advanced foreign experience and expert interviews, based on the results of the survey, conducted to promote and offer practical recommendations on the following:

It is desirable to amend the structure of the ministries' apparatus for strategic management of public education and higher and secondary special education. For example, the Ministry of Higher and Secondary Special Education will have the opportunity to effectively manage the sector by setting up a new administration - the "Strategy for the Development of Higher Education System".

The Department comprises the following three sections:

1. Strategic analysis and prospecting department.
2. Analytical analysis and control department.
3. Department of study and introduction of international experience.

The staff of this department should be well-equipped with the knowledge and experience of English in the field of econometrics, theory of probability, decision-making in management and strategic management, use of mathematical models, international cooperation. They also need to be aware of the complexity of computer software such as STATA, MINITAB, and SPSS, which are crucial in managing decision-making and should be strictly adhered to.

A permanent motivation and incentive mechanism should be developed and set up in the managerial staff. For example, it is recommended to introduce to the world of Uzbekistan's educational experience in the field of education by giving each of the proposals developed by this department for scientific reasons, by providing them with appropriate scholarships or publicly accessible scholarships by publishing them through authoritative magazines and websites of the Republic. , international organizations and donor organizations

participate in projects in education direction without breaking their core business, you can. This will allow them to fully implement the proposals they have developed as part of a grant project.

The proposed new "Strategy for the Development of Higher Education System and Perspective Management" is, in principle, the following:

All departments, departments and subdivisions of the Ministry are regularly informed on their data (data can be analyzed and analyzed on current or case scenarios) and all areas of the public education system, including preschool, general secondary, extracurricular education, specializing in sports, music and art and other private educational institutions, scientific research, retraining and advanced training, and state pedagogical institutes and a number of other ministries analytic analysis of the activities carried out in the directions of ICT for each sector and to define its prospects in cooperation with the leadership of the same direction, as well as to take measures for its implementation by the ministry's management in the discussion of the Ministry's Hayat.

Considering that each proposed proposal for improving the quality and effectiveness of the Department is submitted to the Cabinet of Ministers of the Republic of Uzbekistan on behalf of the Ministry of Public Education, they will be presented in depth based on scientifically-based and foreign experience.

From the moment they are officially introduced into practice, their execution is controlled by the Department of Analytical Analysis and Control. The Ministry will provide timely information to the Ministry of Justice to take action effectively, with the reasons for the shortcomings in this area and its consequences.

The Department does not only analyze the system's trends but also develops their strategies, defines the perspectives, analyzes the education system in the world, improves its positive and negative changes, and the latest advanced pedagogical experiences. In order to share experiences, recommendations will be developed to send system staff to advanced points of study in the world and expediency of inviting leading international industry experts to our country.

The office of the Ministry of Public Education has its own mission, functions, and responsibilities. When adopting the document formally establishing the Department, it is in constant cooperation and exchange of information with the regional khokimiyats, the State Statistics Committee, the Ministries of Higher and Secondary Special Education, the Ministry of Finance and Economy, the IjtimoiyFikr Public Opinion Research Center and other relevant agencies it should be considered.

Discussions

Nowadays, it should not be interesting for us to make a decision based on a sound scientific basis, using mathematical models that use econometrics, probability theory, correlation and regression in the education system, and modern and excellent computer programs. In the words of our President, it is impossible to go away with old knowledge and experience.

As an example of a newly established department, the following can be involved:

1. Develop scientifically substantiated key factors influencing the quality of education in the context of Uzbekistan and to develop measures for their further improvement in cooperation with responsible departments.

2. Demographic analyzes, namely, the determination of the capacity of new schools, kindergartens and other educational institutions based on statistics of birth dynamics or migration statistics in the regions.
3. Develop a systematic oversight of the global education system, studying and reforming education in foreign countries, the latest innovations in this field, and scientifically-practical developments, and, where appropriate, drawing conclusions based on analytical conclusions on public education projects.
4. Organizes tests and surveys to determine the potential of the newly recruited staff in general education schools. Identify common gaps in their knowledge and take appropriate measures in cooperation with the Ministry of Higher and Secondary Specialized Education and pedagogical higher education institutions. Also, develop a proposal to improve the skills in the same area as well as applying this experience to other teachers and educators.
5. Conducts surveys among teachers who improve their qualifications, and their knowledge is tested in a set order. Based on the findings, the findings of lectures, methodologies and management deficiencies are identified, and the institute and the responsible department in the ministry will be elaborated. Comparing lectures, methodologies and management positions in all areas of internships in foreign countries, and preparing excellent proposals.
6. The general secondary education and other special education directions of the Republic are defined in the established order of students in all disciplines, and in general it is determined by what subjects they are learning and potential of these teachers is studied. Once the qualifications of the teacher have been identified, it will be possible to provide information to the Ministry of Higher Education, with the help of higher education institutions and professional development institutions (not the overall qualifications of the teacher).
7. Determines the elements of the external environment that affect the quality of education and finds ways to address them. For example, eliminating calls that have a negative effect on the teaching process of higher education institutions and higher education institutions and other educational institutions. Working with law enforcement agencies.
8. The knowledge of students involved in secondary special education is examined and their knowledge is examined and compared with the previous one. As a result, it is possible to identify and eliminate factors that affect the quality of education at academic lyceums and professional colleges and jointly eliminate them.
9. Suggested collaboration with the public education departments. When the region is left behind in education, its main reasons are to study the relevant recommendations.
10. In some administrative-territorial units, where there is a high probability of natural disaster, temporary environmental degradation, and in some administrative-territorial units where production is much higher than chemical waste, in cooperation with the Department of Censorship, there is a lack of young teachers in their place of retirement, for a period of up to 10 years, with a detailed analysis of the risk of closure of these schools and their in-depth analysis, with relevant suggestions (access to higher education institutions UN target using the system) and so on.

The ministry, which is fully engaged in the above-mentioned tasks, is not available in the ministry.

This department must be directly subordinate to the minister and the chief of the department should be the Minister's Chief Advisor.

The same can be added to the organizational structure of the Ministry of Higher and Secondary Specialized Education and the Center for Secondary Specialized and Vocational Education.

Conclusion

As a result, it is necessary to achieve the cost-effectiveness of the education system, to accelerate the continuous improvement of the quality of education, to improve the targeted and sustainable use of the state budget, to identify and eliminate future problems, to achieve the same rate of education in all regions of the country, timely identification and eradication of factors that can deteriorate and overlook the development of innovative development, quality of education as well as the national education system in the world's most efficient and best practices to accelerate the introduction of melting.

The main goal is to improve the quality and effectiveness of education in our country. Every country has an understanding of the "intellectual potential of the nation," which determines the future of the country. Not only civil servants, but also all employees of the education system are responsible for its promotion.

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TRENDS AND DEVELOPMENT OF THE SERVICE SECTOR IN THE REPUBLIC OF UZBEKISTAN

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ABSTRACT

This paper investigates the major point of the development of the service sector in the Republic of Uzbekistan. Mostly, this research makes both theoretical and practical analyses of the sector from scientific points. On this case, policy and structure of the service branches were seen as an object of the analyses. Finally, both outcomes and shortcomings were given as a result of the paper.

Keywords: Service, Tourism, Service Sector, Uzbekistan, Economy, Theoretical Analyses

Introduction

Systematic work on accelerated development of the sphere of services and services has been carried out in Uzbekistan, as one of the important directions and factors of diversification of economy and deepening of structural changes during the years of independence, as well as the employment, income, and quality of life of the population, and this process continues (Falk & Dierking, 2002; Holme, L & Watts, 1999; Jalilov, Desutter, & Leitch, 2011).

The rapid development of services in the republic is one of the priorities of the Strategy for further development of Uzbekistan in 2017-2021. The State Program for the Development of Services Industry for 2016-2020 has been adopted and successfully implemented. Thanks to the consistent implementation of the independence years in the country, the competitive environment in the service sector has been solved, various forms of economic management have been established, the balance between demand and supply has increased, new types and forms of services have emerged, and the services and its components have been rapidly and quantitatively developed rapidly.

These developmental processes have two important roles. On the one hand, the rapid development of the services sector will be accompanied by the increase of its share in the overall growth of the national economy and will strengthen the economy of the services sector.

On the other hand, the development of the services sector creates conditions for the growth of incomes and living standards of the population and increases the real impact of the quality of life of the population. At the same time, the sphere of services has a strong influence not only on the part of the population employed in this sphere but also on the living standards of the whole population, on the increase in income (International, 2011; Management, 2010; Rasanayagam, 2011).

The development of the services sector is characterized by a number of macroeconomic indicators such as the share of the services sector in the country's GDP, the share of employed in the total number of employed in the economy, the volume of paid services provided to the population, and the share of services in the total consumer expenditures.

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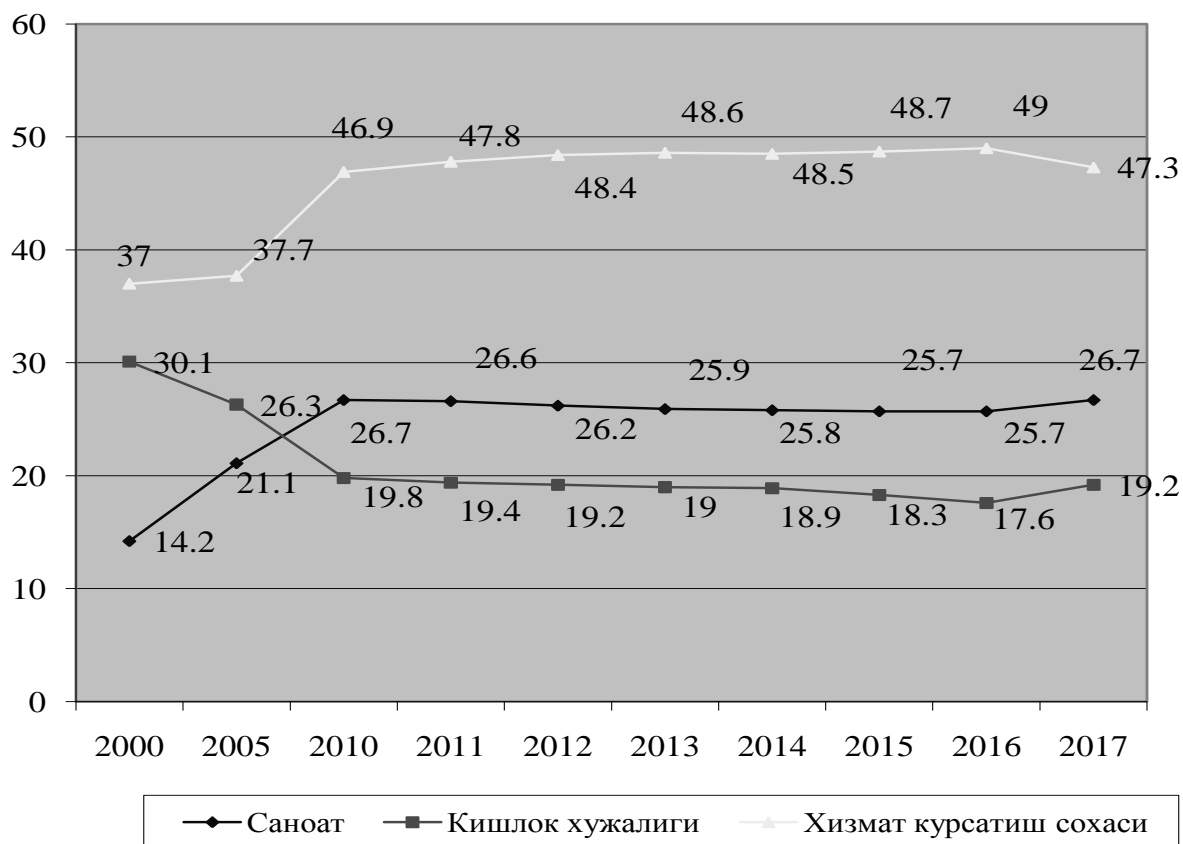


Figure 1. Changes in the share of individual sectors of the economy in GDP in 2000-2017.

The analysis shows that there is a steady growth trend in the share of service sector in GDP (Figure 1). As noted above, the share of services in GDP increased from 37.0% in 2000 to 47.3% in 2017. The results of the analysis show that there is a serious shift in the sectoral structure of GDP in the regions. The growth of the volume of services has led to the impact of a number of factors, including the emergence of new services in the market, such as payments through credit cards, internetsavdo, new trade centers, catering businesses, increased hotels, expansion of educational services, expansion of leisure options (Baxtishodovich, Suyunovich, & Kholiqulov, 2017; Lawson & Roychoudhury, 2016; Muhammad Haq, 2014; tourism & 2006, n.d.).

Growth in the gross domestic product (GDP) of the country is reflected in the population's share of services, which is higher than the GDP growth rates. In our opinion, this is the role of the service sector in the development of the national economy, the satisfaction of the needs of the population, the increase in the level and quality of life.

The dynamics of the busy structure of the population also testifies to the growing role of the service sector in solving the problems of employment of the able-bodied population in the socio-economic development of the country and the implementation of market transformations. In general, the total number

of employees in service sector in 2000-2017 has increased from 3657.0 thousand in 2000 to 6719.6 thousand in 2017. At the same time, the growth rate of employment in service sector (1.8 times) exceeded the general economic growth rate (1.5 times). As a result, the share of service personnel in the total number of jobs in the economy has increased from 41.1% in 2000 to 49.7% in 2017.

The results of the analysis of the structure of the employment of population by sectors have also shown that significant changes have occurred and the share of employment in all sectors of the service sector is increasing steadily (Table 1).

The analysis of statistical data also showed the differences in the characteristics of the personnel in the commodity and service sectors of the economy, ie in the field of material and non-material production. These are, first of all, significant variations in the gender and age structure of employment: a significant number of women in the service sector. At the same time, it should be noted that the gender structure of the service sector varies sharply among its branches. For example, in the total number of employed in 2016, women's prevalence is highest in education (75.6%), health and social services (76.5%), trade (51.2%), living and diary services (52.4% %). Men account for the majority of goods and services (92.8%), construction (94.2%), information and communication (67.3%), finance and insurance (62.7%)

Table 1. Dynamics of development of services in the Republic of Uzbekistan for 2000-2017

Indicators	Years						2017y. 2000y in contrast, %
	2000	2005	2010	2015	2016	2017	
Share of services in GDP,%	37,0	37,7	46,9	48,7	49,0	47,3	127,8
The number of jobs in the total number of employed persons,%	41,1	44,6	52,5	49,5	49,5	49,7	120,9
Share of services in the total volume of incomes of the population,%	11,2	13,6	16,5	27,8	20,4	20,0	178,6
Share of Investments in the Services Sector in Total Investments,%	63,9	58,2	64,7	53,3	55,4	47,9	74,9
Share of export of services in total exports,%	13,8	12,2	10,3	25,2	26,3	25,1	181,9
Share of services in total imports,%	8,5	10,4	5,3	7,7	6,6	7,5	88,2

As a result of the analysis, it has been revealed that service workers are much younger than those employed in agriculture and industry. The younger content in the service sector is not the same. Employees in market services, such as sales, commerce, and finance, are much younger; their skills and knowledge are more in line with the market economy. The average age of employees in science is the highest in the service sector. It is noted that the share of young employees among those employed in the field of science is high and the share of senior staff is high. Young people are often employed in trade, culture, communications, and finance.

The results of the research show that the share of workers with higher and specialized secondary education in the service sector is higher than in the manufacturing sector. Employees in the middle and incomplete secondary education are significantly higher in the industry (29.7%) and in agriculture (27.0%). In the sphere of services, home-based and transport sectors have the lowest standards of staffing (31.4%). On the contrary, the percentage of employees with a low level of education in social services is very low.

The number of graduates with incomplete secondary education has dropped significantly, primarily due to the retirement of elderly people, who are usually more educated than younger employees. Service is the main employer for employees with higher education. The highest level of knowledge in the service sector is characterized by education (53.6%), information and communication services and communications (45.1%), finance (54.7%) and public administration.

An important indicator characterizing the development of the service industry is the volume of investments. Statistical data analysis showed that between 2000 and 2017, the volume of investment in the services sector grew at a high rate in comparison with the real sector of production. In 2017, investments into fixed capital of manufacturing industry accounted for 52.1% of all investments and 47.9% of services. At the same time, the total volume of investments directed to the sphere of services increased from 476.8 billion sums in 2000 to 29084.5 billion sums in 2017.

Continuous growth of demand for various types of services by the population and the measures taken by the government to develop infrastructure (social, transport and communication, commerce, etc.) have provided accelerated development of all spheres of services.

Analysis of the structure of the public expenditure in evaluating the role and the role of the service sector in socio-economic development is crucial. The study found that the share of payment for services in the general structure of population expenditures in 2000-2017 increased from 11.2% in 2000 to 20.0% in 2017. Nevertheless, it should be noted that the overall share of payment for services is far below the developed countries of the world. For example, in the United States this figure is 63.9%, in France - 61.5%, in Germany - 59.3%, in Turkey - 49.5%, in Russia - 39.7%.

Summing up the aforementioned, we can conclude that there are positive tendencies in the service sector: the growth of payment for services leads to an increase in their volume, resulting in an increase in the population's cash disbursements to cover these services, and reflects positive changes in the living standards of the population.

Studies have shown that the share of exports of services in total exports across the country has increased from 13.8% in 2000 to 25.1% in 2017. An increase in the share of exports of services in the total volume of exports will help to reduce the balance of services, which will be considered as a positive trend in the development of services.

One of the key factors of the development of the service industry is the growth and expansion of entrepreneurship, especially small and private businesses. Because the services are mainly provided by small and private businesses. The development of small entrepreneurship in the Republic is one of the priorities of socio-economic policy, and therefore the development of high quality plays an important role in the development of the service sector. It will help to increase competition, improve the quality and quality of services, and most importantly - to reduce the cost of services and increase the demand for them and to increase access to the public, and ultimately increase the efficiency of the service industry. Small businesses are quickly adapting to changes in demand, rapidly changing the range of services, efficient use of resources, and changing their entire production short-term and without significant loss.

The statistical data analysis showed that in the Republic of Uzbekistan in 2017 there were more than 126 thousand small enterprises and micro firms in the service sector, accounting for 54.9% of all small enterprises and micro firms. The expansion of services provided by small businesses and private entrepreneurship has ensured the rapid development of the services sector. Within the framework of the Program of development of the sphere of services, a large number of preferential loans were provided to business entities, enterprises for the provision of new service providers. As a result, the share of market services in small businesses in the total volume of production increased from 53.9% to 61.4%.

In the process of realization of the main tasks and directions of the Program of development of the services sector, the volume of market services in 2010-2017 increased by 4.5 times and reached 118811.0 trillion sums. The per capita volume of services increased by 3.9 times and reached US \$ 3.6 million. soums (Table 2).

Table 2 : Dynamics of Main Indicators of the Sphere of Services in the Republic of Uzbekistan for 2000-2017 (trln.)

	Years					Difference (+;-)
	2000	2010	2015	2016	2017	
I. Services Volume,	1,2	26,0	75,4	92,5	118,8	+117,6
trln.sym	x	116,1	114,0	114,5	110,7	X
Growth, compared to the previous year	48,5	911,7	2407,6	2905,6	3606,2	+3557,7

The share of paid services rendered to the population in the structure of market services is substantial. An analysis of the paid services rendered to the population shows that in 2017, the total volume of economic activity in the country amounted to 36,790.6 billion soums and increased by 4.6 times in comparison with 2000. Accelerated development of paid services to the population is in line with the global trends in developed countries. As a result, in the near future, the number of employed people in the paid services sector will reach the level of developed countries, primarily due to services such as business services, audit, marketing and information support.

Analysis of statistical data shows that in the structure of the paid services the population is characterized by passenger transport, communications, housing and communal services, everyday services and

educational services. This structure of paid services to the population shows low incomes of the population as the services are the first essential services. The share of sanatorium, sanatorium, excursion and social cultural services is very low. The reason is that these types of services can only be financed after people have satisfied their first needs.

During the years of independence, the structure of paid services to the population has undergone serious changes. Property types have changed in different branches of the services sector. The share of state form of ownership in 2017 is 11.8%, while non-state ownership is 88.2% (in 2000, 42.9% and 57.1%, respectively). The proportion of state-owned and non-state property types has changed considerably over each type of service.

In the public utility sector (99.9%) priority is the share of electricity, gas, central heating and hot water supply - 99.8%, sanitation - 99.9%. The state property in the education system is 72%.

Trends in the area of services in the region for 2010-2017 have shown positive in almost all regions. In 2017, the highest growth rates were registered in Tashkent (114.6%), Navoi (107.0%), Syrdarya (106.0%), Andijan (105.6%), Khorezm (105.3%), (105.2%), Namangan (105.0%) provinces and the Republic of Karakalpakstan (106.0%).

The largest share in the development of the services sector was registered in the city of Tashkent (32.1%), Tashkent (7.9%), Samarkand (7.1%), Fergana (6.5%), Andijan (5.7%), Kashkadarya , 0 percent). The lowest share of the total volume of services rendered to Syrdarya (1.4%), Djizak (2.1%), Navoi (2.6%), Khorezm (3.1%), Surkhandarya (3.8%) regions and Karakalpakstan (3.0%). This, in turn, indicates the region's uneven development, indicating that there are great opportunities for employment in the country and, consequently, to increase income.

Population growth per capita has a significant impact on the per capita income level. For example, in Navoi and Bukhara provinces, where the population is relatively small, the average per capita indicator is much better than in the Kashkadarya, Namangan, Ferghana, Andijan and Samarkand regions, where the population is densely populated.

The analysis shows that in the industrially-developed regions (excluding extractive industries), the average per capita index of services in Navoi, Tashkent regions and Tashkent city is higher than in Samarkand, Namangan, Khorezm, Jizzakh and Surkhandarya regions.

At the same time, in the economically developed regions of the republic there is a tendency to increase the share of services with high share.

Significant discrepancies in the regions influence the quantitative and qualitative indicators of employment and, therefore, their incomes. In our opinion, this is due to differences in income levels. Because the development of the services sector and the satisfaction of the needs of the population in paid services are directly related to the level of cash income of the population. Unfortunately, monetary income per capita is 1.5-2 times lower than in rural areas.

An analysis of paid services to the population has shown that the services sector in rural areas is slowly developing. In 2017, only 17.8% of the total amount of paid services accounted for rural households, and the share of household services accounted for 46.0%. The volume of paid services per capita in the country is 2.5 times more than in urban areas. Here are some of the best in public catering services (85.3%). Taking into account that about 50% of the population lives in rural areas, these indicators are very low. This

situation necessitates the further development and expansion of all types of services in the village, and in particular, domestic services.

All these factors, especially in rural areas, require the formation of a rational network and territorial structure due to the rapid development of the services sector. World practice shows that in many countries with sustainable economic growth, these services are provided through incentives and support.

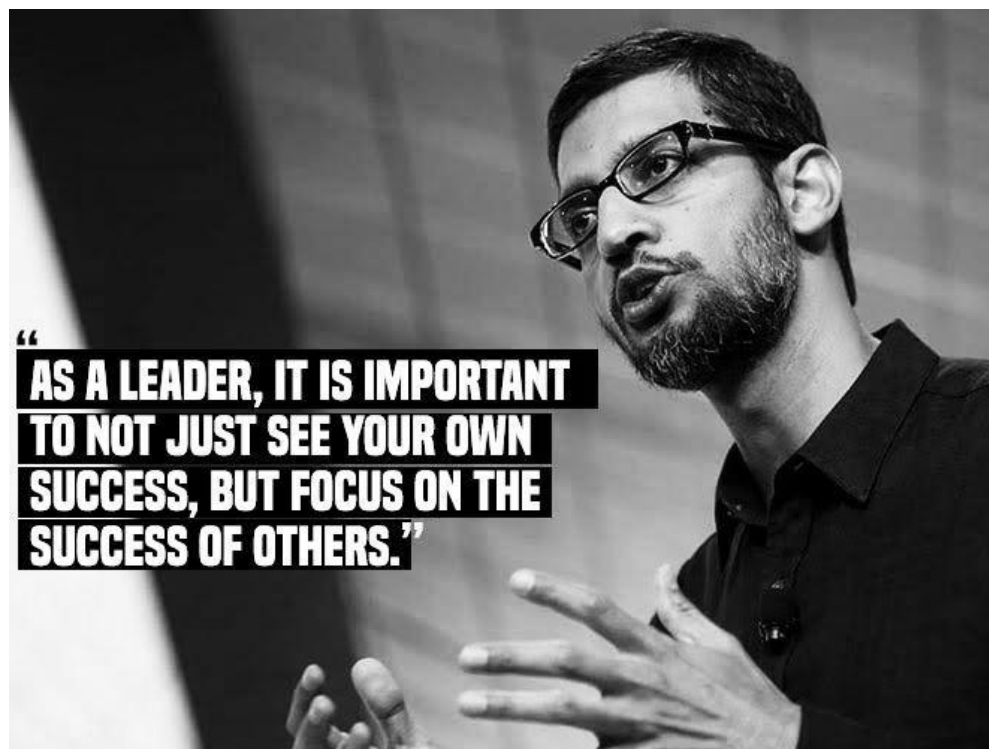
Thus, in the current situation, the service sector in Uzbekistan has a relatively high potential, but not strong enough in the domestic market and in the international market, and the competitiveness of services provided in our country is not quite high. This will require the formation of a more rational structure of services in Uzbekistan and the further improvement of its quality.

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PORSPECTS OF CULINARY TOURISM IN MALWA REGION OF MADHYA PRADESH

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ABSTRACT

Most of the traveler may consider local food to be a mere essential empowering the hunt of other travel activities, consuming local food during travel is unique experience.

Cuisine of Malwa region is also required identity as we Travel the length and breadth of Madhya Pradesh traveler experiences that food of Malwa having owing to its cultural and historical legacy so I set out on a gastronomical journey.

Malwa cuisine just influenced by historic rulers and their preferences but also by geographical, climatic conditions and have beautifully imbibed the best of the food culture of neighboring states. This incorporation of popular food cultures has resulted in the cuisine that is quite popular in its own style.

The most interesting finding of the research on the cuisine is the enormous diversity in the use of ingredients and spices in the region

Madhya Pradesh desire to be the leading tourism receiving state in the country and wishes to become culinary heritage as a tourism attraction. This paper explores the hidden gems of the Malwa cuisine of Madhya Pradesh.

Key words: Cuisine, culinary tourism, heritage

Introduction

Like the palaces, monuments, flora and fauna and the natural scarcities associated with a place to be considered as tourism product and maintained as a tourism of the area, food and drinks of the region has also a great role in promoting culinary tourism. Every country or the region having their own large typical food system. As competition between tourism destinations increases, local culture is becoming an increasingly valuable sources of new products and activities to attract an amuse tourists.

Tourism plays an essential role in the socio economic progress of our country. It is a main sources to earn foreign exchange. Over the years tourism has become a popular global activity, depends upon the nature and purpose of their travel, tourist need certain facilities and services for satisfying their need. Hotels, restaurants, fast food outlets are the commercial setups those provide accommodation, meals and other facilities to the travelers. Restaurants are serves prepared food and beverage to the customers, various types of restaurant and food outlets serves regional food to the customer.

When we think about Indian culinary tourism one things will be comes in our mind is its diversity. India is a large country with 29 states and 7 union territories is unique in its tradition, languages and food. Every state of India having their different character in their cuisine and having well known dishes across the world

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such as Jammu Kashmir-Rogan josh, Punjab-makke ki roti sarson ka saag, Rajasthan-Dal bati, Gujarat-Dhokla and many more makes their cuisine famous.

Madhya Pradesh cuisine just influenced by historic rulers and their preferences but also by geographical, climatic conditions and have beautifully imbibed the best of the food culture of neighboring states. This incorporation of popular food cultures has resulted in the cuisine that is quite popular in its own style.

The food, like other elements of travel- transportation, accommodation, activities, and attractions plays an essential role in the travel experience. As an attribute of a destination, cuisine bears symbolic meaning and is a determinant of overall travel satisfaction. The Ministry of Tourism Annual Report 2017-18 Has taken the initiative of identifying , diversifying, developing and Promoting and set up the Indian culinary Institute (ICI) is to institutionalize a mechanism to support efforts intended to preserve, document, promote and disseminate Indian cuisine and promote cuisine as a Niche Tourism Product, during 2017-18, the various themes including "Culinary Trails of India" was promoted on social media platform of the Ministry of Tourism to showcase rich culinary heritage of States/UTs.

Review of Literature:

The purpose of this research is to review prior studies involving culinary and its linkage to tourism. Additionally, the purpose is to determine how culinary can be utilized to promote culinary tourism in the state Madhya Pradesh.

Culinary tourism is a relatively new industry, the temptation of exotic food has motivated many people to travel, and the tourism industry flourishes on providing the utmost dining experiences either of new and exotic food, or of authentic foods from a particular culture or region, or even of familiar foods, comforting, consistent and safe to the traveler.

Culinary tourism is a subdivision of agri-tourism that efforts specifically on the search for, and enjoyment of, prepared food and drink. Food tourism is defined as the desire to experience a particular type of food or the produce of a definite region (Hall & Sharples, 2003) and covers a vast number of gastronomic opportunities for tourists (Okumus, Okumus, & McKercher, 2007) as well as involving numerous economic development schemes. Food tourism has been hailed as a vehicle for regional development, strengthening local production through backward linkages in tourism supply-chain partnerships (Renko, Renko, & Polonijo, 2010; Telfer & Wall, 1996) and is regarded as an important vehicle in delivering sustainable tourism (Everett & Aitchison, 2008; Simms, 2009; Everett & Slocum, 2013).

Culinary tourism, also looks at the practices of exploratory eating or participating in perhaps alien foodways as a way of encountering and consuming other places and cultures (Long, 2004). Food-based attractions may include special events, such as food festivals or cooking holidays (Di Domenico & Miller, 2012; Hall & Sharples, 2008), or the promotion of local food through farmers' markets, enhanced local menu items and the inclusion of locally grown food produce in the hospitality supply chain (Telfer & Wall, 1996; Torres, 2002).

Gastronomic Tourism is a form of niche tourism motivated by food and/or drink (Hall and Mitchell, 2005; Kivela and Crofts, 2006; Sims, 2009). The term 'culinary tourism' was defined as an intentional exploratory participation in the foodways of someone considered an 'Other'; "an exploratory relationship with the edible world ... whether you go to food or food comes to you, the nature of the encounter is what defines a food

experience as culinary tourism” (Long, 1998, p.xi). The International Culinary Tourism Association (ICTA) defines it as “the pursuit of unique and memorable eating and drinking experiences”, while the UN World Tourism Organization consistently refers to this tourist niche as gastronomic tourism or gastronomy, and defines it as “gastronomic tourism applies to tourists and visitors who plan their trips partially or totally in order to taste the cuisine of the place or to carry out activities related to gastronomy” (UNWTO, 2012).

World Food Travel Association (WFTA) defines culinary tourism as the search for inimitable and memorable eating and drinking experience. The American Culinary Traveller Report 2013 published by the American travel market research firm Mandala Research has a few interesting findings:

1. Travelers are most interested in local and authentic foods and culinary experiences that are different from those they can get at home.
2. Most travelers combine culinary activities with other activities, also participating in culture, heritage and naturebased activities.
3. Increasing reliance on reviews and recommendations of friends makes getting the word out through social media and other user content sources critical for destinations.
4. Festivals motivate culinary travelers, so destination marketing organizations should consider hosting a beer, wine or culinary festival to feature local fare, products and unique food activities like chef demonstrations and samplings.
5. Foodies want to be educated when traveling. Eighty-three percent enjoy learning about the local culture and cuisine of the destinations they visit. And the same percentage says they will spend more money on food and drinks while traveling.

Nikhil Mukherjee has made 5 categories of tourists on the basis of their activities, requirements and sympathies in the territory that they arrive in – explorers, backpackers, special interest tourists, general interest tourists and mass tourists. Another category can be made in the context of Madhya Pradesh though the range and scope is limited as making an impact in culinary tourism is concerned – religious tourists or pilgrims as the prime motive of travel for such travelers are not leisure and pleasure. A detailed look at Mukherjee’s classification stands to help the policy makers and the local populace to draw more people towards culinary tourism thereby creating livelihood avenues for them:

Explorers-Tourists requiring no special facilities. They are low budget travelers and include birdwatchers, trackers and climbers

Special Interest tourist-Tourists dedicated to a particular hobby and prepared to pay to indulge in it. They require specialized services and travel in small groups

Backpackers-Tourists having limited budget and use local facilities. They are often excluded from visiting remote areas because of expense.

Mass Tourists-Tourists preferring large groups. They need good facilities and the high priority is comfort

General Interest tourist-Tourists preferring group holidays. They are wealthy and require good facilities

Culinary tourism as a marketing tool

Habdszuh (2000 cited Du Rand et al. 2003) claimed that one of the main complications about culinary tourism marketing is that regional cuisines are not accessible enough in promotional materials and communications tools which are used for tourism marketing.

The regional cuisine rises the competency of sustainable tourism, highlights the regional economy, supports the environmentally friendly infrastructure and is part of the originality of a destination (Du Rand et al. 2003). That's why it is an important responsibility for destinations to examine the character of the regional food and beverages and use their prospective to market the successfully.

Promoting regional cuisine in the right way to attract as much prospective tourists as possible. If the destination decides on how to display and promote culinary tourism it can then be increasingly used as a branding instrument for the destination said Du Rand et al. (2003).

Hall and Mitchell (2000 cited Frochot 2003) argued the subject of destinations using food and beverages to place them in a exceptional marketing position to attract tourists. Through food tourism destination can determine their cultural distinctiveness and declare their positioning strategy. Uniqueness can be depicted through symbols or ambience, which is unique for the destination

Purpose of the study

Through cuisine is not often the first factor to promote tourists to visit a particular place but food can be one of the highly rated tourism product. The study aims to figure out the prospects of local food of the region enhancing the quality of tourist evolving to sustain culinary tourism in Madhya Pradesh which can be a major source of livelihood for the local population.

Methodology

This paper is an exploratory research, which has been concerned with the available data and primary data in the terms of documentation of regional cuisine of Madhya Pradesh. The region included for this is Malwa region surveyed by visiting their to know their local cuisine.

Malwa Cuisine

Malwa is a historical region of west central India has been ruled by many kingdoms and dynasties such as Avanti kingdom, the Mauryans, The Malavas, the Guptas, the Paramars, the Malwa sultans, the Mughals and the Marathas. Malwa continues to be an administrative division until 1947, when the Malwa agency of British India was merged into Madhya Bharat (also known as Malwa Union) state of Independent India.(www.wikipedia.com)

Malwa cuisine is one of the most popular cuisine of India, Malwa food is balance of Gujarati, Maharastrian and Rajasthani elegances. Malwa region of Madhya Pradesh was considered the business center during 16th century since it was well connected to the other parts of India. The city Indore found importance with the rise of Marathas, It was the Holkar dynasty who brought Indore its fame and status, the city is inextricable linked with Holkar queen Rani Ahilya bai.

Indori food is famous in this region Indore is also known as “capital of street food” and “ Heaven of Midnight foodies” the roots of the indori food is based in recipes from neighboring state and combination of their own style which makes delicious meal. The region presents a wide range of Namkeens. Ratlam is famous for its Sev.

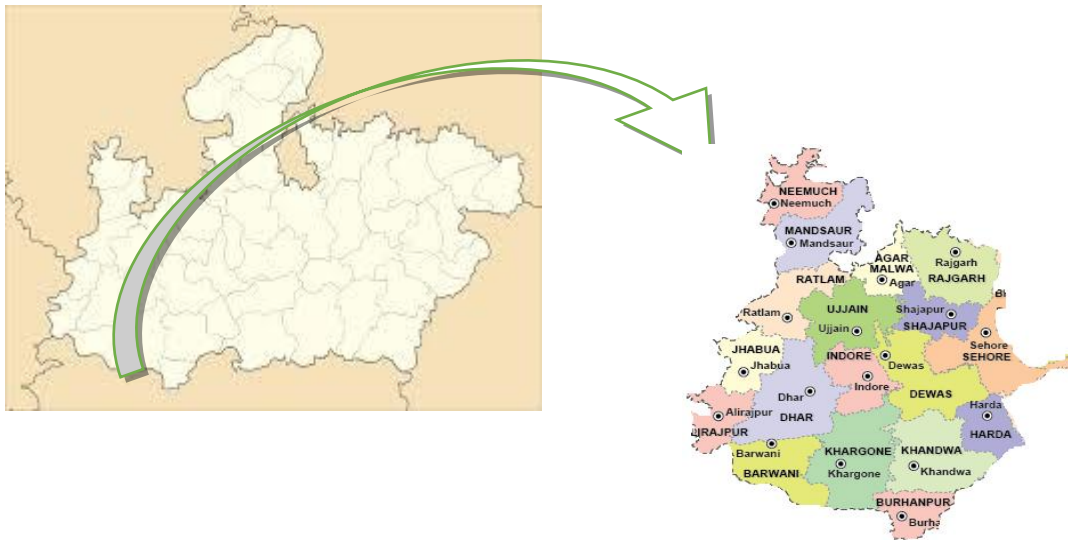


Figure 1: Malwa Region of Madhya Pradesh

A- Geography

Malwa Plateau refers to the volcanic upland north of Vindhya range. Malwa region covers the districts of Agar, Dewas, sehere, Ratlam, Rajgarh, Jhabua, Ujjain, Indore, Neemach, Dhar, Shajapur, Indore and Mandsaur.

The western part of the region is drained by the Mahi river, the Chambal river drains the central part, the Betwa river and the Dhasan, Ken river drains the east. The Shipra river has religious concept.

- a- **Location** : Malwa -Nimar Region of Madhya Pradesh is located in the western part of the state and south-eastern Rajasthan between $21^{\circ}10'N73^{\circ}45'E$ and $25^{\circ}10'N79^{\circ}14'E$. Gujarat, Rajasthan and Maharastra are the neighboring state of the region.
- b- **Climatic condition**: Altitude of about 550 to 600 meters above sea level, the region has comparatively cool evenings against the hot days in summer season. If the day temperature reaches $42^{\circ}C$ to $43^{\circ}C$ but night temperatures are always in range of $20-22^{\circ}$.

The rainy season starts with the first showers mid-June to the middle September by 90 cm of rainfall. Here winters are longest season of the three October to mid-March with the minimum temperature ranges $6^{\circ}C$ to $9^{\circ}C$

- c- **Soil**: The main soils are Medium Black, brown and bhatori (stony) soil. The volcanic, clay like soil of the region owes its black colour to the high iron content of the basalt, the soil requires less irrigation because of its high capacity for moisture retention.
- d- **Farming and agriculture** : Agriculture is the main occupation of the people of this region. Wheat and soybeans are important cash crops.

Gram, Til, Millet, Maize. Mung bean, Urad, Linseed, Cotton, Sugarcane and Peanuts are also cultivated in this region.

B- Culture

Malwa region has developed its own culture which is influenced by the Rajasthani, Marathi and Gujarati cultures. Lots of prominent people in the history of India have belongs to the Malwa like the poet and dramatist Kalidas, the mathematicians and astronomers Varahamihira and Brahmagupta, author Bhartirihari and the polymath king Raja Bhoja.

In this region numerous tribes in the region such as the Bhils , Patelias, Meos, Bhilalas and Barelas.

The peoples of Malwa region belongs to Dawoodi Bohras, the Patidars, Marathas, Marwaries, Jats and Rajputs. The region is home to smaller numbers of Jains, Goan catholics and Parsis.

C- **Eating habits:** The life of the people starts with Chai (Tea), Poha and Jalebi. People of this region add little sweet in their mostly dishes. Various chat and Namkeens are popular and namkeen is served with every meal.

Tribles of this region man and women both enjoy local drink mahua and it is special part of their lives.

The peoples of Indore love to have snacks so Indore is also known as “Chatoron ka shahar”.

D- Signature Dishes of Malwa region:

1-Indori Poha- Poha (flattened rice) is soaked in a water and cooked with mustard seed, onion, tomatoes, curry leaves, turmeric powder and served with roasted peanuts, fried greenchilli and lemon juice. This is a most famous breakfast across the Malwa region.

2-Butte ki Kees-it is a specialty of Indore, tender or sweet corn grated and cooked with onion, green chillies, milk, served with grated coconut, chopped coriander and lemon juice.

3-Garadu chaat-this is Indori’s version of the aloo chat. A Garadu (Yam-Variant) is diced and fried to golden brown and sprinkled with special masala and lots of lemon juice.

4-Sabudana ki Khichdi-Soaked sabudana(sago) sauted with boiled potato, cumin seed, green chilli and roasted peanuts serve hot garnished with chopped fresh green coriander leaves and freshly grated coconut.

5-Ratlami Sev-It is a famous crispy fried Snacks made by Bengalgram Flour, black pepper and other spices. The dough of bengalgram flour and spices presse in to the special machanical equipment having various shaped nozel named sev machine and fried.

6-Indore ki Shahi Sikanji- A thick, sweet milkshake enriched with dry fruits, (not like lemonade) the drink is made with saffron, cardamom, mace, nutmeg, raisins, buttermilk and milk slow cooked for 10 to 12 hours and cooled served thick and cold with shredded dry fruits.

7-Dal Bafra- Bafra is a traditional bread made by small ball of wheat flour. It is just like Rajasthani Bati, but bafra is boiled then fried or baked over fire and serve with towar dal fry. It is a part of set meal with dal, chutney, aloo ki sabzi.

8- Chakki ki shaak- the dish is prepared with steamed dough and is cooked with the gravy prepared with spices. This dish served with bowl of curd

9- Imli ki Kadhi- This kadhi is famous in Mandu, it is made by Khorasani imli (Mandu is a home of giant baobab tree, which seeds are gifted by the Caliphs of Egypt to the sultans of Mandu in 14th Century locally known as Khorasani imli) it's a fruit makes a good souring agents

10-Jalebi- This is a most popular sweet found in entire M.P. even small places, this is prepared with batter of refined flour, curd and piped in a ghee fry, and then soaked in sugar syrup.

13-Mawa Bati-Mawa(khoa) mixed with milk powder and all-purpose flour kneed well and make small balls, stuffed with dry fruits and fry well then soaked in sugar syrup.

14-Makhan Bada- Crispy soft and flaky golden brown ball made by Refined flour shortening with butter and fried in Ghee simmered in sugar syrup.

Conclusion & Recommendation:

This paper has attempted to find out the prospects of food and drink in promoting culinary tourism in the state Madhya Pradesh. The diversity in food and culture viewed as a strength in marketing of culinary tourism in the state, could be play a pivotal role in the development and management of cultural heritage tourism. The impact of culinary tourism is enormous and can improve the overall economy of any country. Food must be a quality product taking into consideration the health concerns.

On the basis of the observations made so far the following suggestions may be given improvement of culinary tourism in Madhya Pradesh:

- 1- Hotels and restaurants could include more local dishes in their menu as local dialect.
- 2- Recognition and protection of local culinary products in a systematic manner and its balanced promotion with focus on sustainability.
- 3- Festivals, fairs and exhibitions of ethnic food to be conducted during the tourist season.
- 4- Culinary tour circuits can be created in line with the existent tourist circuits. The focus should be on providing tourist the opportunity of discovering the regional culinary diversity and its richness.
- 5- Aggressive marketing strategies at national as well as international levels should be implemented to attract tourists to have a view of the destination's cultural uniqueness through various aspects, current focus being on the cuisine.
- 6- Developing literature on state gastronomy and proving popularity to it.
- 7- Developing menu on regional cuisine and implementing in state tourism development run hotels and restaurants and also promoting it in other commercial restaurants.
- 8- Organizing camp tours with implementing local food.
- 9- Effectively using menu engineering to promote local food and maximize sales as well as revenue.
- 10- Using promotional tools and seeking help of agencies to promote culinary tourism in the state.

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FINANCIAL INCLUSIONS IN INDIA - A ROADMAP TOWARDS GROWTH OF INITIATIVES AND ACHIEVEMENTS

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ABSTRACT

Finance has become an essential part of an economy for development of the society as well as economy of nation. For, this purpose a strong financial system is required in not only in under-developed countries and developing countries but also developed countries for sustainable growth. Through Financial inclusion we can achieve equitable and inclusive growth of the nation. Financial inclusion stands for delivery of appropriate financial services at an affordable cost, on timely basis to vulnerable groups such as low income groups and weaker section who lack access to even the most basic banking services. In this paper, the researcher attempts to understand financial inclusion and its importance for overall development of society and Nation's economy. This study focuses on approaches adopted by various Indian banks towards achieving the ultimate goal of financial inclusion for inclusive growth in India and analyses of past years progress and achievements. The relevant data for this study has been collected with the help of from various Research journals, Articles, reports of RBI, reports of NABARD and online resources.

Introduction

The process of economic growth, especially when it is on high growth line, must attempt to take participation from all sections of society. Lack of access to financial services for small/ marginal farmers and weaker sections of the society has been recognized as a serious threat to economic progress, especially in developing countries. The recent developments in banking technology have transformed banking from the traditional brick and-mortar infrastructure like staffed branches to a system supplemented by other channels like automated teller machines (ATM), credit/debit cards, online money transaction, internet banking, etc. The moot point, however, is that access to such technology is restricted only to certain segments of the society. Many of research reports and surveys clearly show that large numbers of population does not have an access to basic banking and financial services not only in India but also whole world. This is termed-financial exclusion. These people, particularly, those living on low incomes, cannot be access Main stream financial services and products such as bank accounts which are used for making payments and keeping money, remittances, affordable credit, insurance and other financial services, etc. The concept of Financial Inclusion is not a new one. It has become a catchphrase now and has attracted the global attention in the recent past. Lack of accessible, affordable, and appropriate financial services has always been a global problem. It is estimated that about 2.9 billion people around the world do not have access to formal sources of banking and financial services. India is said to live in its villages, a convincing statement, considering that nearly 72% of our population lives there. However, a significant proportion of our 6,50,000 odd villages does not have a single bank branch to boast of, leaving swathes of the rural population in financial exclusion.

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Objectives of the study:

This research paper has three main objectives: 1. To understand the financial inclusion and its importance. To find out the approaches adopted by banks, steps taken by the regulatory bodies and various government initiatives to achieve financial inclusion. To analyze the past years performance and achievements towards reaching out to, the unbanked areas under financial inclusion.

Research Methodology:

The present study is descriptive in nature. The data used for the study is secondary in nature and has been collected from RBI bulletin, annual reports of RBI and Ministry of Finance, GOI, Report on trend and progress of banking in India, various reputed journals, newspapers, and websites of RBI, NABARD (National Bank for Agricultural and Rural Development), and Ministry of Finance, Government of India (GOI).

Financial Inclusion:

Financial inclusion is one of the most important aspects in the present scenario for inclusive growth and development of economies. The financial inclusion term was first time used by British lexicon when it was found that nearly 7.5 million persons did not have a bank account. But financial inclusion concept is not a new one in Indian economy. Bank Nationalization in 1969, establishment of RRBs and introduction of SHG-bank linkage programs were initiatives taken by RBI to provide financial accessibility to the unbanked groups. According to committee on Financial inclusion headed by Dr. C. Rangarajan defined financial inclusion as "The process of ensuring access to financial services and timely and adequate credit where needed by vulnerable groups such as weaker sections and low income groups at an affordable cost."² Financial inclusions does not stand for delivery of financial services for all at all cost. But it means that the delivery of financial services and products at affordable costs of excluded sections of population and low income groups. It plays a crucial role to remove away the poverty from the country. Financial inclusion is to provide equal opportunities to vast sections of population to access mainstream financial services for better life, living and better income. It provides path for inclusive growth. Financial inclusion can be described as the provision of affordable financial services, viz saving, credit, insurance services, access to payments and remittance facilities by the formal financial systems to those who are excluded. So, financial inclusion refers to access to vast range of financial product and services at affordable cost. It not only includes banking products but also other financial services such as loan, equity and insurance products. Households need access to finance for several purposes like creating buffer, retirement, saving to hedge against unpredictable situations and take products for insurable contingencies. Household also needs access to credit for livelihood creation, housing, consumption and their emergencies. Finally households require financial services to access a wide range of saving and investment products for wealth creation but it is all depends upon their level of financial literacy.

Importance of financial inclusion:

Easy access to financial services will allow the population leaving in lower strata, to save money safely and help in preventing concentration of economic power with a few individuals, thus mitigating the risks that the poor could face as a result of economic shocks. Therefore, providing access to financial services is becoming an area of concern for the policymakers as it has far reaching economic and social implications. In India, The single most frequently used source of loan for medium Indian household is still moneylender. Large parts of our financial system are still hampered by political intervention and bureaucratic constraints, limiting their potential contribution. India's poor, many of who work as agricultural and unskilled semi skilled

wage laborers and low salaried workers are largely excluded from the formal financial system. Even micro and small enterprises, find it difficult to have an access to formal sources of finance and thus are largely excluded from financial system. Over 40% of India working population earn but have no saving. Financial inclusion provides protection to poor from the control of the spurious money lenders.

Factors Affecting Access to Financial Services-

Some of the major factors affecting services are as follows

Psychological and cultural barriers-Many people willingly excluded themselves due to psychological barriers and they think that they are excluded from accessing financial services. A very general psychological barrier can be easily noticed when older people find it difficult to use ATMs which is the most convenient form of banking today.

Legal identity-Lack of legal identity like voter Id, driving license, birth certificates, employment identity card etc. is also a major factor affecting access to financial services.

Level of income -Low income people generally have the attitude of thinking that banks are only for the rich people.

Various terms and conditions-Since banks are profit making organizations they discourage the non-profit able customers (poor) by the minimum balance requirements. While getting loans or at the time of opening accounts, banks place many conditions, so the uneducated and poor people find it very difficult to access Financial services.

Structural procedural formalities-It is very difficult for people to read terms and conditions and accountfilling forms due to lack of basic education.

Limited literacy- Lack of financial literacy and basic education prevent people to have access to financial services. Financial literacy involves encouraging people to use various financial products through various economic agents like NGOs (Non-Profit Organizations), MFIs and Business Correspondents etc. People do not know the importance of various financial products like insurance, finance bank accounts, cheque facility etc. **Place of living-**Commercial banks operate only in profitable areas. Banks set their branches and offices only in the commercial areas. Therefore, people living in under-developed areas find it very difficult to go for any bank transaction in other areas again and again. Hence, they do not go for any banking services **Social security payments-**In those countries, where the social security payment system is not linked to the banking system, banking exclusion has been higher. **Types of occupation-**Many banks have not developed the capacity to evaluate loan application of small borrowers and unorganized enterprises and hence tend to deny such loan requests **Attractiveness of the product-** Both the financial services/products (savings accounts, credit products, payment services and insurance) and how their availability is marketed are crucial in financial inclusion.

Financial Inclusion in India-- Despite witnessing substantial progress in financial sector reforms in India, it is disheartening to note that nearly half of the rural households even today do not have any access to any source of funds institutional or otherwise. Hardly one-fourth of the rural households are assisted by banks. Hence the major task before banks is to bring most of those excluded, i.e. 75% of the rural households, under banking fold. There is a need for the formal financial system to look at increasing financial literacy and financial counseling to focus on financial inclusion and distress amongst farmers. Indian banks and financial market players should actively look at promoting such programs as a part of their

corporate social responsibility. Banks should conduct full day programs for their clientele including farmers for counseling small borrowers for making aware on the implications of the loan, how interest is calculated, and so on, so that they are totally aware of its features. There is a clearly a lot requires to be done in this area. This enables the Customer to remit funds at low cost. The government can utilize such bank accounts for social security services like health and calamity insurance under various schemes for disadvantaged. From the bank's point of view, having such social security cover makes the financing of such persons less risky. Reduced risk means more flow of funds at better rates. Access to appropriate financial services can significantly improve the day-to-day management of finances. For example, bills for daily utilities (municipality, water, electricity, telephone) can be more easily paid by using cheques or through internet banking, rather than standing in the queue in the offices of the service. A bank account also provides a passport to a range of other financial products and services such as short term credit facilities, overdraft facilities and credit card. Further, a number of other financial products, such as insurance and pension products, necessarily require the access to a bank account. Employment Guarantee Scheme of the Government which is being rolled out in 200 districts in the country would bring in large number of people through their savings accounts into the banking system. It paves the way for establishment of an account relationship which helps the poor to avail a variety of savings products and loan products for housing, consumption, etc

Challenges and future of financial inclusion plans

1. ATM variants: Currently the banking industry is feeling the heat of cost crunch in expansion of not only branches but also in its ATM network. In order to reduce the cost of setting up of an ATM the banks can adopt solar panel technology instead of electricity, and also setting up of an ATM in places where the population is below 2000 in near future.

2. Core Banking Solution : Currently, all the banks have a core banking solutions and the branches are connected to CBS. But this CBS (core banking solution) serves only limited purpose. Many services extended by the banks to their customers are beyond their CBS like go coin distribution, locker facility, etc., Perhaps a drive should be initiated where this CBS (core banking solution) will get transformed into real CBS (complete banking solution). This new CBS will help the banks to achieve cross selling by taking care of allied act activities.

3. Conversion of no frill account to regular saving bank account: As per report, more than 60 million no frill accounts' has been opened by the banking system. But only 2.5 millions are active and 57.5 million out of total accounts opened have become inactive. This very hi rate of inactive no frill account' is alarming.

4. Limited purpose branch: Currently bank branches deliver all sorts of services from the same premises. Corporate accounts, terms deposit accounts and saving bank accounts all are served from same premises, stamping, sale of precious metal coins, sale of mutual funds, stock market transaction, sale of insurance products and many more activities happen from the-e branches. It seems that in the years to come, with more number of branches, some sort of segmentation will have to take place and some bank branches in the city will provide limited number of services. Limited purpose branches will be opened in a big way, may be only for account opening purpose and nurturing the account for initial one year can be made in the upcoming years.

5. Electronic pass book: In urban areas, account holders are used to printed pass book and bank statement at regular intervals, quarterly or monthly. Some of the banks have started electronic statements

and e mailers as an option for account holders. It seems that in the years to come, the physical pass book in the urban centers will get replaced by electronic pass book in the form of smart card or pen drive or some other electronic storage device.

6. Insurance inclusion: Inclusion data of 2010 reveals that life insurance touches only 1.0% people in India whereas non life insurance touches even less than 1% non life insurance takes care of unplanned expenditure whereas life insurance takes care of either old age or of the financial needs of the left outs in case of any eventuality to the earning members of the family. Perhaps a few years down the line, the government, and regulators will have to initiate a drive for insurance inclusion. Because micro-insurance is un-viable insurance companies are not interested in coming up with tailor made micro-insurance schemes, but with the support of the government they might venture into this.

INITIATIVES

1. RBI Branch Authorization Policy: In order to extend the banking network in unbanked areas, general permission has been granted by Reserve Bank of India (RBI) to domestic Scheduled Commercial Banks (other than 'Regional Rural Banks) to open branches/ mobile branches/ Administrative Offices/CPCs (Service Branches), (i) in Tier 2 to Tier 6 centers (with population up to 99,999) and (ii) in rural, semi-urban and urban centers of the North-Eastern States and Sikkim subject to reporting. RBI has advised banks that while preparing their Annual Branch Expansion Plan (ABEP), the banks should allocate at least 25 percent of the total number of branches proposed to be opened during a year in unbanked rural (Tier 5 and Tier 6) centers.

2. Expansion of BCA Network: Banks have been advised by DFS to extend banking services to the entire geography of the country based on the concept of Sub Service Area (SSA) comprising of 1000-1500 households. In case of North-East, Hilly States and sparsely populated regions of other States banks may decide the households to be covered by each Business Correspondent Agent (BCA) appropriately. In case of larger Gram Panchayats more than one BCA could be appointed. In case of smaller Gram Panchayats more than one contiguous Gram Panchayat, taking into consideration the geographical area, could be assigned to each BCA.

3. Swabhimaan Scheme: Earlier, under the Swabhimaan campaign, the Banks were advised to provide appropriate banking facilities to habitations having a population in excess of 2000 (as per 2001 census) by March 2012. The banks identified approximately 74000 habitations across the country having a population of over 2000 for providing banking facilities. As per reports received from Banks, 74351 villages with population of above 2000 have been covered with banking facilities either by branches; Business Correspondents, mobile banking etc. by March 31, 2012.

4. Direct Benefit Transfer (DBT) and Direct Benefit Transfer for LPG (DBTL): The objective of DBT Scheme is to ensure that money under various developmental schemes reaches beneficiaries directly and without any delay. Banks play a key role in implementation of DBT/DBTL and this involves. Four important steps, viz.. (i) Opening of accounts of all beneficiaries; (ii) Seeding of bank accounts with Aadhaar numbers and uploading on the NPCI map per; (iii) Undertaking funds transfer using the National Automated Clearing House - Aadhaar Payment Bridge System (NACH-API3S). (iv) Strengthening of banking infrastructure to enable beneficiary to withdraw money.

5. RuPay Card: RuPay, a new card payment scheme has been conceived by NPCI to offer a domestic, open-loop, multilateral card payment system which will allow all Indian banks and financial Institutions in

India to participate in electronic payments. The card has been dedicated' to the nation by the President of India on May 08, 2014. RuPay symbolizes the capabilities of banking industry in India to build a card payment network at much lower and affordable costs to the Indian banks so that dependency on international card scheme is minimized. This is in line with many of the large emerging nations like China which have their own domestic card payment system. Government of India has directed banks to issue Debit cards to all KCC and DBT beneficiaries and that every new account holder should be issued a debit card. A low cost option such as RuPay will help in achieving this objective and consequently help in fulfilling the objective of financial inclusion. The RuPay Card works on ATM, Point of Sale terminals, &online purchases and is therefore' not only at par with any other card scheme in the world but also provides the customers with the flexibility of payment options.

6. USSD Based Mobile Banking:-The Department through National Payments Corporation of India (NPCI) worked upon a "Common USSD Platform for. All Banks and Telcos who wish to offer the facility of Mobile Banking using Unstructured Supplementary Service Data (USSD) based Mobile Banking. The Department helped NPCI to get a common USSD Code *99# for all Telcos. USSD based Mobile Banking offers basic Banking facilities like Money Transfer, Bill Payments, Balance Enquiries, Merchant payments etc. on a simple. GSM (Global System for Mobile Communications) based Mobile phone, without the need to download application on a Phone as required at present in the IMPS (Immediate Payment Service) based Mobile Banking. Transactions can be performed on basic phone handsets. The user needs to approach his bank and get his mobile number registered. The bank will issue 6 an MPIN (Mobile PIN) to the user. The user thereafter needs to dial *99# and the menu. for using USSD opens. Thereafter customer has to follow selections on the menu to complete the transaction.

7. Pradhan Mantri Jan DhanYojana (PMJDY): Pradhan Mantri Jan-DhanYojana (PMJDY) was formally launched on 28th. August, 2014. The Yojana envisages universal access to banking facilities with at least one basic banking account for every household, financial literacy, access to credit, insurance and pension. The beneficiaries would get a RuPay Debit Card having inbuilt accident insurance cover of Rs.1.00 lakh. In addition there is a life insurance cover of Rs.30000/- to those people who opened their bank accounts for the first time between 15.08.2014 to 26.01.2015 and meet other eligibility conditions of the Yojana. PMJDY is different from the earlier financial inclusion programmed (Swabhimaan) as it, inter-alia, seeks to provide universal access to banking services across the country and focuses on coverage .of all households (both rural and urban) while the earlier Financial Inclusion Programmed was limited to provide access point to villages with population greater than 2000. Further, PMJDY focuses *on interoperability of accounts which was not there earlier; has simplified KYC guidelines and involves the Districts and States for monitoring and follow-up. It has been clarified that • existing account-holders need not open a new account to avail the benefits under PMJDY. They can get the benefit of accident insurance by getting a RuPay debit 'card issued and Overdraft limit by applying in the existing account. Further, it has also been clarified that benefits of Rs.30,000/- life insurance cover are available. only to those whose accounts are opened for the first time between 15.08.2014 to 26.01.2015. Under PMJDY, banks were given target to carry out surveys in allocated Sub 'Service Areas (SSAs) and Wards and to open accounts of all uncovered households by 26.01.2015. All the States/Union Territories in the country have been mapped into 2,26,197 Sub-Service Areas (in rural areas) and Wards (in urban areas) and out of total number of 21.22 crore surveyed households, bank accounts have been opened for 99.99 % households. 7 PMJDY has been implemented by banks successfully. As against the estimated target of opening 10 crore accounts, as on 28.10.2015, 19.02 crore accounts have been opened out of which 11.58 crore accounts are in rural areas and 7.44 crore in

urban areas. Deposits of Rs. 25913.55 crore have been mobilized. 16.37 crore RuPay Debit cards have been issued and Aadhaar seeding has been done in 8.00 crore accounts. Overdraft (OD) in PMJDY accounts: As on 30.10.2015, 22.43 lac accounts have been sanctioned OD facility of which 8.37 lac account-holders have availed this facility involving an amount of Rs. 11,824.97 lakh.

8 (i). Direct Benefit Transfer (DBT): The scheme was launched in the country from January, 2013 and was rolled out in phased manner, starting with 25 welfare schemes, in 43 districts and extended to additional 78 districts and additional 3 schemes from 1st July, 2013. Presently DBT in 35 schemes have been expanded across the entire country.

(ii) Direct Benefit: The Direct Benefit Transfer for LPG (DBTL) scheme was rolled out in 291 districts in the country from 1st June 2013 in six phases. While preliminary results indicated that the scheme met its primary objectives of curbing leakages in the distribution system, the speed at which it was rolled out and inclusion of low Aadhaar districts gave rise to consumer grievances. The Government of India took cognizance of the grievances and directed that the scheme be held in abeyance and constituted a Committee on 7th March, 2014 under the chairmanship of Dr. S.G. Dhande, Former Director, IIT and Kanpur to review the scheme and submit its report to the Government of India after consultation with the stakeholders. The Committee examined the functioning of the DBTL scheme in depth by meeting all stakeholders and after a detailed study of the scheme design, architecture and implementation structure, audit reports, consumer feedback and interactions with the stakeholders strongly recommended that DBTL scheme should be recommenced as it is a very efficient way to disburse subsidies. The Committee recognizes that although the scheme design is indeed very robust and scalable which prevent leakages, it has 5 suggested several systemic changes and enhancements to mitigate the hardships reported by the LPG consumers. Union Cabinet in its meeting held on 18.10.2014 decided to re-launch of Modified Direct Benefit Transfer for LPG Consumers (DBTL) PAHAL Scheme from 15.11.2014 in 54 districts and in the entire country from 1.1.2015. how their availability is marketed are crucial in financial inclusion.

Executive summary:

Financial services actively contribute to the humane & economic development of the society. These lead to social safety net & protect the people from economic shocks. Hence, each & every individual should be provided with affordable institutional financial products/services popularly called financial inclusion.

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IMPACT OF BRAND IMAGE AND AYURVEDIC PRODUCT ON CONSUMER SATISFACTION: A STUDY OF PATANJALI AYURVED LIMITED

Pooja Gupta¹, Dr. Praveen Ojha²

ABSTRACT

Word Ayurved is formed by “ayus” meaning life and “veda” meaning knowledge. Ayurveda is about knowing more about life. It tells about happy and sad life, good and bad life and what is good for healthy and happy life. Each person is a consumer of different brands at the same time. The choice and use of a particular brand by consumer is influenced by the quality benefits offered by the brand, especially when it comes to the brand of food and cosmetics. This study is aimed to check the impact of brand image and Ayurved products on consumer behaviour in patanjali Ayurved Limited.

Key words: - Brand image, consumer satisfaction, Ayurvedic products, patanjali

INTRODUCTION

A well known yoga guru Baba Ramdev started an association patanjali Ayurved in 2007. The main purpose of the company is to bring awareness among Indian people towards Swadeshi products. Patanjali also says that making a change in her priority towards herbal and Ayurvedic products will be beneficial for the consumers, which are considered healthy and close to nature. Patanjali Ayurved limited manufactures a wide range of Ayurvedic products that include home care, grocery, personal care, health care, medicine, nutritional products etc. it has also positioned itself as a swadeshi brand, which has an appeal among a category of consumers. Patanjali does not offer any product which is harmful to health like tobacco, alcohol etc. it provides only the scientifically developed original products and it also provides employment opportunities for a large number of people.

LITERATURE REVIEW

Saranya and Thanuja (2017) study the consumers are very health conscious and they are using many ayurvedic products. A large portion of the user is satisfied from patanjali products. It may be because of reasonable price of the products and due to ability of the products to cure the problem. The delivery system should be improved coupled with regular delivery of the products.

Vijay Bhangale (2017) identified the consumers awareness, uses and attitude of consumers with respective to OTC remedies for digestive ailments. Most of the respondents took OTC medicines on their

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own, followed by on Doctor Advice. Quality is the most important parameter which affects the purchase decision.

Satheesh and Rahul (2016) studied the customer preference towards patanjali products. Study has revealed that the consumers between the age group of 15-45 are the respondents' use of patanjali products. It was investigated that between age group 15-25 years are preferring cosmetics. Price has become a significant factor along with ayurved and herbal.

Khanna (2015) studied the brand perception, attributes and customer satisfaction level towards patanjali products. The study finds that "natural and pure" factors shows positive correlation with swadeshi element which show the spiritual sentiments of Indian people attracted to the Indian brand patanjali. Brand image is positively correlated to availability.

Srivastava (2013) identified the factors influencing consumers buying behaviour. Factors such as reliability and characteristics of products play a very important role in the low income and conscious values of the respondents. Brand loyalty was identified the most reliable factor followed by recommendation, word of mouth and free offers.

Arya et al. (2012) studied the people of joginder nagar are more interested in the ayurvedic OTC products as compared to the products recommended by physicians. Hence, scientific knowlwdge of the international market and provide consumer satisfaction ayurvedic medicines have to be transmitted in a systematic manner.

Objective of the study:

- To analyze the impact of brand image and Ayurvedic product on consumer satisfaction.
- To analyze the impact of demographic variables on patanjali Ayurved Limited.

Hypothesis of the study:

H01: There is no significant impact of brand image and Ayurvedic products on consumers' satisfaction.

H02: There is no significant impact of demographic variables on patanjali Ayurved Limited.

Research Methodology:

Research Design:

This research study is exploratory in nature and surveys were used to complete it.

Data collection instrument:

Both the primary and secondary data collection methods were considered. It was aimed to find out the impact of brand image and ayurved products on customer's satisfaction. Primary data was collected through a questionnaire design for the study. Secondary data was taken from papers, journals, magazines, and websites. Population was male and female of India. Sampling frame was male and female of Gwalior (M.P) region. Questions asked from 155 respondents in the form of interview. The purpose of data collection, a self – designed questionnaire was utilized. The measure was Likert –type 1to 5 scale, where 1 indicates the minimum agreement and 5 indicates maximum agreement.

Tools used for data analysis:**Table 1:** Frequency Distribution of Respondents on the basis of Gender

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	84	54	54	54
	Male	71	45	45	100
	Total	155	100	100	

Interpretation: In the present study 54 % respondents are female and rest 45% respondents are male.

Table 2: Frequency Distribution of Respondents on the basis Age

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	19	12	12	12
	25-34	91	58	58	71
	35-44	23	14	14	85
	45-54	18	11	11	97
	55-above	4	2	2	100
	Total	155	100	100	

Interpretation: out of total majority of the respondents 58% are from the age group of 25to 34 years followed by 14% respondents are from 35to 44 years and 11% respondents are from 45to54 years. Only 2% are above 55 years of age.

Table 3: Frequency Distribution of Respondents on the basis of Education

Education		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Illiterate	2	1	1	1
	School level	11	7	7	8
	Graduate	76	49	49	57
	Post graduate	58	37	37	94
	Doctorate	8	5	5	100
	Total	155	100	100	

Interpretation: 49% respondents are having qualification of graduate, 37% respondents are post graduate and 5% are Doctorate.

Table 4: Frequency Distribution of Respondents on the basis of Marital Status

Marital status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	98	63	63	63
	Unmarried	57	36	36	100
	Total	155	100	100	

Interpretation : In the present study 63% respondents are married and rest 36% are unmarried.

Table 5: Frequency Distribution of Respondents on the basis of Occupation

Occupation		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business man	21	13	13	13
	House wife	31	20	20	33
	Student	26	16	16	50
	Any other	77	49	49	100
	Total	155	100	100	

Interpretation: majority of the respondents which post for 49% are any other class and rest 16% are student followed by 20% are house wife, 13% are business man.

Table 6: Factors impacting on consumer towards purchasing patanjali products

Factors	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total	Ranking
Brand image	7	9	24	48	12	100	2
Quality	28	5	8	54	5	100	3
Price	7	10	22	42	19	100	4
Health	8	12	28	40	12	100	5
Natural ingredients	6	11	22	44	17	100	7
Advertisement	4	13	23	45	15	100	1

Interpretation: consumer satisfaction regarding various factors for patanjali products. As the table itself shows that 48% of respondents prefer due to brand image and 54% of respondents said that use patanjali products due to quality of the products. Availability of products at reasonable price is the main factors for 42% of the respondents to purchase the products. After that the health 40% is the fourth factor which makes impact on customer satisfaction which is followed by natural ingredients, advertisement factors.

Conclusion:

The above research reveals that there is no association between independent variables and satisfaction level of the consumers. Satisfaction level is independent from all demographic variables such as gender, age, marital status and occupation. Also the above study shows that most of the respondents use the patanjali products due to natural ingredients factor and also brand image of it. The simple percentage analysis test was applied to know the impact of brand image and ayurvedic products on customers' satisfaction and it was come significantly good response.

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**“When you’re 20, you care
what everyone thinks, when you’re
40, you stop caring what everyone
thinks, when you’re 60, you realize
no one was ever thinking about you
in the first place.”
— Winston Churchill**



DEVELOPMENT TENDENCY OF THE HOTEL INDUSTRY IN THE REPUBLIC OF UZBEKISTAN

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ABSTRACT

This article is devoted to the main trends in the development of the hotel market in the Samarkand Region. The article also discusses the problem of the hotel market and proposals for their development.

Keywords: Hotel Market, Hotel Business, Hotel Market Trends, Hotel Categories, Hotel Performance Indicators.

Introduction

Every year in Uzbekistan, in particular, hotel services, demonstrates a positive dynamics of growth. Many experts in the field believe that the development of the hotel services sector can lead to a positive image not only for the country, but also for the benefit of the reputation of foreign guests (Lal, Suleimenov, Stewart, & Hansen, 2007; Luong, 2002; Muhammad et al., 2012).

As you know, the growth of the number of services, in particular, of hotel services, is influenced by a number of factors. Among these are the following:

- appearance of new types of services in the market;
- payments through credit cards;
- internet sales;
- opening large new sales centers;
- emergence of modern food businesses;
- modern hotels;
- expansion of educational services;
- Expansion of vacation space and so on.

Sustainable growth of services sector, in turn, has a significant impact on the level of employment of the population. Today, the service sector covers 49.7% of those employed in the economy.

One of the main factors of the hotel business development is the growth of domestic and international visits. According to the State Committee for Tourism Development of Uzbekistan, the number of tourists visiting the country in 2017 amounted to more than 2 million 520,000, which is 44.3% more than in 2016. More than 2 million 150 thousand tourists visiting the neighboring countries of Central Asia, including 1.7 million from Kazakhstan, 150 thousand people from Russia and other CIS countries, and 220 thousand far abroad. According to 2017, the volume of tourism services will be \$ 1.5 billion. dollars. The relevance and necessity of the research topic. Particular attention is paid to modern scientific research, which is the basis for the development of the tourism industry, the basis for the effective development of the

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tourism market in order to increase its socio-economic significance and share in the economy. The study of the methodological and methodological and practical aspects of this issue in the context of innovation-driven economy, in terms of improving the organizational and economic mechanism of disclosing the features and tendencies of the development of the tourism market and its development is of particular relevance. President of the Republic of Uzbekistan Sh.M. According to the Decree of the Cabinet of Ministers of the Republic of Uzbekistan from March 10, 2015 of N 53 "About some measures of the development of tourism in the Republic of Uzbekistan", from May 15, 2015 "About measures for ensuring intensive development of the tourism industry of the Republic of Uzbekistan", from December 2, 2016 N PF-4861 Implementation of the tasks outlined in the Resolution of the President of the Republic of Uzbekistan dated March 9, 2001 N 51 "On Measures for the Development of Traffic and Tourism Infrastructure" and other normative and legal acts In Ireland this research will serve a certain degree (Aw-Hassan et al., 2016; Bramwell, 2005; Kuralbayev, Myrzaliev, & Sevim, 2016; Luong, 2002).

Level of knowledge of the problem. The issues of hotel business, the development of its activities, the quality of hotel services and the enhancement of its services have been explored in different purposes and directions by developed countries, CIS countries, as well as scientists in our country. Accounting, Economic Analysis and Auditing in Tourist and Hotel Complexes Medlik, G. A. Yakovleva, I. A. Feoktistov, J. Abdurasulova, G. Burgonova, A. Gerasimova, N. Kamordjonova, a scientist from our country, Pardaev, K. Urazov, N. Hudoyberdiev and others.

Research Methods. Research includes methods such as scientific abstracting, analysis and synthesis, induction and deduction, structural analysis, economic and mathematical methods, documenting, valuation and discounting, closure checks and selective verification

Main part

The Samarkand hotel market is one of the main markets in the Uzbek market. According to the statistics department of the Republic of Uzbekistan and the Samarkand region, the growth of macroeconomic indicators for 2014-2017 is observed (see Table 1).

Table 1 : In the Republic of Uzbekistan and Samarkand region Growth of macroeconomic indicators for 2014-2017

Indexes		2014 year		2015 year		2016 year		2017 year	
		Size, bn. soums	2013 year relative to % da	Size, bn. soums	2014 year relative to % da	Size, bn. soums	2015 year relative to % da	Size, bn. soums	2016 year relative to % da
1	GDP across the country	145846,4	120,7	171808,3	117,8	199993,4	116,4	254043,1	127,0
2	Republican	64673,5	119,9	76412,1	118,2	86739,1	113,5	101224,8	116,7

	scale services								
3	Republic trade, living and nutrition services	13836,2	123,3	16145,3	116,7	18755,4	116,2	22040,5	117,5
4	GRP of Samarkand region	10278,8	123,1	12218,5	118,9	14999,9	122,8	18133,5	120,9
5	Total services in Samarkand region	4510,7	122,9	5272,3	116,9	6594,4	125,1	7581	115,0
6	Samarkand region commercial, residential and entertainment services	934,7	132,1	1136,1	121,5	1416	124,6	1661,2	117,3
7	Republican Demographic and Health Survey of the Republic of Uzbekistan	6,8		7,0		7,5		7,5	
8	Samarkand Region Trade , Residential and Drainage ServiceCustomer Support Service	20,7		21,5		21,5		21,9	

Currently, there are 103 hotels in Samarkand region with total number of rooms 2108 and total number of seats is 4110 (Table 2).

Table 2. There are different categories of the hotels in Samarkand region with quantity

No	Hotel types	Quantity	In% of total	Quantity of the rooms	In% of total	Place	In% of total
1	5 star	0	0	0	0	0	0
2	4 star	13	12.6	695	32.97	1295	31.5
3	3 star	17	16.5	511	24.24	1009	24.5
4	2 star	1	0.97	9	0.43	17	0.4
5	1 star	2	1.94	42	1.99	83	2.02
6	B and B	64	62.1	758	35.96	1522	37.03
7	Motel	1	0.97	18	0.85	36	0.88
8	Hostel	2	1.94	10	4.74	37	0.90
9	Non category	3	2.9	65	3.1	111	2.7
	Total	103	100	2108	100	4110	100

Table data shows that the total number of hotels in the category "B & B" is high, the number of hotels in the category "3 stars", "4 stars" is low and the remaining categories are very small and that there is no hotel in category "5 star" we see

Discussion

As of January 1, 2018 the availability of hotel rooms per 1,000 people is 1.1 som in Samarkand region ($4101 \times 1000/3733700$) and 7.7 ($4101 \times 1000/531500$) in Samarkand.

In 2017, more than 1 million 248.4 thousand tourists visited Samarkand and foreign tourists visited the hotel for 205 thousand nights.

It should be noted that the expected increase in the flow of tourists in the future will require increasing the number of hotels and increasing the number of newest modern hotels. The Resolution of the Cabinet of Ministers of the Republic of Uzbekistan "On measures to accelerate the development of the tourism potential of Samarkand and Samarkand region in 2017 and 2019" sets out several priorities in order to improve and expand the quality of hotel services. The Decree establishes the construction of up to 10 new hotels in Samarkand, Samarkand and some districts for 2017-2019(Adams, 2004; Sobirov, 2018).

Successful functioning of the hotel industry at the state-owned level affects the use of market-oriented indices in internationally recognized hotels in assessing and analyzing the efficiency of hotel business in the Samarkand region. However, in the hotel business in Uzbekistan, in the analysis of hotel business, unfortunately, these figures are not sufficiently used. To that end, we have learned the world practice in

calculating and calculating decimal indicators. As a result of these indicators, we think that the benefits of a hotel business can be advantageous in using the system of indicators below (see Table 3).

Market Indicators used to evaluate and analyze hotel business efficiency and criteria and procedures for identifying them

Table 3

No	International identification of the index	Meaning	Calculation formula
The criteria for assessing market share			
1	Market share	Market Share (Share of Employees in the Market)	Market share = Number of busy hotel / number of busy hotels + number of busy hotels in the hotel.
2	Natural share	The indigenous share in the market	Natural share = Number of numbers in the analyzed hotel / number of hotels in competing hotels + number of hotels at the hotel.
3	Rev Share	Income share	Rev Share = hotel room revenues / (income from the hotel-hostel's numbers + hotel revenue)
Market indices for evaluating hotel effectiveness¹			
4	MPI – Market Penetration Index	Market Income Index (Hotel Market Share Index)	MPI - Market Penetration Index = Unemployment rate of the hotel analyzed /% of employed hotels
5	ARI – Average Rate Index	The average price of the number of resale numbers in the hotel represents the average price of the sold numbers in the competitive hotels	$ARI = \text{ADR}_M / \text{ADR}_{PM}$
6	RGI Revenue Generation Index	an indicator showing the ratio of hotel revenue to other competitors - to hotel incomes.	RGI = Rev PAR / The competitor is the average hotel revenue

¹<https://www.hotelmarketdata.ru/>

Key Performance Indicators in Overall Assessment of Hotel Business			
1	Occupancy	Hotel Occupancy	Occupancy = the number of sold numbers / times the number of offered numbers during that period
2	ADR (Average daily room rate) ёки ARR (Average room rate)	Average earnings per share	ADR or ARR = earnings from the sale of the numbers / sold numbers
	NADR (Net average daily room rate) NARR (Net average room rate)		NADR ёки NARR = income from the SELLER fund and the cost of the service companies) / Solders for this period
3	Rev PC (Revenue per Customer)	Net profit of the nominee	Rev PC = total revenue from hotel / number of guests in this period
4	Rev PAR (Revenue per available room)	1 guest earnings	1. evPAR = earnings from the number sold / number offered to this period. 2. Rev PAR = Occupancy x ADR ёки ARR.
	N Rev PAR (Net Revenue per available room)	Nominal Net Net Profit	N Rev PAR = (the cost of sales from the Solders' Fund and the cost of booking services) / numbers offered for this period
5	GOPPAR (Gross operating profit per available room)	1 gross operating profit that corresponds to the number one	GOPPAR= gross operating profit / number of offered numbers during this period, Gross Operating Profit = Total Hotel Income (Proper Costs + curve costs)
6	Yield	Profitability of the Nominal Fund	Yield = (actual income + potential gain) x 100% Potential income = Number of offered numbers in this period (without discounts and special offers)
7	Labor compensation fund to Total Revenue	Ratio of wage fund to earnings	Labor compensation fund to Total Revenue = Pension fund (including taxes) / total earnings

8	Total Revenue per employee	1 amount of earnings per employee	Total Revenue per employee = total earnings / average number of employees corresponding to this period
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- Using the above-mentioned market indicators, comparing them with the key performance indicators of the hotel, and taking into account all the indicators, their complex use in the analysis process will allow the hotel to learn from a variety of perspectives.
- The following benefits can be achieved on the basis of the accurate analysis of the market for the hotel market:
 - Improving the income of the hotel, developing a good marketing strategy.
 - Make sure the hotel is always busy and functioning effectively.
 - Optimization and control of internal processes.
 - Make sure that the rates offered are optimal.
 - Controlling staff and managers and making sure their actions are effective.
 - Assessment of investment period of hotel.
- In our opinion, the analysis of the development and efficiency of the Samarkand region industry for 2014-2017 will help you to find out what is happening in the economy. Based on the above considerations and analyzes, the hotel industry in Samarkand has a number of challenges to be solved. For example:
 - The lack of "5 stars", "2 stars", "1 star" category hotels.
 - Absence of hotel services prices.
 - Insufficient level of qualification of specialists working in the field of tourism, lack of specialists in secondary and minor level.
 - Absence of complete statistical data on the state of the tourism industry of the Republic of Uzbekistan, including the Samarkand region.
 - Lack and lack of hotels in the Samarkand region due to the poor quality of tourism infrastructure.
 - The incompleteness of the legislation on hotel industry in the Republic of Uzbekistan. Availability of issues related to classification of hotel and other premises in the Republic of Uzbekistan.
 - Incompleteness of the information about the subjects of the hotel industry in the media.
 - Poor quality of services provided by some hotels and non-compliance with standards.
 - Availability of hotel market indicators.

The hotel industry's potential is the guarantee of long-term competitiveness of each country and its respective regions. This requires the following measures:

Improving the quality of service, improving the system of specialists for tourism and hotel industry.

- Formation and maintenance of blagoprotective influence of tourist and recreation zones.
- Improving the quality and range of hotel services.
- Development of international relations in tourism, formation of favorable investment climate.
- Developing the hotel market indices according to the world experience.

- Construction of new hotels in the districts where the tourism infrastructure of the Samarkand region is examined and the level of demand for services of the population and tourists.

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THE ROLE OF INSURANCE BUSINESS IN INSURANCE ACTIVITY

Yakubova N.T¹

ABSTRACT

The article discusses the need for the right organization of insurance business and insurance services in insurance activity. Also, insurance services were discussed both theoretically and practically. The way of the insurance business, terms of the topic were observed as a major point of the research

Keywords: Insurance, Insurance Business, Marketing, Insurance, Insurance Product.

Introduction

The relevance of the article. Insurance as an economic category is an objective form of insurance. An expression of economic relationships in the society, and especially of particular importance, is economically descriptive, with the exception of the specific features of the insurance service. The whole process of insurance may be provided by separate components or business processes. Marketing, insurance services development, sales, contracting, etc.

Marketing - a field that studies the needs and requirements through the exchange. It primarily covers the insurance market in insurance activity and develops demand and reputation for insurance services. The insurance market plays a major role in the insurance market.

Insurance product - the function of the primary (insurance) and auxiliary services, which the insurer provides to the client for a certain fee for the satisfaction of their needs, defines the whole or part of the whole or a limited number of subjects (one or more) insurance policies.

Theoretical background

Insurance services include simple (insurance product); complex (corporate insurance programs); personal insurance terms. Standard conditions and supplementary services for different customer groups have been named insurance products for insurance services. In the composition of the insurance product, the core and the shell are separated. This process includes the main characteristics of the product: technical insurance risk, warranty level (insurance sum, funds allocated, special conditions, etc.), insurance indemnity conditions; cost - price (tariff), indexation of insurance sum, bonus; additional services. Insurance services include Insurance agents; insurance brokers (corporate software); office sales (insurance products, OSAGO); Collaboration - banks, mail, chain stores, petrol stations and others (insurance products, OSAGO); Internet (simple insurance product).

Whenever business processes are available, the types of functions are divided into small business processes. Their structure is determined by the set of features that can be performed during the organization's activities, such as:

- Business Processes Occurring In The Sale Of Insurance Contracts;

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- Business Processes Occurring In The Elimination Of Losses;
- Business Processes That Arise In The Process Of Accounting, etc.

Main part

An inappropriate business process does not provide the intended purpose. For example, the absence of a loss management system to handle complaints can lead to legitimacy, deterioration in product quality, and, consequently, the emergence of insurers, lower sales, and consequently loss or overhead costs. In addition, cases where high costs and labor costs are reported in specific areas often exist, and the effectiveness (the final result) is insignificant. For example, the introduction of a new insurance product, the insurance company carries out marketing researches, placing advertisements, attracting and searching for potential insurers, but insuring that the insurance product is incompatible with market requirements and competitiveness is not required. Of course, this does not correspond to the insurer's objectives and requires an investigation of the current business process and its optimization.

The reasons for an incorrect business process are:

- Lack of Control Over Access To And Exit From The Process, Lack of Control Over Results;
- Employees' Low Working Order;
- Absence of Separation of Powers, Repetition of Functions;
- Substandard Accounting Transactions;
- A Long-Term Consideration of Documents and Their Coordination;
- Lack of Qualified staff or staff.

Discussions

In our opinion, mechanisms of optimization of business processes of the insurance company are effective management of temporarily available resources. Finding the optimal balance between profitability, liquidity and capital reliability determines the possibility of changing tariffs for better coverage of insurance coverage, solvency and stable performance of obligations to customers and subcontractors. The author considered the issues of optimization of the placement of the insurance company. The insurance company's assets are divided into three blocks - capital (internal sources), insurance reserves and liabilities. Secondly, these two components can be separately shared (external) sources, but the nature of these commitments varies greatly, and therefore they need to be separated. Later we will consider the methods of optimization of placement of these types of assets of insurance companies, taking into account the need to comply with normative requirements for assets composition and structure.

Optimization of the insurance company's own funds. According to the theory of finance, it refers to the number of assets that are exempt from the "equity" ("capital") liabilities. In other words, their capital is represented by the owners or participants' capital: the Authorized capital (accounted for as part of its capital by the shareholder (s)); the difference between the sale and nominal value of shares acquired during the formation of additional capital and charter capital formed as a result of reassessment of long-term assets (joint-stock company); unadjusted profits, and the benefits of resources and resources.

The business processes of the insurance company should be differentiated between "insurance" (instead of "production" in the traditional classification) and "administrative". The peculiarity of the insurance

company is their close proximity. This expanded block of blocks includes important business processes such as investment operations (insurance coverage) and managing solvency margins.

Each operation is defined by a set of control parameters that can be adjusted using the system of tools, which, in turn, is the basis of the factors that affect the value of a particular parameter.

Conclusions

In particular, the main control parameters of insurance business processes are incoming and outgoing financial flows (most importantly, if the business process is related to risk sharing among several insurance market participants, insurance and reinsurance operations), as well as their own funds. The most effective means of regulating this parameter include the load factor for franchising, premium insurance, temporary placements of insurance funds and equity capital for insurance premiums.

During the process of identifying the need to use one or more means to regulate the main control parameters of insurance business processes to achieve the objectives, an important role should be given to the process.

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THE WAYS OF THE DEVELOPMENT OF INSURANCE SERVICES MARKET

Adilova Gulnur Djuravaevna¹

ABSTRACT

The article describes the features of the insurance market and the use of new opportunities in the development of Uzbekistan's insurance market. Also, the analysis of the insurance market and its practice was carried out.

Keywords: Insurance, Insurance Market, Insurance Premiums, Insurance Coverage, Business Process, Business Intelligence.

Introduction

In the context of an innovative economy, the most important task of the state is to create conditions for economic growth. Theoretical and practical experience of the economy shows that the main factor of the transformation process, which ensures the continuity of economic development, is the protection of property interests of economic entities as well as the formation of additional investment resources.

Currently, the market of national insurance services in Uzbekistan is not regarded as advanced. In developed countries the volume of insurance operations is 8-16% of GDP, in Uzbekistan it is less than 1% of GDP.

In accordance with the "Strategy of Action" in five priority areas of development of the Republic of Uzbekistan in 2017-2021, extensive reforms are being carried out in the country's national economy to improve living standards and create favorable conditions for the population. It is important to use insurance services to improve the quality of life of the population. It is also a requirement to ensure that the insurance market of Uzbekistan is in line with the modern economy and bringing it to the level of international rating.

International division of labor, capitalization, global nature of scientific and technological progress, increased transparency of the national economy and free trade will promote international economic integration.

Main part

It should be noted that in the process of globalization of insurance relations there are positive and negative aspects. The positive aspect is that the competition environment is developing, transparency of insurance activity, training of personnel, improvement of the market and insurance culture of clients, the monopolization of the insurance market is gradually disappearing.

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Main advantages of liberalization of insurance activity:

- Providing high quality insurance services;
- Attraction of new clients and application of service technologies;
- Development of the insurance market taking into account international trends in the insurance industry;
- Implementing capital imports together with experience in insurance business;
- apply foreign practice in managing insurance assets and risks;
- Developing "virtual economy", which enables insurance operations using internet and computer technology.

Theoretical Research

It is important to bring the insurance business to the development of the insurance company as the main element of the market infrastructure. Insurance companies act as institutional investors, which encourages the development of investment activity in the country. In this regard, it is important to identify peculiarities of development and characterize business processes carried out in the insurance business in conditions of globalization. The issue of organization of business processes of the insurance company allows solving the proposed methodological approach proposed by the author to formalize the business processes of the insurance company.

In order to assess the development of the national market of insurance services in Uzbekistan, it is necessary to provide further information on the analysis of the national insurance market. The development of insurance market in Uzbekistan is assessed by a number of quantitative and qualitative indicators. Particular attention should be paid to the following quantitative indicators:

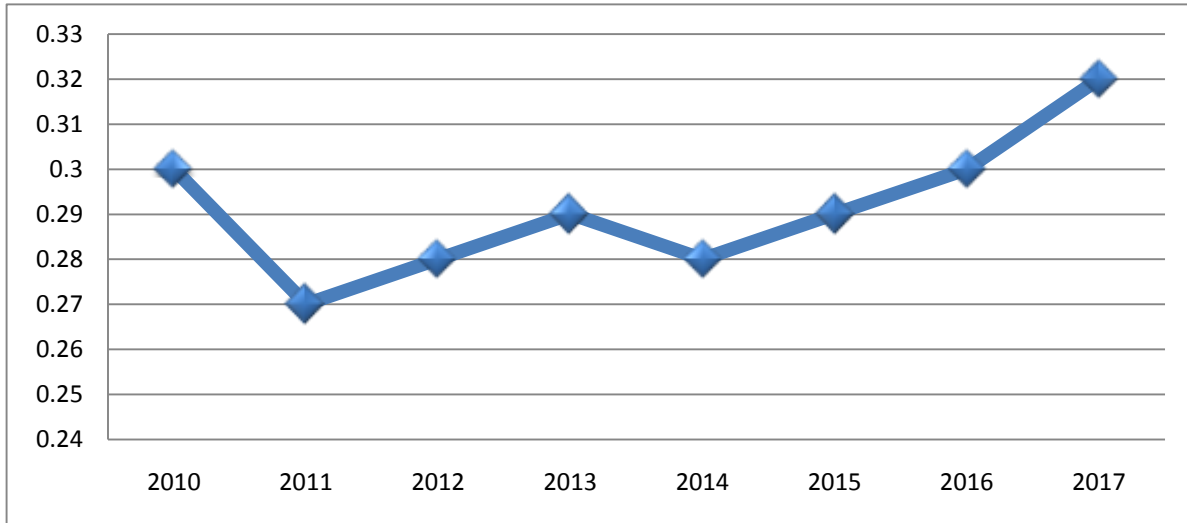
- Amount of insurance undertakings undertaken by insurance companies;
- Insurance indemnities paid by insurance companies;
- number of existing insurance companies;
- Insurance market concentration (on Gerfindal-Girshman);
- Size of authorized capital of insurance companies.

Thus, the activity of the insurance company can be expressed as contextual diagrams. Selection of the main types of activity of the insurance company, their subsequent splitting will allow identifying business processes and determining the order of their implementation.

Data analyses

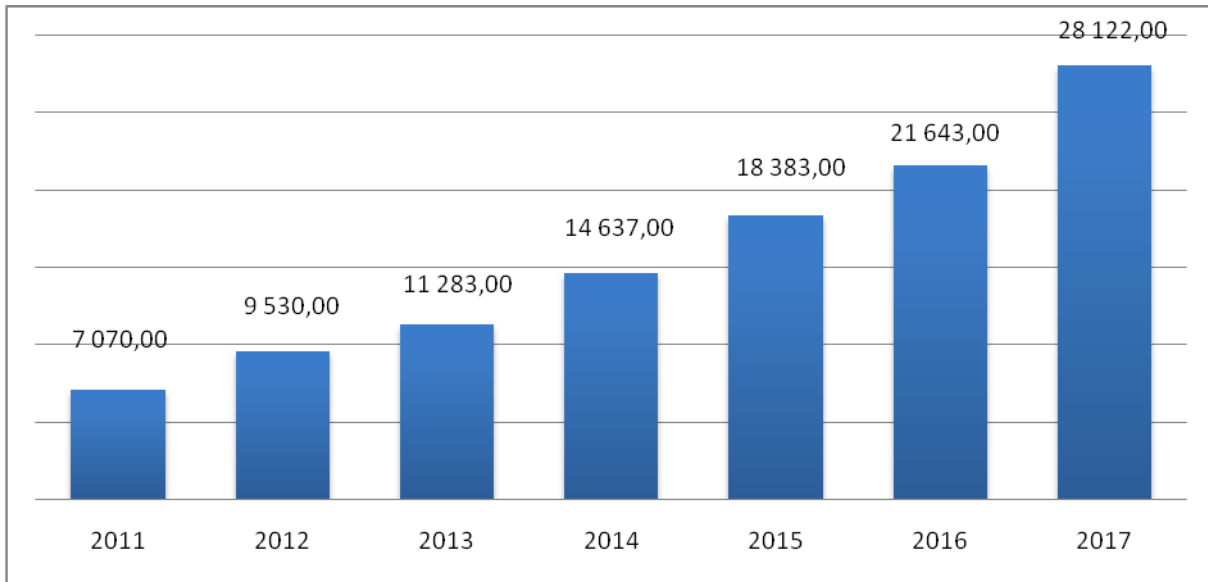
Over the past few years, the relationship of the population to insurance has improved gradually and the citizens' trust in insurers has increased, and the insurance business is being seriously considered. Alternatively, while the total amount of insurance premiums increases, its share in the GDP of the country as well as the volume of insurance payments is increasing. Following analysis of the pace of change in the share of insurance services in the GDP of Uzbekistan in 2017, the highest growth was observed.

Changes in the share of insurance services in GDP of Uzbekistan (%).



The volume of insurance premiums per capita is one of the key indicators of the development of the insurance market.

Per capita insurance coverage (soum).



Based on this indicator, it is possible to know the popularity of insurance services among the population of the country. In comparison with the growth rate of insurance premiums in the gross national product, the rate of growth of this indicator is quite high. Compared with this indicator in developed countries, the size of per capita insurance premiums is a small proportion in our country.

Results

Decompilation of processes for conclusion of insurance contracts may be made on the basis of the type of insurance, which has priority in insurance services. Deactivation of insurance contracts can be provided in the field of customer service. Along with the workflows, document flow is also arranged and the hierarchy of process participants is determined.

The analysis of business processes in the insurance company's competitiveness management system will inevitably serve to determine its development trends.

The use of methodological approaches to the registration of the business processes of the insurance company allows us to:

- 1) Identification of the main processes of the insurance company;
- 2) To improve the business structure of the company and to be transparent and transparent to its management;
- 3) Regulation of the economic results of the insurance company at intermediate stages, which, in turn, will provide strategic and tactical goals for the company;
- 4) Reducing the cost of establishing and maintaining the insurance company;
- 5) Immediately receive information on the activities of the general and structural subdivisions of the insurance company;
- 6) Reduce the level of opportunistic expense, as the availability of such costs has a negative impact on the quality and quantity of business processes at each stage of the insurance company.

Modern insurance needs a business approach to business intelligence, allowing for accurate assessment of the risks and realistic assessment of risks. Business intelligence systems allow decision makers to gather data from centralized information management and then utilize complex software to quickly analyze data, learn new ways and forecast. These modern analytical tools provide a daily update of key key performance indicators that are currently being evaluated by the company.

To ensure timely and accurate information, the analytical information environment for the insurance industry should have different characteristics: data integration, information accessibility, data stability, and data sharing. In modern conditions management is one of the most important factors in the development of insurance activity. This activity has been increasing the role of objective requirements for the production and sale of insurance products, the growing economic ties and the formation of technical, economic and other product parameters of the consumer.

Conclusion

It is possible to reduce the amount of time and human resources involved in creating business intelligence reports. The business intelligence allows you to have the maximum capability and, therefore, the right business decisions to analyze and manage your information regardless of the position of the company.

It should be noted that designing of business processes is one of the first steps in the creation of the information system of the insurance company, as well as the next automation of the insurance company. Complex automation of the insurance company will not only increase the competitiveness of the insurance

company in the market, but also assess the economic growth of the insurance company and identify new priorities for development.

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ROLE OF FIXED INVESTMENTS IN ECONOMIC GROWTH OF COUNTRY: UZBEKISTAN IN ASIAN CONTEXT

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ABSTRACT

This paper studies role of fixed investments in economic growth of the Republic of Uzbekistan in Asian context. There is given comprehensive analyses of two major indicators, as fixed capital formation and gross domestic product. Also there conducted study of relationship between these indicators in a long period basis. Some theoretical deliberations and econometric test were applied. The dataset included quarterly data for the period Q1 2007-Q4 2018. Due to theoretical and practical reasons average quarterly currency rate and interest rate were chosen as additional variables. Obtained results can allow specifying the role of fixed investments, and also generally might allow forecasting of possible trends of economic growth and fixed investments at all. Finally, there is given comprehensive summary on the relationship and role of fixed investments in Uzbekistan's economic growth.

Key words: currency rate, economic growth, external balance, exchange rate, fixed investment, gross capital formation, gross domestic product, interest rate.

JEL classification: E22

Introduction.

As we know fixed capital is one of the major bases of each country economy. Basically economic activity requires fixed assets as equipments, machines, installations, land, technology, transport vehicles, buildings, water and power grid facilities, communication and other systems. Accordingly, it is obvious seen that, economic growth and development of each economy is strongly dependent on currently available fixed assets.

Moreover, the Keynesian macroeconomic model says that fixed investment plays major role in influencing economic growth by stimulating the aggregate expenditure. Therefore it is important for policy maker to implement fiscal and monetary policy in order to encourage fixed investment spending.

On the other hand, capital formation can also be marked as investment, because the part of current income is saved and invested in returns for future incomes (Bakare, 2011). In the last few years, some researches indicated the important role of capital formation on growth of economy in developing countries (Ghura and Hadji, 1996; Beddies, 1999; Kumo, 2012). Also, there was suggested the linkage between capital formation and exports growth in an economy (Pathunia, 2013).

Uzbekistan experienced steady increase in gross capital formation from 5.685 billion USD in 1992 to 14.507 billion USD in 2017. (World Bank data). Therefore, the aim of this study is to examine the impact and role of fixed investments on economic growth in Uzbekistan in Asian context. The paper is structured as

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follows, section two deals with literature reviewed, section three methodology, section four main part where showed results and last section concludes.

Literature review.

As it is important to provide a theoretical framework on gross fixed investments and economic growth, this section presents some established theories and empirical literature on the theme below.

Several empirical studies on relationship between fixed capital and economic growth, found that fixed capital formation direct the rate of future economic growth. These studies include, Barro (1991), De Long and Summers (1991), Kormedi and Maguire (1985). Although, Kendrick (1993) marks that the capital formation alone does not lead to economic growth. He notes that the efficiency in allocating capital from less productive to more productive sectors impacts economic growth.

The positive impact of fixed assets on economic growth also studied by De Long and Summers (1991). Their research found strong casual relation between equipment investment and economic growth. The study showed, that each percent of GDP invested in equipment raised GDP growth rate by 1/3 of a percentage point per year. Later, De Long and Summers (1992) found that equipment also positively affects productivity.

On the other hand, Easterly and Rebelo (1993) studied relationship between fixed investment (transport and communication) and economic growth. They found that investment in infrastructure showed positive effect on economic growth. Closely links between telephones and economic growth were also studied and established by Canning D., Fay M., Perotti R. (1994). Also Sanchez-Robles (1998) in the cross country contribution studied and proved that electricity generating capacity and road length have also positive impact on GDP.

Moreover, Blomstorm M., Lipsey R.E., Zejan M. (1996) studied opposite casualty between GDP growth and fixed capital. They studied 101 countries using five-year averages of fixed investment shares and GDP growth rates for the years 1965-1985, and they found unidirectional casualty from GDP growth rates to investment rates.

Deverajan S., Swaroop V., Zou H.F. (1996) studied relationship between fixed capital expenditure and economic development using data covering of 43 low and middle-income countries in the period of 1970-1990. They found misallocating resources in developing countries.

Ghali and Al-Mutawa (1999) using time series analysis on G-7 countries, studied the casualty between fixed investment and economic growth. They found this relationship is country specific and may run in both directions.

In this way, studies below found that, not only the capital formation, but also allocation of recourses, and country specifics has long run relationship and cause economic growth.

Methodology.

In this article main scientific-theoretical regularities are based on scientific-research methodologies as analysis, synthesis and comparison.

Annual time series data on GDP, gross capital formation, export, import, average currency rate and interest rate of Central Bank of Uzbekistan covering the period Q1 2007- Q4 2018 were used in this study. GDP, fixed investment, export and import data were obtained from official site of Statistic committee of the

Republic of Uzbekistan. Average currency rate and interest rate were obtained from official site of Central Bank of Uzbekistan. All variables were converted to the natural logarithm.

On the other hand, in order to study the relationship between fixed investments and GDP there have been used econometric models as Granger casualty test, Vector Autoregression (VAR) model and Least square method.

Main part.

Overview of current growth and investment in Asia.

The situation in 2017 was indicated by significant growth parameters variety. Mostly selected Asian countries continued to show a strong growth performance. Among the listed countries, the highest GDP per capita growth was observed in Nepal, China, Bangladesh, Turkey, India and Tajikistan with rates 6.72%, 6.30%, 6.16%, 5.80%, 5.49% and 5.37% respectively. Among other countries GDP per capita growth reached in Turkmenistan (4.73%), followed by Malaysia (4.43%), Pakistan (3.66%), Thailand and Mongolia (3.65%), Uzbekistan (3.55%) and Singapore (3.53%) (Fig. 1).

Fig.1. Fixed investment percentage of GDP and GDP per capita growth in Asia in 2017. Source: World bank data. (Juxtaposed by author)

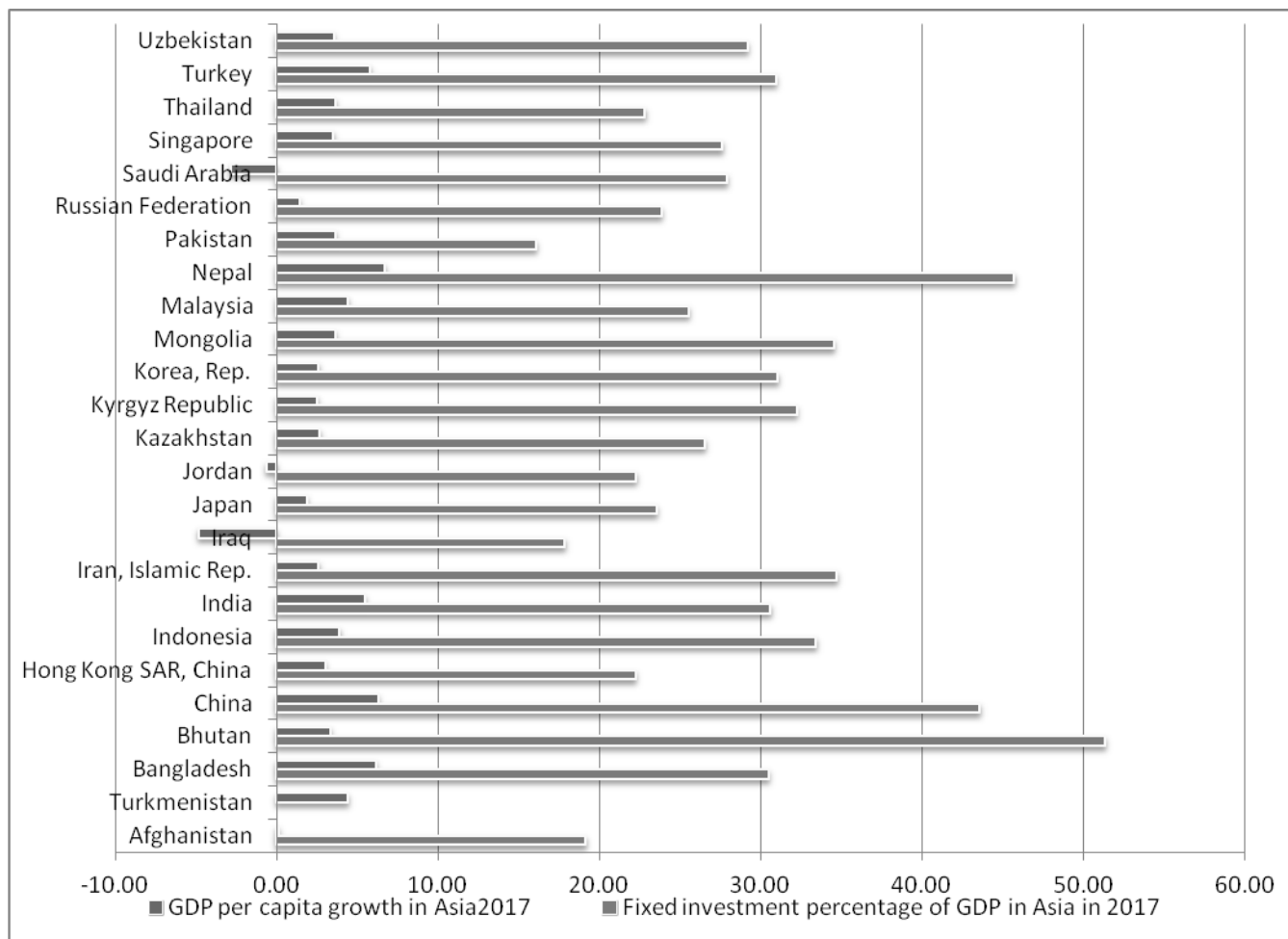
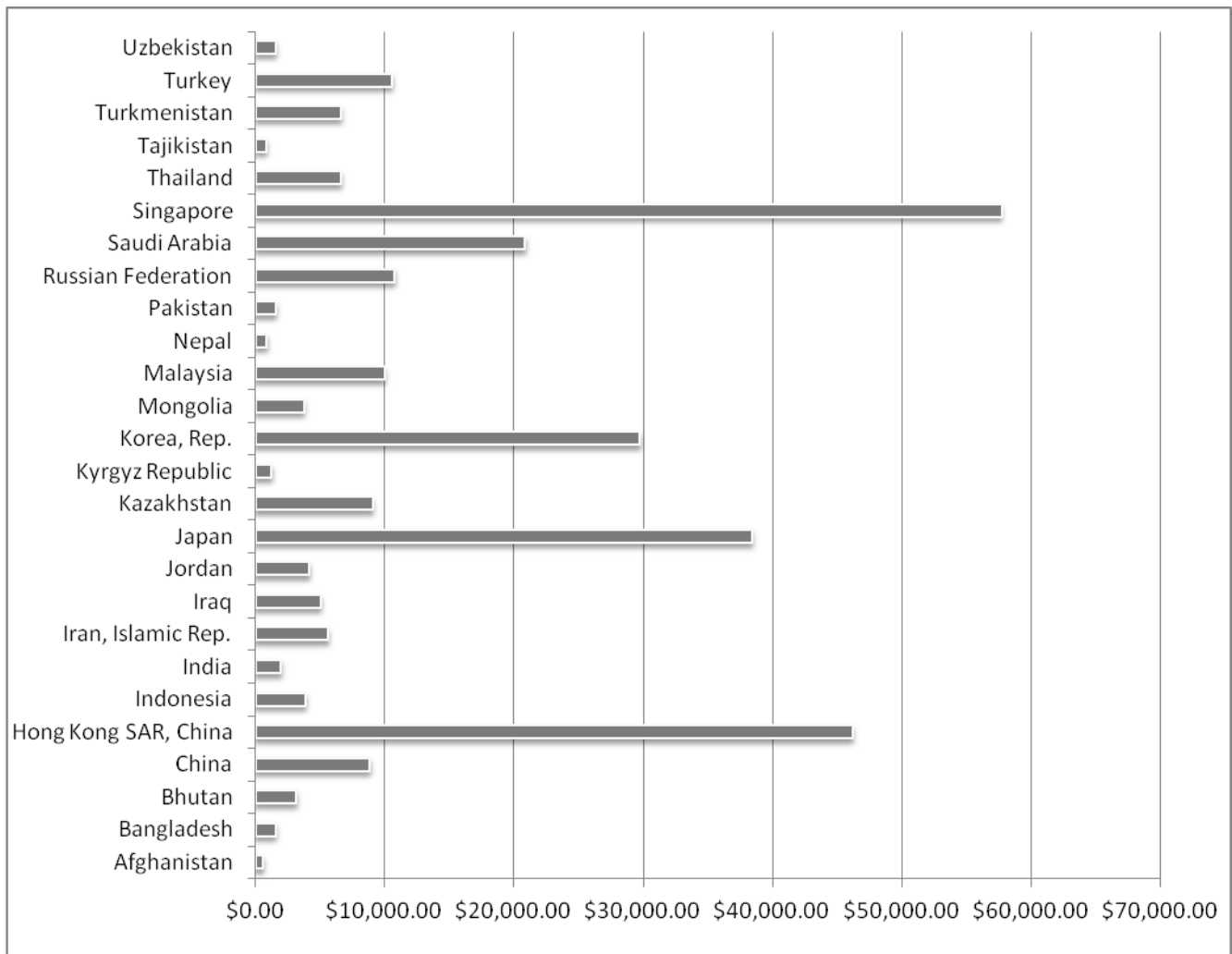


Figure 2 illustrates GDP per capita of selected Asian countries in 2017. Among these countries it is seen that, the highest GDP per capita were in Singapore, Hong Kong, Japan and Korea Republic with 57,714.30 USD, 46,193.61 USD, 38,428.10 USD and 29,742.84 USD respectively. Among others GDP per capita closely to the amount 10,000.00 USD were observed in Turkey, Russian Federation, Malaysia, Kazakhstan and China respectively. Moreover, GDP per capita in Thailand and Turkmenistan were 6,595.00 USD and 6,586.63 USD respectively. The GDP per capita growth in Uzbekistan shows steady up going tendency. In the year of 2017 Uzbekistan's GDP per capita pointed with 1,533.85 USD. Comprehensive analysis of relationships between fixed investments and economic growth is supposed to present some perceptivity into prospects of Uzbekistan's development scenarios.

Figure 2. GDP per capita in Asia in 2017. Source: World bank data.

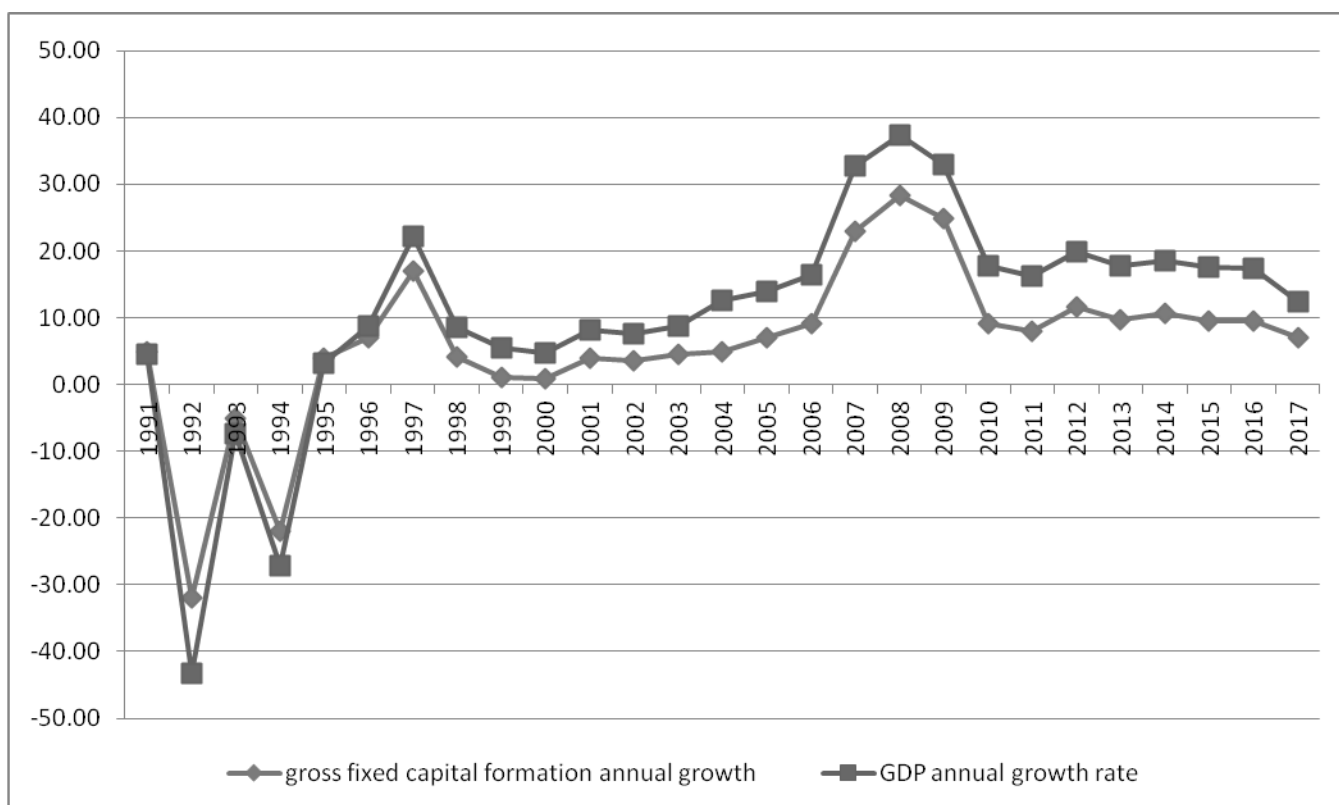


Relationship between fixed investments and growth tendencies in Uzbekistan.

For the purpose of observing relationship between fixed investments and economic growth Uzbekistan's data period from 1991 till the current moment is being analyzed. Dynamics of GDP annual growth and gross fixed capital formation, both expressed in percentage, covering 1991-2017 are illustrated in the Figure 3.

From the illustrated graph (Fig. 3) it is obvious seen, that rates of gross fixed capital formation and GDP annual growth are strongly depended to each other. During observed period rates of gross fixed capital formation iterated tendency of the rates of GDP annual growth. While GDP annual growth rates showed up go or down tendency, the rates of gross capital formation as well as repeated these tendencies throughout the whole observed period. Thus from the observed tendency of the gross capital formation and GDP annual growth rate, there can be said that, in the period of 1991-2017 there is strongly relationship between fixed investments and growth tendencies in the Republic of Uzbekistan.

Figure 3. Gross fixed capital formation and GDP annual growth in Uzbekistan, % (source: World bank data)



Empirical results

Here is given empirical studies of relationship between fixed investments and economic growth. In particular there also taken into consideration macroeconomic indicators as: GDP, fixed investments, export, import, average currency USD/UZS and interest rate in the country. For the empirical studies and to observe the relationship between indicators there been used E-views 10 software.

a) *Unit root test*

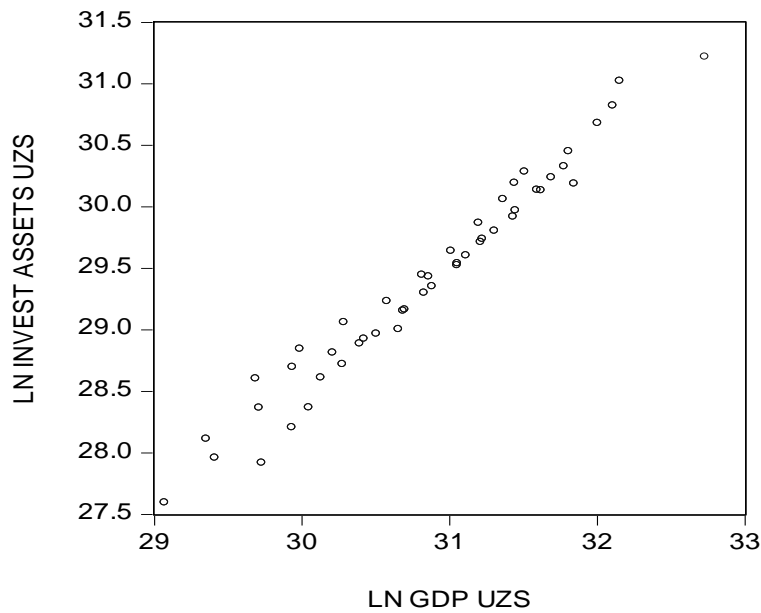
The unit root test is fulfilled using the Phillips-Perron test in order to find out whether the data set is stationary or not. The table 4 below illustrates observed mixed bag scenario. Some variables showed stationary at “First Difference”, others showed at “Second difference”.

Table 4. Unit root test

Variables	T-Stat.	Critical value	Order of integration	Sig.
Ln GDP	-15.04	-2.92	1 nd Diff	**
Ln Fixed Investment	-21.23	-2.92	1 nd Diff	**
Ln Export	-12.38	-2.92	1 nd Diff	**
Ln Import	-9.25	-2.92	1 nd Diff	**
Ln average currency	-13.84	-2.92	2 nd Diff	**
Ln interest rate	-6.64	-2.92	1 nd Diff	**

Source: E-views version 10 statistical package. Note: Significant at 5%=**;

Figure 5. Residual graph.



Source: E-view statistical package – version 10.

Figure 5 above illustrates randomly residual distribution between fixed investments and GDP.

Table 6. Summary of the global statistics (Ordinary Least Square (OLS) and Vector Autoregressive (VAR) Models)

Test Statistics	Model 1 (OLS)	Model 2 (VAR)
R-Square	0.971266	0.998731
Adjusted R-Square	0.967845	0.997128
S.E. of Regression	0.147925	0.040060
Sum Squared Residual	0.919032	0.030491
Log Likelihood	26.82621	97.60629
Mean Dependence Variance	30.84609	30.96553
S.D. Dependence Variance	0.824931	0.747482
Akaike Infor. Criterion	-0.867759	-13.85230
Schwarz Criterion	-0.633859	-7.769835
F-Statistics	283.9357	623.0104
Prob (F-Statistics)	0.000000	0.000000

Source: E-view statistical package – version 10.

Table 6 illustrates both results of Ordinary Least Square (OLS) and Vector Autoregressive (VAR) models. OLS model posted R-Square of 97.12%, Adjusted R-square 96.8%, Standard Error 0.147925. Log Likelihood 26.82, Akaike information criterion -0.86 and Schwarz criterion of -0.63.

For confirmation of the specification status of the model, there been also employed the analysis of variance (ANOVA).

Using e-views software, F-ratio calculated (283.93) is greater than F-ratio critical points, and overall significance of the regression model can be concluded, that the variables contained in this model have a significant relationship with the level of economic growth in Uzbekistan in the OLS model.

As for VAR model posted at 99.87%, Adjusted R-Square 99,71%, Standard Error 0.040060, Log Likelihood 97.60, Akaike information criterion -13.85 and Schwarz criterion of -7.76 (as illustrated in the table 6).

Table 7. T-statistics table using OLS

	Ln Fixed investment	Ln Export	Ln Import	Ln average currency	Ln interest rate
Coefficient of the variable	0.743240	0.057936	0.237792	-0.117349	-0.244374
Standart error	0.106681	0.103894	0.156528	0.156703	0.158782
T-statistics Calculated	6.966909	0.557643	1.519166	-0.748865	-1.539059

Source: E-view statistical package – version 10

From the table 7, OLS model showed greater significance of fixed investment of variables to economic growth of Uzbekistan in short run. Also Substituted Coefficients represents as follows:

$$\begin{aligned} \text{LN_GDP_UZS} = & 0.670139358397 * \text{LN_INVEST_ASSETS_UZS} + 0.0863780171845 * \text{LN_EXPORT} + \\ & 0.297640435291 * \text{LN_IMPORT} - 0.131789081664 * \text{LN_USD_UZS_AVERAGE} - \\ & 0.260687521304 * \text{LN_INTEREST_RATE} + 0.287197394076 \end{aligned}$$

Table 8. T-statistics Table using VAR

	Ln Fixed investment	Ln Export	Ln Import	Ln average currency	Ln interest rate
Coefficient of the variable	0.080678	0.302043	0.245964	0.063140	-0.436736
Standart error	0.23850	0.36095	0.28425	0.10332	0.25537
T-statistics Calculated	0.33827	0.83681	0.86531	0.61112	-1.71024

The above VAR model estimates imply that reverse relationship exists between interest rate variable and economic growth. On the other hand, gross fixed capital formation, export, import and average currency rate variables are positive, implying a positive long run relationship exists between GDP.

Also Substituted Coefficients of VAR model represents as follows:

$$\begin{aligned} \text{LN_GDP_UZS} = & -0.0671393814075 * \text{LN_GDP_UZS}(-1) - 0.87067186291 * \text{LN_GDP_UZS}(-2) - \\ & 0.0132720771083 * \text{LN_INVEST_ASSETS_UZS}(-1) + 0.937596932844 * \text{LN_INVEST_ASSETS_UZS}(-2) + \\ & 0.0847701871844 * \text{LN_EXPORT}(-1) + 0.0567406801077 * \text{LN_EXPORT}(-2) - \\ & 0.0268738707996 * \text{LN_IMPORT}(-1) + 0.591880212781 * \text{LN_IMPORT}(-2) + \\ & 0.942218749412 * \text{LN_USD_UZS_AVERAGE}(-1) - 0.685416158472 * \text{LN_USD_UZS_AVERAGE}(-2) - \\ & 0.0592228055933 * \text{LN_INTEREST_RATE}(-1) - 1.0307493051 * \text{LN_INTEREST_RATE}(-2) + 7.563402195 \end{aligned}$$

Table 9 below illustrates Johansen Co-integration test. The test below strongly rejects the null hypothesis of no co integration i.e. no long run relationship between the dependent and the independent variables in favour of at least two (2) co integrating vectors in the estimation for level of co integration between fixed investment and economic growth in Uzbekistan.

Table 9. JOHANSEN CO-INTEGRATION TEST.

Trace test				
Hypothesized No. of CE(s)	Eigen value	Trace Statistic	0.05 Critical Value	Prob.**
None *	0.818118	158.2511	95.75366	0.0000
At most 1 *	0.569910	79.84871	69.81889	0.0064
At most 2	0.363631	41.03570	47.85613	0.1875
At most 3	0.272211	20.24477	29.79707	0.4064
At most 4	0.108690	5.628552	15.49471	0.7389
At most 5	0.007270	0.335629	3.841466	0.5624

Trace test indicates 2 cointegrating eqn(s) at the 0.05 level
 * denotes rejection of the hypothesis at the 0.05 level
 **MacKinnon-Haug-Michelis (1999) p-values

Source: E-view statistical package – version 10.

Max Eigen value test				
Hypothesized No. of CE(s)	Eigen value	Max-Eigen Statistic	0.05 Critical Value	Prob.**
None *	0.818118	78.40238	40.07757	0.0000
At most 1 *	0.569910	38.81301	33.87687	0.0119
At most 2	0.363631	20.79093	27.58434	0.2891
At most 3	0.272211	14.61622	21.13162	0.3167
At most 4	0.108690	5.292923	14.26460	0.7045
At most 5	0.007270	0.335629	3.841466	0.5624

Max-eigenvalue test indicates 2 cointegrating eqn(s) at the 0.05 level
 * denotes rejection of the hypothesis at the 0.05 level
 **MacKinnon-Haug-Michelis (1999) p-values

Table 10. Result of Granger Causality Tests

Null Hypothesis:	Obs	F-Statistic	Prob.
LN_EXPORT does not Granger Cause LN_GDP_UZS	46	3.66686	0.0343
LN_GDP_UZS does not Granger Cause LN_EXPORT		4.65583	0.0151
LN_IMPORT does not Granger Cause LN_GDP_UZS	46	6.18646	0.0045
LN_GDP_UZS does not Granger Cause LN_IMPORT		0.15486	0.8570
LN_INVEST_ASSETS_UZS does not Granger Cause LN_GDP_UZS	46	19.0673	1.E-06
LN_GDP_UZS does not Granger Cause LN_INVEST_ASSETS_UZS		0.66161	0.5214
LN_USD_UZS_AVERAGE does not Granger Cause LN_GDP_UZS	46	4.77795	0.0136
LN_GDP_UZS does not Granger Cause LN_USD_UZS_AVERAGE		0.88307	0.4212
LN_INTEREST_RATE does not Granger Cause LN_GDP_UZS	46	0.49672	0.6121
LN_GDP_UZS does not Granger Cause LN_INTEREST_RATE		0.85781	0.4316

Source: E-view statistical package – version 10.

Table 10 illustrates the casualty effect of exogenous variables on economic growth as shown in the above table reveals that while interest rate, average currency does not granger cause GDP, GDP is said to granger cause export, import and average currency.

Conclusions

The independent variables as gross fixed capital formation, total export, import, average currency could explain about (97.1%, 99.8%) in the short and long runs respectively of the total variation in the economic growth of Uzbekistan. Also, this study focused on the casualty relationship between gross capital formation, other variables and economic growth in Uzbekistan.

Basically, gross fixed capital formation plays major role in boosting economic growth. Thus concentrating and giving attention to fixed investment is important in whole country's development.

As summary it can be formulated:

- The level of economic growth in Uzbekistan has significant relationship with gross fixed capital formation.
- Results of unit root test indicate a mixed bag scenario. Some variables showed stationary at "First difference", while one variable as average currency showed stationary at "Second difference".

- OLS model helped to set a short run relationship between fixed investment and the level of economic growth in Uzbekistan.
- The model illustrated R-Square of 97.12%, Adjusted R-square 96.8%, Standard Error 0.147925. Log Likelihood 26.82, Akaike information criterion -0.86 and Schwarz criterion of -0.63.
- The VAR model helped to establish long run relationship and posted at 99.87%, Adjusted R-Square 99.71%, Standard Error 0.040060, Log Likelihood 97.60, Akaike information criterion -13.85 and Schwarz criterion of -7.76.
- Johansen Co-integration test strongly rejects the null hypothesis of no co integration i.e. no long run relationship between the dependent and the independent variables in favour of at least two (2) co integrating vectors in the estimation for level of co integration between fixed investment and economic growth in Uzbekistan.
- Finally, GDP is said to granger cause export, import and average currency.

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"Only in the darkness can you see
the stars."

MARTIN LUTHER
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