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SPECIFICS OF LABOR POTENTIAL OF ENTERPRISES OF THE CONSTRUCTION INDUSTRY

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ABSTRACT

This article provides information on the increase in the integration and numbering of the economies of the countries of the world, as well as a significant increase in the use of the economic potential of the sectors of the economy and its effective management. Management of economic potential is required to be carried out effectively not only at the level of the country, but also at the level of enterprises. Achieving the potential that ensures the optimal development and functioning of enterprises of the modern construction industry in a regularly changing external environment is becoming one of the main problems in this direction. Increasing the level of use of economic potential allows construction enterprises to improve not only technologies, but also methods of organizing the construction process in order to gain additional competitive advantage and occupy leading positions in the market.

KEYWORDS

Digital economy, informed society, construction industry, economic development, digitization, software.

INTRODUCTION

Enterprises of the construction industry are considered to be a very important component of economic potential by the fact that the Labor potential has its own characteristics. The concept of "Labor potential" as a term is interconnected with such concepts as the

labor force, the issue of personnel, employees of the organization, their age and level of Education. Economist scientist U.Petty introduces the term "acting living forces" into science, which he describes as "the various properties and abilities that a person

uses in the production process are concentrated in living forces". At the same time he defines these forces as the "result of initial and final labor" as the composition of national wealth. In turn mature economist scholar Adam Smith Distinguished in his works the simple and complex labor of workers and, accordingly, the underdeveloped and highly developed abilities. He also describes the qualitative difference in working capacity as being created by knowledge, practice and skills acquired rather than by nature, and formed due to existing "different professions".

The innovative potential of the enterprise is also one of the factors that directly affect its future development and economic growth. The "innovative potential" of an enterprise is the sum of all existing intellectual, financial, personnel, information, material and technical and other resources and capabilities of any economic entity, regardless of the branch, sphere of activity, ownership, organizational and legal status, dimensions of the enterprise or organization in general, on the development of new developments, the creation of discoveries or inventions, useful models, their effective application.

In the research of the investment potential of enterprises, the Economist scientist L.A.Tolstolesov interpreted as a set of investment resources and included in its composition the capabilities of the territory, which is a prerequisite for attracting investments. L.A. Tolstolesov separately studied the sources of potential in the research of financial and investment potential, and in the formation of investment potential, he introduced a set of material, financial, intellectual and other resources, which are traditionally taken into account, as well as capital owners and investment objects.

Summing up from the above, we have divided the economic potential of the construction enterprise into the following types of financial, production, labor, innovative-investment, marketing, management and probable potential (fig.1).

Hence, in the management of the economic potential of enterprises of the construction industry, first of all, the purpose and mission of the enterprise is determined, and in the organization of effective management of the types of potential in the structure of economic potential, it is required to act in accordance with internal and external factors.

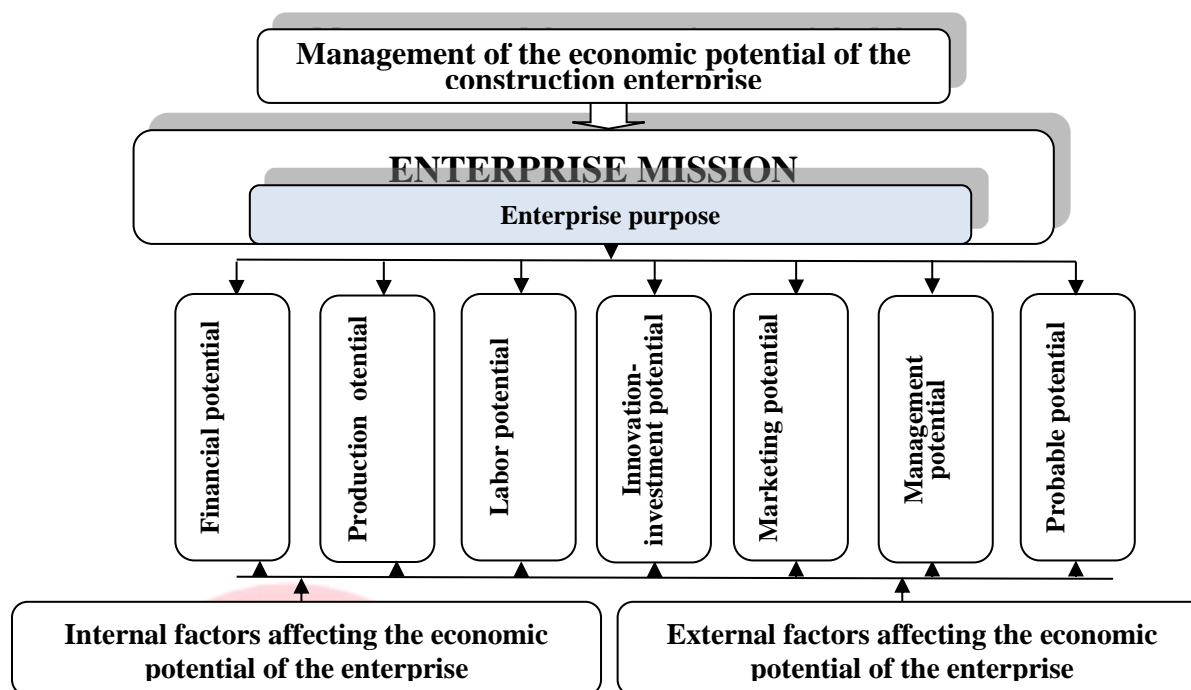


Fig. 1 Construction industry enterprise economic capacity management structure.

The role of external factors in managing the economic potential of enterprises of the construction industry is important and is considered to be factors that are not directly related to enterprises. In itself, these external factors in practice cannot directly influence the economic activity of the enterprise. In this regard, the following can be attributed to external factors, the level of inflation in the country, the monetary system of the state, state tax policy, scientific and technical progress, the geographical location of the country, climatic conditions at the same time the level of interest of people, etc.

In turn, internal factors mean internal opportunities, obstacles and problems in organizing the activities of the enterprise. These factors include the accounting

policy of the enterprise, the level of basic funds and their use, the structure and structure of the financial assets of the enterprise, personnel policy, management potential, etc.

The types of financial, production, marketing, labor, innovation, management and probable potential as components of the economic potential of a construction industry enterprise are formed from our side (Figure 2). The need to manage the economic potential of a construction industry enterprise requires the establishment of cause-and-effect relationships in the effective use of existing types of potential. The management of the economic potential of enterprises of the construction industry means the organization of all existing types of potential, including production,

Financial, labor, marketing, management and innovative types of potential, on the basis of management principles, functions and forms.

Assessment of the components of the economic potential of the construction industry enterprise on

the basis of the index of interest proposed by US allows you to determine the optimal amount of product production. At the same time, we will be able to identify and parognize the points of harmlessness of enterprises.

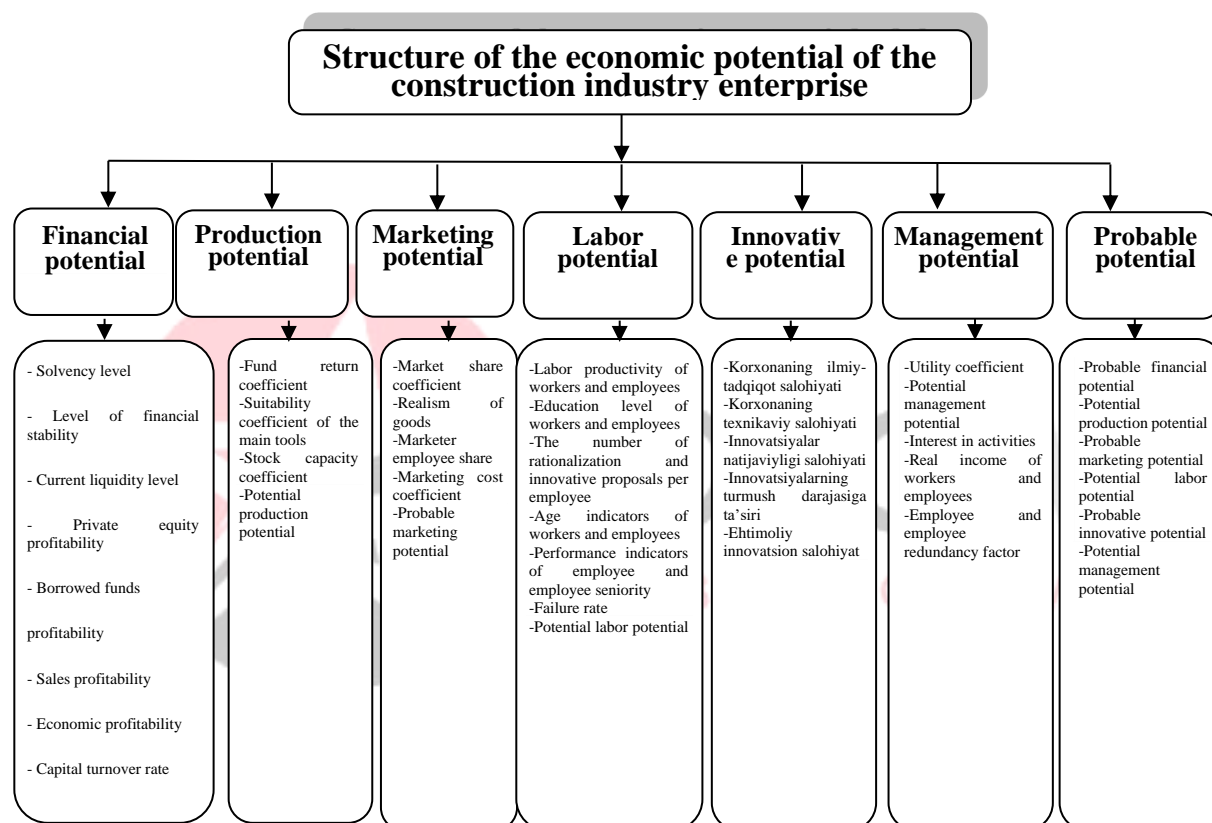


Fig. 2 Structure of the economic potential of the construction industry enterprise.

Thus, taking into account the classical view that all of the above definitions define the concept of "economic potential", we propose to give the following definition to the concept of economic potential of a construction industry enterprise. In our opinion, the economic potential of an enterprise is the sum of the total capabilities of all existing types of potential, including

production, Financial, labor, marketing, management and innovative. This is the ability of the construction industry enterprise to identify and meet the market needs for finished construction products (services) in the process of interaction, depending on the external environment, to ensure the long-term sustainable

development of the enterprise based on the effective use of available resources.

Summing up from the above, it can be said that the content of the concept of “economic potential”, which according to the methodological approach is interpreted only as a sum of available opportunities and abilities, should be considered as a system of criteria for assessing retrospective and perspective analytical indicators of the object of analysis, a set of general abilities of all existing types of potential.

The need to manage the economic potential of an enterprise requires the establishment of cause-and-effect relationships in the effective use of existing types of potential. At all stages of production and service of enterprises, it is necessary to establish an effective management system in order to increase their economic potential, in particular its quality indicators and ensure financial stability. Management of the economic potential of enterprises means the organization of all existing types of potential, including types of production, Financial, labor, marketing, management, probable and innovative potential, on the basis of management principles, functions and forms.

Enterprise Management in turn begins with the analysis of information on the external and internal environment of the enterprise, suppliers and buyers, labor resources, financial, production and technical resources of the enterprise. And in order to carry out

qualitative analysis, it is necessary to have relevant statistics.

Thus, the basis of enterprise management is the assessment and monitoring of the economic potential of this enterprise, which is carried out according to the following algorithm:

- determination of the composition of economic potential;
- analysis of the competitive advantages and weaknesses of the enterprise;
- formation of methodology for determining economic potential, assessment of the elements that make up this potential;
- determination of the synergistic effect of elements;
- holistic assessment of economic potential as the basis of enterprise competitiveness;
- develop a general strategy for strengthening and developing economic potential.

At the same time, the stable growth of economic potential serves to develop economic activity and is ensured by rational management according to the results of Economic Analysis.

The economic potential of the enterprise has a dynamic form, which over time changes depending on the conditions, therefore, the management of the economic potential of the enterprise is considered to be somewhat difficult to implement on the basis of a clearly defined period. The mechanism for the development of the economic potential of the enterprise should clearly correspond to the

management systems of the enterprise and be determined by a specially formed management system with specific operating principles, a certain structure and a set of structural elements.

It should be noted separately that, despite the presence of various interpretations on the terms under study, extensive research is carried out on each of the types of potential that make up the category of "economic potential" of enterprises of the construction industry, while the development and improvement of methodological approaches to their assessment is becoming important today. The activities of enterprises of the construction industry in Uzbekistan, including their work on a global scale and at the same time the development of enterprises of other sectors of the national economy, lag behind some. In the processes of integration into electronic and management platforms at enterprises of the country's construction industry, there is a need for research in the field of wide application of innovative technologies and organization of management. Of course, this situation is manifested in the quality of the products produced by enterprises of the construction industry and its value. As a conclusion, it can be said that by effectively managing the economic potential of enterprises of the country's construction industry, not only the development of these enterprises leads to the formation of a healthy competitive environment between enterprises of the construction industry, but

also the construction of high-quality and affordable housing, and at the same time.

CONCLUSION

Based on the study of the theoretical development, content, composition and role of economic potential in improving the efficiency of the enterprise, the following conclusions can be drawn:

- as the most important criterion for the effective organization and management of the economic activities of enterprises of the construction industry, an author's definition of concepts related to "economic potential" has been developed. In our opinion, managing the economic potential of an enterprise means organizing the economic activities of an enterprise based on management functions and principles in scientific, technical, industrial, technological, administrative and other fields. The economic potential of a construction industry enterprise, on the other hand, is an important factor determining the effectiveness and development of the enterprise, a system of criteria for assessing analytical indicators on the existing and future development of the analyzed object. This is manifested as the ability of the construction industry enterprise to meet the needs of consumers on the basis of the production of finished construction products under the influence of the external environment, to ensure the long-term sustainable development of the enterprise on the basis of the effective use of available resources;

- it is advisable to analyze, assess the economic potential of enterprises of the construction industry and, above all, to implement an approach in terms of economic interest in its management. Because it is on the basis of the assessment standards proposed by the author that it makes it possible to predict the activities of construction enterprises in high accuracy and determine their existing shortcomings. This makes it possible to better study the state of economic development of enterprises by applying indexes of economic interest.

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