

# MARKETING

ILMIY, AMALIY VA OMMABOP JURNAL



RAQAMLI  
MARKETING  
BIZNES  
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TARJIMA  
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BREMUNGO

**№ 8 - SON**

**2025-YIL, AVGUST**

9710 xalqaro daraja



№240874



ISSN: 3060-4621



2025-YIL

AVGUST

№ 8-SON



# Marketing

ILMIY, AMALIY VA OMMABOP JURNAL

ELEKTRON NASHR. 29 AVGUST, 2025-YIL

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Marketing jurnali O'zbekiston Respublikasi Oliy ta'lim, fan va innovatsiyalar vazirligi huzuridagi Oliy attestatsiya komissiyasi rayosatining **2024-yil 04-oktabrdagi 332/5 sonli qarori** bilan milliy ilmiy nashrlar ro'yxatiga kiritilgan

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## ORGANIZATIONAL AND ECONOMIC PECULIARITIES OF PRODUCTION OF BUILDING MATERIALS FROM THE POINT OF VIEW OF INNOVATION

**Igamova Shaxinya Zikrilloyevna**

Associate professor, PhD,  
Department of Economy, Bukhara State University

### **Abstract**

The article discusses the prospects for further development of the building materials industry in the Bukhara region. The issue of the need to develop a strategy for its development, the possibility of modernization and construction of enterprises of this sector with its help, was also considered.

**Keywords:** investment process, construction materials, innovation, production strategies, capital construction mixtures, dynamics.

### **Annotatsiya**

Maqolada Buxoro viloyatida qurilish materiallari sanoatini yanada rivojlantirish istiqbollari muhokama qilingan. Ushbu sohani rivojlantirish strategiyasini ishlab chiqish zaruriyati, shuningdek, uning yordamida tarmoq korxonalarini modernizatsiya qilish va qurish imkoniyatlari ham ko'rib chiqilgan.

**Kalit so'zlar:** investitsiya jarayoni, qurilish materiallari, innovatsiya, ishlab chiqarish strategiyalari, kapital qurilish aralashmalari, dinamika.

### **Аннотация**

В статье рассматриваются перспективы дальнейшего развития промышленности строительных материалов в Бухарской области. Также поднимается вопрос о необходимости разработки стратегии развития, а также о возможностях модернизации и строительства предприятий данной отрасли с ее помощью.

**Ключевые слова:** инвестиционный процесс, строительные материалы, инновации, производственные стратегии, капитальные строительные смеси, динамика.

### **INTRODUCTION**

In world practice, innovative development is becoming global in nature, covering all sectors of the economy and spheres of activity. The Abu Dhabi Declaration (2019) became an important guideline for UNIDO's actions in this area, and this organization proposed a new approach to member states - "Fourth Industrial Revolution - Prosperity for All". This approach is based on four elements - innovation, digital infrastructure, digital skills, digital cooperation and partnership. Today, in the conditions of increasing dynamics of innovative development in the world, increasing the efficiency of innovative processes in building materials enterprises remains one of the important problems.

### **ANALYSIS AND RESULTS**

In the world, the rational organization of production to increase the efficiency of innovative processes in building materials enterprises, improving the approach of

innovative development as an important factor in ensuring competitiveness, and improving the composition of products in the conditions of sharpening competition in the market are being prioritized. In this regard, special attention is being paid to scientific research on issues such as increasing the competitiveness of production enterprises in order to activate the innovative activities of industrial enterprises.

In the conditions of the innovative development of the economy in Uzbekistan, comprehensive program measures are being implemented to develop the building materials industry in accordance with the trends of the technological development of the world construction complex, to strengthen the material and technological foundations of the industry, to organize the production of the construction industry in modern forms and to dramatically increase the quality of products. . "Today, Uzbekistan is moving to the path of innovative development aimed at fundamentally improving all spheres of state and community life." In this regard, building materials industry enterprises should organize development in effective forms to increase the efficiency of scientific and production structures, form a portfolio of innovative projects of building materials manufacturing enterprises according to project management, increase the level of assessment of the importance of economic levers of increasing resource efficiency, increase the level of assessment of the importance of the economic levers of building materials production in the region. it is desirable to expand the scope of research in the direction of substantiation of forecast indicators.

PQ-3697 of the President of the Republic of Uzbekistan dated May 5, 2018 "On additional measures to create conditions for the development of innovative activity and active entrepreneurship", dated January 28, 2022 Decree No. PF-60 "On the Strategy for the Development of New Uzbekistan in 2022-2026", No. PQ-3698 of May 7, 2018 "On Improving Mechanisms for Introducing Innovations to Economic Sectors and Sectors" The implementation of the tasks specified in the Decision on additional measures and other regulatory legal documents in this direction serves to a certain extent. Based on the above conceptual ideas, it can be justified that the topic of this article is relevant.

During the years of independence of the Republic of Uzbekistan, the appearance of settlements and infrastructure changed significantly, many rare objects were built, and new prestigious and large-capacity production complexes were put into operation.

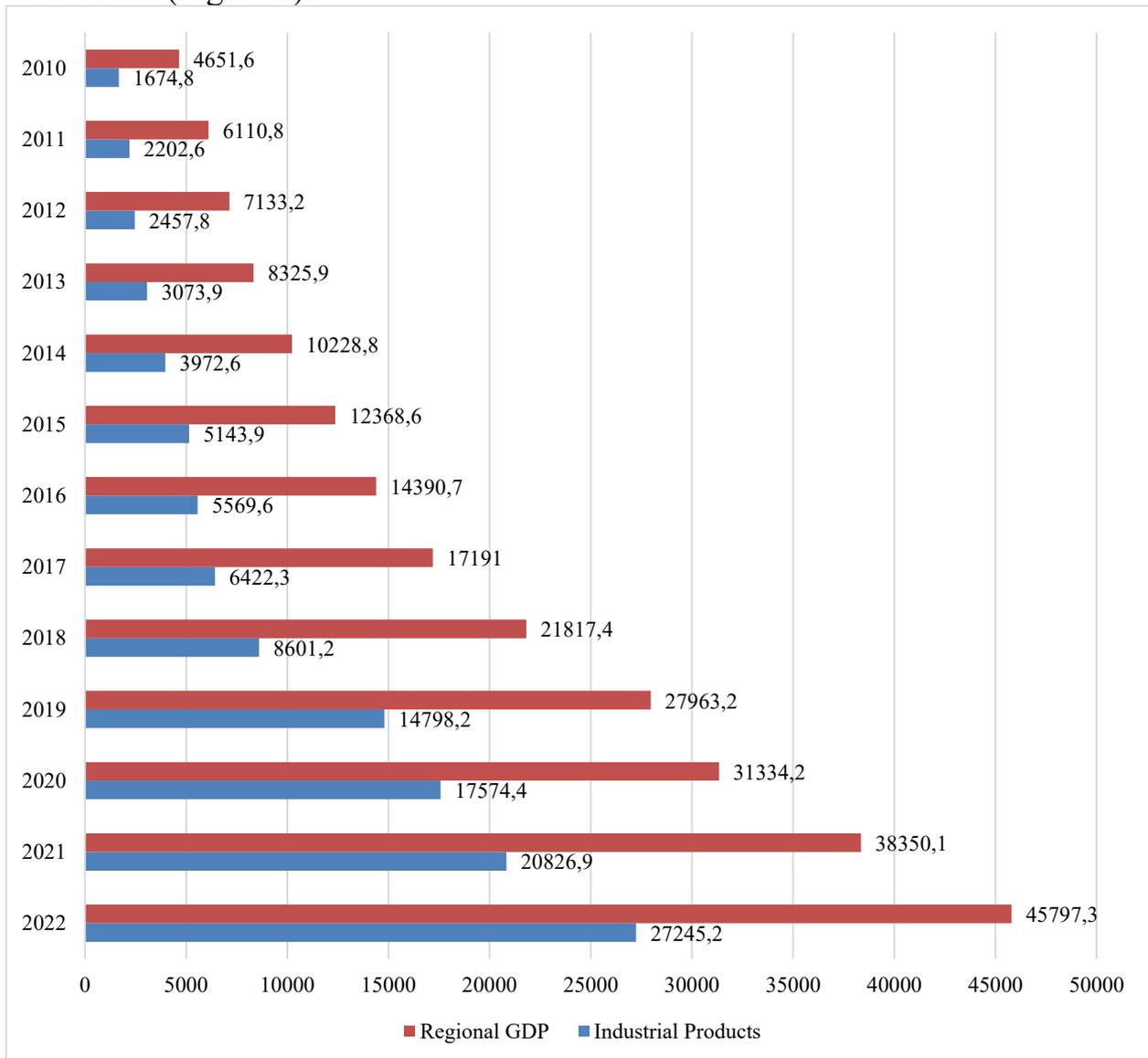
Today, construction of new industrial facilities and reconstruction of existing ones, construction of housing, educational, medical and other social and household facilities are being carried out on a large scale throughout the country. Undoubtedly, such results will largely depend on the supply of these objects with quality construction materials.

There is no doubt that construction plays a special role in the investment process and in the development of the republic's economy in general, and in improving the welfare of society. In addition to having a significant share of up to 10% in the gross domestic product, depending on the rate of economic development, construction has a significant impact on the future development of strategically important sectors of the

economy, with their construction and the creation of the structure of these sectors, using their ever-increasing services. shows.

In recent years, the economy of Uzbekistan has been growing at a high and stable rate. We remind that the annual growth of GDP in 2021 was 4.5%. The construction and building materials industry made a big contribution to this.

The information shown in Figure 1 below shows that the share of industry in the GNP of the region is not stable, and in 2010, the volume of industrial products made up 36.0% of the GNP of the region, and by the end of 2022, the share was around 59.4%. does (Figure 1).



**Figure 1. Dynamics of share of industry in GNP of Bukhara region, in %<sup>1</sup>**

There is no doubt that the support of the development of the construction materials industry by the state has become very important in achieving the above-mentioned indicators.

<sup>1</sup> Author's work

The association "Uzsanoatqurilishmateriallari" JSC is of great importance in the network, which includes more than 130 enterprises belonging to large, small and medium businesses, which today produce more than 180 types of construction materials.

We emphasize that joint enterprises are located in all regions of our republic and in a certain sense they are considered as an example of the modern production of construction materials.

Special attention is being paid to the production of such materials by joint ventures in accordance with the trends of world practice in creating environmentally friendly, long-term, efficient, energy-saving construction materials, and to innovative processes to achieve a high level of competitiveness.

In recent years, cooperative enterprises and other enterprises in the republic have mastered the production of more than 60 types of modern types of construction materials.

Tables 1 and 2 below provide information on the dynamics of investment in fixed capital and indicators of construction volumes in the researched area. These data testify to the existence of a dynamically growing trend of these indicators (Table 1).

**Table 1**

**Dynamics of the main volumes of construction activities in Bukhara region in 2010-2022 (in real prices, billion soums)<sup>1</sup>**

AREA		2010 year	2011 year	2012 year	2013 year	2014 year	2015 year	2016 year	2017 year	2018 year	2019 year	2020 year	2021 year	2022 year
Uzbekistan Republic	mird sum	8245,8	9504,8	11753,9	15219,3	20060,4	25423,1	29413,9	34698,0	51129,3	71156,5	88130,3	107492,7	130767,1
	up, %	105,1	107,8	113,7	117,2	117,6	118,8	107,2	106,0	114,3	122,9	109,5	106,8	121,6
Bukhara	mird sum	580,0	793,5	978,5	1279,6	1648,4	2061,7	2202,9	2543,7	3581,2	4368,1	5659,8	7401,1	8340,4
	up, %	114,2	124,7	114,8	116,8	104,7	116,2	98,2	106,4	119,8	114,9	117,0	111,8	112,6

If we look at the data of Table 1, it can be seen that the growth dynamics of the volume of construction works in Bukhara region has changed at the same rate as the indicators of the entire republic. If we look at the data in Table 1, it can be seen that the growth dynamics of the volume of construction works in the Bukhara region has changed at the same rate as the indicators of the entire republic. for example, in 2010-2012, the volume of construction works in the region was somewhat higher than the growth rate of the republic indicators, but then it remained low until 2017. From 2017

<sup>1</sup> Author's work

to the end of 2022, the volume of construction works in the region has had a regular growth trend - this is due to the fact that the construction of industry, housing, and social facilities is being carried out rapidly in the region (Table 2).

**Table 2**

**Growth rates of investments in fixed capital in the Republic of Uzbekistan and Bukhara region (% growth compared to the previous year)<sup>1</sup>**

Areas	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Uzbekistan Republic	104,2	102,6	110,6	111,3	109,8	109,4	104,1	119,4	129,9	138,1	95,6	102,9
Bukhara	73,6	84,8	100,3	105,7	101,0	98,7	120,8	154,7	60,6	95,9	104,7	147,4

At the same time, the rate of growth of indicators of attraction of investments in fixed capital in the Bukhara region may have had different characteristics. For example, in the first few years of the studied period, investment in fixed capital lagged behind the indicators of the whole republic in the region. However, in recent years, more precisely, in 2020-2022, as a result of increased attention to investment programs in the region, growth processes are observed in this regard.

There is no doubt that the implementation of investment projects and the dynamic growth of construction volumes cannot be achieved without the availability of suitable production bases in the form of building materials enterprises and provision of human resources. Currently, the issue of increasing the efficiency of this sector is on the agenda, and some of our local economists consider this sector to be the "locomotive" of the national economy of Uzbekistan.

Table 3 shows the dynamics of production of the main building materials, and it mainly testifies to the possibility of stable growth of production volumes at sufficiently high rates (Table 3).

**Table 3.**

**Dynamics of production volumes for a number of key construction materials<sup>2</sup>**

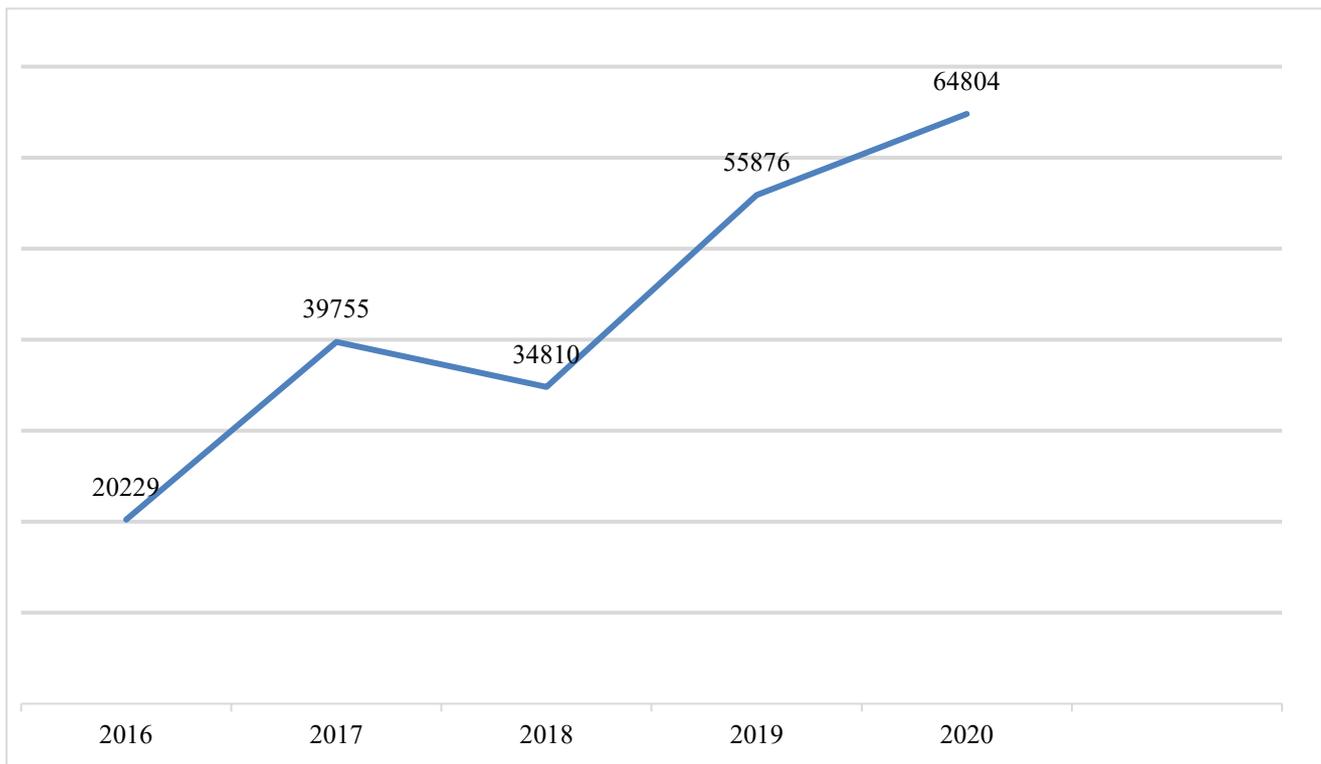
Name	Unit of measure	2017 year	2018 year	2019 year	2020 year	2021 year	up, %
Bricks and blocks made of cement, concrete or artificial stone	t	20228,9	39 754,7	34 808,1	55 876,8	64 803,6	319,0
Tiles, slabs and similar products made of cement, concrete or artificial stone	t	10 767,1	16 484,5	58 902,0	29 631,7	42 957,3	397,0

<sup>1</sup> Author's work

<sup>2</sup> Author's work

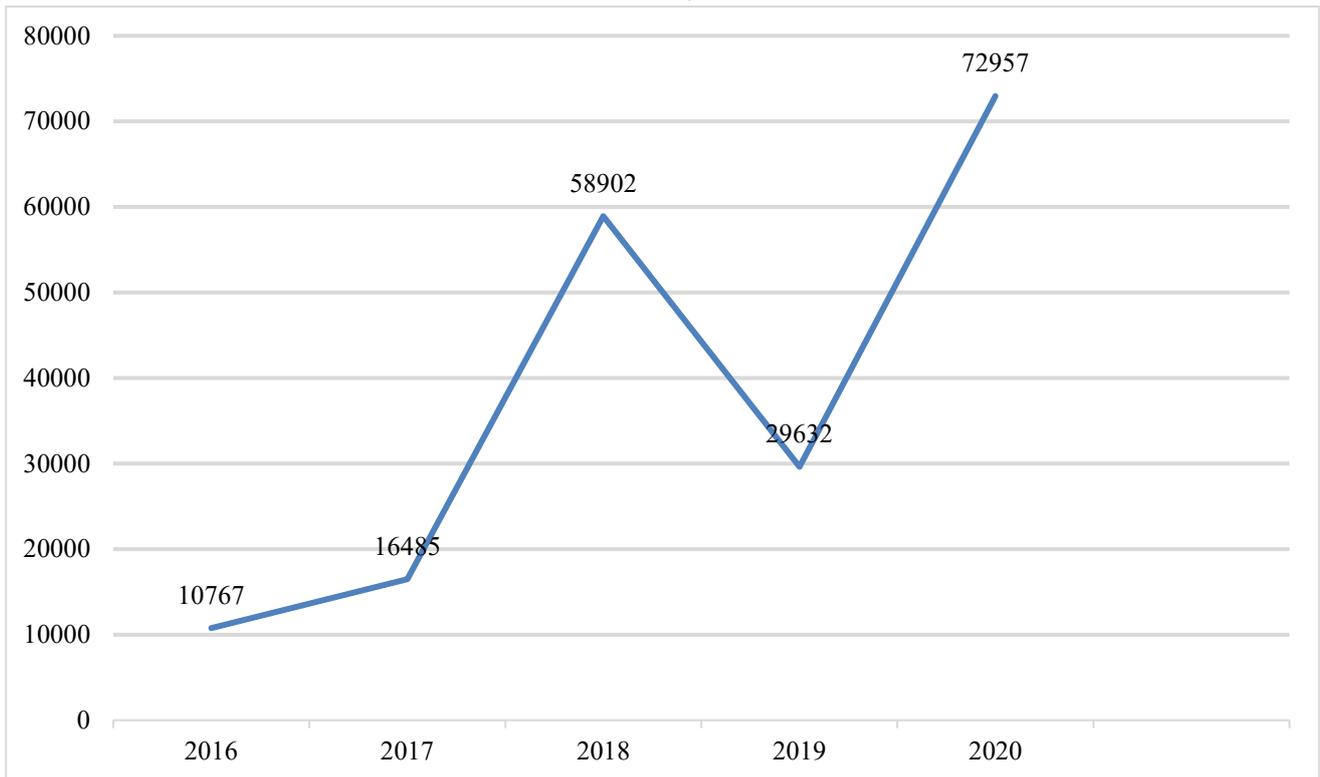
Name	Unit of measure	2017 year	2018 year	2019 year	2020 year	2021 year	up, %
Elements of prefabricated constructions made of cement, concrete or artificial stone and other items for buildings	t	217955,9	245594,8	281191,4	215482,1	301722,9	138,0
Prefab buildings made of concrete	t	24 007,0	15 461,0	12,0	-	9,0	-72,1
Ready-to-pour concrete	t	24 935,8	23 232,1	25 714,3	67 501,5	39 822,4	160,1
Mixtures and construction mixtures	t	9 028,0	6 468,8	10 519,9	18 635,6	22 135,4	244,3
Articles made of cement, concrete or artificial stone, not included in other groups	t	8 330,0	9 311,0	14 392,0	16 634,0	10 740,1	129,2

Information about the dynamics of production of certain types of products is also interesting (Figures 2 and 3). They reflect the variability of product production caused by the dynamics of demand for these products over time (Figure 2, 3, 4).

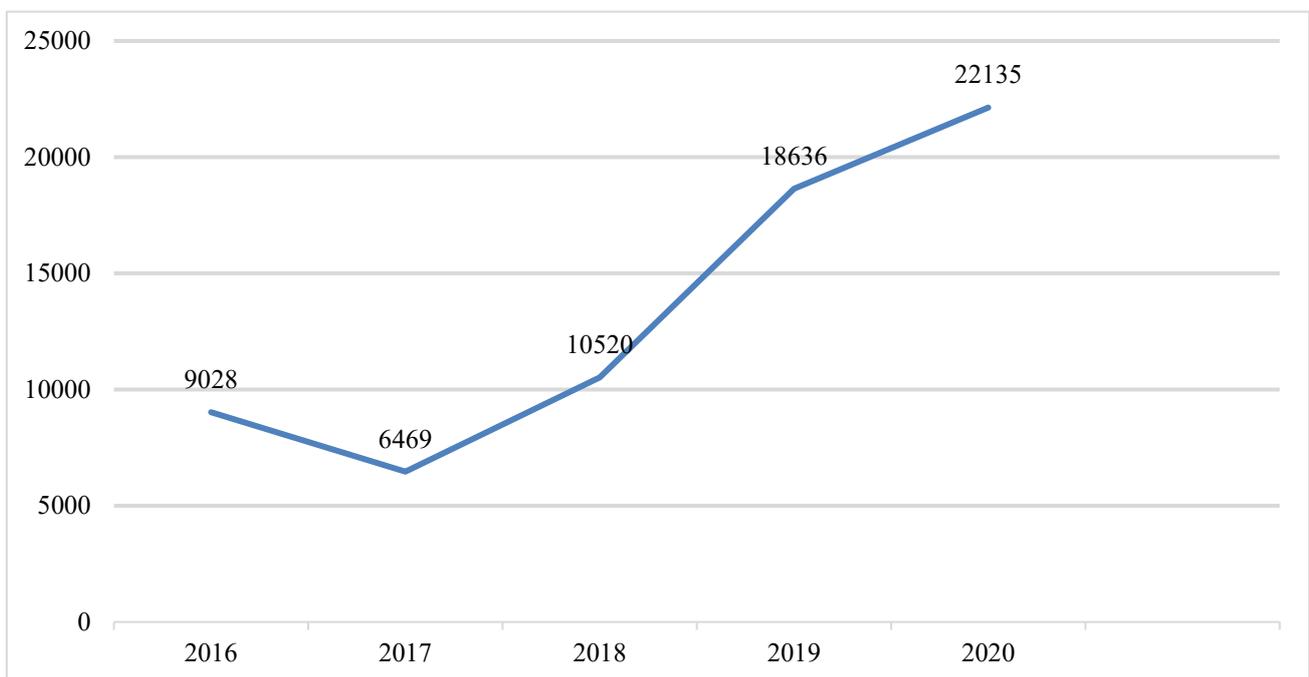


**Figure 2. Dynamics of brick and wall block production in Bukhara region, vol<sup>1</sup>**

<sup>1</sup> Author's work



**Figure 3. Dynamics of production of similar products of cherepitsa in Bukhara region, t<sup>1</sup>**



**Figure 4. Production dynamics of construction mixes and mixtures in Bukhara region, vol<sup>2</sup>.**

<sup>1</sup> Author's work

<sup>2</sup> Author's work

The map of the region clearly shows that the most important (large) settlements in the region are located in the southeastern part of the region, and most of the mineral deposits are located in the remaining desert parts of the region (Figure 5).



**Figure 5. Situational map of the location of large settlements and mineral deposits in Bukhara region<sup>1</sup>**

We note that the analysis of the state of 3931 industrial enterprises shows that currently 677 enterprises have not been put into operation, have completely or temporarily stopped their activities, have reduced the production volume, or have reduced tax revenues to the budget. According to the analysis of the causes of these problems, 128 enterprises have difficulties in obtaining credit resources to replenish their working capital or purchase technological equipment, 75 enterprises have problems connecting to engineering communications, 25 enterprises have problems with raw materials for production. do not have inventory, 12 enterprises face the need to collect receivables, and 7 enterprises need assistance in recovering the amount of advance payment of value added tax. Entrepreneurs face difficulties in obtaining land, obtaining necessary permits and licenses, international certificates, lack of foreign customers, delivery of imported equipment to Uzbekistan and problems related to dispatch of foreign specialists.

Here it is necessary to emphasize the presence of the following productions in the territory of Bukhara region: dry mixes ("Bukhorogips" JV, "Gizamiks" JV, "New live builds" LLC, "Dry-mix technologies" LLC), plasterboard ("Plattas" ShK, ("Bukhorogips" JV JV, "BRAUS", "ROYaL", "Belona Millenium" JV), plastic panels for walls and ceilings ("Dekorimeks" JV), aluminum-plastic composite panels - "alukobond " ("Alyubond Roycon Bilding Tekhnolodjiz" ShK, "And-Polic" JV),

<sup>1</sup> Author's work

aluminum radiators ("Dekorimeks" JV), laminated parquet ("Fayz Khomar GUC» QK, "Temur-Chin" QK),

ceramic tile (JV "Asia pines ceramic", JV "Muratbek"), hydro-insulating roofing materials (JV "Ales") and others.

The increasing importance of creating new building materials, products and constructions is due to the fact that currently, on the one hand, the shortage of non-renewable resources is increasing, the costs of their extraction and processing are increasing, and on the other hand, the cost of energy carriers is significantly increasing. being observed. In this case, the last factor is highly relevant, because in the production of many construction materials, technological processes that require a lot of energy are used, and this is associated with a large amount of energy payments.

Current research in the field of creating new building materials aims to create efficient materials with high consumer performance while reducing production costs at the same time. In this, researchers use the most advanced methods and technologies, including. They use raw material sources.

The peculiarity of the creation of new building materials, products and constructions in the current period is that these materials often have new consumer properties in terms of quality, unlike traditional materials. This factor is of fundamental importance from the point of view of determining economic efficiency, as it significantly complicates the comparison of new developments with existing ones.

The development of "Uzsanoatqurilishmateriallari" JSC association is reflected in the development of the applied industry, and therefore it is planned to increase the volume of production in the industry by 27.6 trillion soums. It is planned to produce construction materials for 17 projects with a total value of 950 billion soums within the framework of the localization program. As it is expected, it will allow to reduce the import of their part equal to 86 million dollars.

The main thing is that in 2022, gradual work was carried out in the direction of investments. In particular, 1.4 billion dollars worth of foreign investments were absorbed in the entire industry, of which 1.16 billion dollars belong to direct investments.

At the expense of these funds, 12 projects with a total value of 369.4 million dollars will be launched. In particular, enterprises will be established in the following areas:

- 1.8 million tons of cement clinker;
- 29 million square meters of ceramic tiles;
- 1.1 million tons of cement;
- 850 thousand cubic meters of aerated concrete blocks;
- 300 thousand square meters of marble composite slabs;
- 3.5 thousand t of screw nails;
- 50,000 tons of reinforced concrete and asphalt;
- 2.8 million square meters of ceramic tiles and friezes.

At the same time, construction materials worth 600 million dollars were exported in 2022: cement - 461 thousand tons (20 million dollars); PVC profile, pipes and plastic

products for 80 million dollars; \$30 million worth of dry construction mixes and cement products; \$15 million worth of construction services and other construction materials.

The article found that the region's building materials production industry is sufficient for current requirements in terms of most parameters (volumes of product production, its quality, the level of utilization of raw material potential, energy capacity, product price, as well as the location of branch enterprises). cannot answer.

In addition to the above, it was found that the researched network has local characteristics: these include the complexity of internal logistics, which is the location of enterprises at a long distance from the places of product consumption (in particular, from large nodes of industrial construction), wide transport corridors for product export. Factors such as unavailability may be included.

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**Ingliz tili muharriri:** Tursunov Boburjon Ortiqmirzayevich  
**Rus tili muharriri:** Kaxramonov Xurshidjon Shuxrat o'g'li  
**Musahhih:** Karimova Shirin Zoxid qizi  
**Sahifalovchi va dizaynerlar:** Sadikov Shoxrux Shuxratovich  
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Marketing jurnali O'zbekiston Respublikasi Oliy ta'lim, fan va innovatsiyalar vazirligi huzuridagi **Oliy attestatsiya komissiyasi** rayosatining 2024-yil 04-oktabrdagi 332/5 sonli qarori bilan milliy ilmiy nashrlar ro'yxatiga kiritilgan



"Marketing" ilmiy, amaliy va ommabop jurnali 2024-yil 15-martdan O'zbekiston Respublikasi Prezidenti Administratsiyasi huzuridagi Axborot va ommaviy kommunikatsiyalar agentligi tomonidan **C-5669517** reyestr raqami tartibi bo'yicha ro'yxatdan o'tkazilgan. **Litsenziya raqami: №240874**



"Marketing" ilmiy, amaliy va ommabop jurnalining xalqaro darajasi: **9710**. GOCT 7.56-2002 "Seriya nashrlarning xalqaro standart raqamlanishi" davlatlataro standartlari talablari. **Berilgan ISSN tartib raqami: 3060-4621**