VOLUME 03 ISSUE 09 Pages: 50-58

SJIF IMPACT FACTOR (2021: **5.277**) (2022: **5.694**) (2023: **6.834**)

OCLC - 1276793382











Publisher: Frontline Journals



Website: Journal https://frontlinejournal s.org/journals/index.ph p/fmmej

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FORMATION OF ECONOMIC INTERESTS IN THE MANAGEMENT OF THE ECONOMIC POTENTIAL OF ENTERPRISES OF THE CONSTRUCTION INDUSTRY

Submission Date: September 19, 2023, Accepted Date: September 24, 2023,

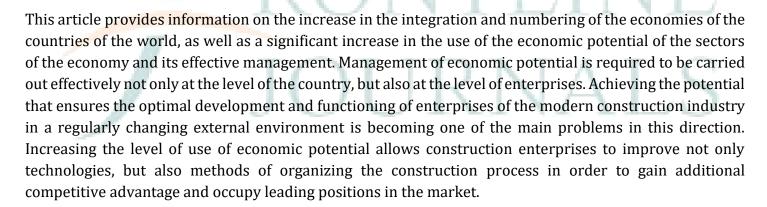
Published Date: September 29, 2023

Crossref doi: https://doi.org/10.37547/marketing-fmmej-03-09-07

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ABSTRACT



KEYWORDS

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

Introduction

The approach in terms of interest in assessing the economic potential of enterprises of the

construction industry is beneficial for all subects involved in this process, and among these subects

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can be included not only the enterprise itself, but also the state, owners, investors, commercial banks, stock markets, production partners, product consumers and other interested organizations of market infrastructure. That is, when assessing digital economic potential, it is required to sum up general indicators and form single generalized indicators based on analytical study from the bilateral - external and internal. Each of the enterprises of the construction industry, first of all, pursues its own financial interests, including the state, which carries out regulatory, imperative and licensing functions within the legislative framework of the enterprise, first of all, pursues financial interests by taxing part of the enterprise's income. Investors and private owners, on the other hand, advance the goal of generating income from their input. Partner organizations, on the other hand, will be interested in the timely implementation of the concluded contracts, the provision of longterm economic relations, the invariance of market prices for raw materials, materials, semi-finished products and finished products. Commercial banks are interested in the development prospects for the creditworthiness of the borrower enterprise and the development of its long-term financial strategy. Managers are

interested in effective management of financial cash flows and human resources. These interests should serve to increase the economic profit of the enterprise as a result of economic activity. Interest can be manifested in the following manifestations. including high wages, opportunities for professional growth and the creation of a business career, a healthy working environment, optimal working conditions, etc.

Such types of interests can be divided into internal and external groups. In particular, while internal interest groups in turn consist of individuals engaged in management activities, from ordinary workers and employees, external groups can include consumers, employees of high-standing administrative management bodies, representatives of the authority, the Tax Authority. representatives of the law enforcement agency, etc.

It should be said that the level of economic potential of enterprises of the construction industry is formed under the influence of the environment and scope of work, external and internal factors affecting it. The formation of economic capacity management activities of enterprises of the construction industry should be based on the modern theory of the

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implementation of the activities of enterprises. When organizing the activities of enterprises of the construction industry, an assessment of internal and external factors is formed, first of all, a demand for the concept of the probable potential of the enterprise on the basis of determining the expected and unexpected external and internal effects, measuring them, and at the same time assessing the amount of losses of such effects natidzhasija. In the implementation of such research, it will be necessary to use new research methods for economic analysis based on the approach of the first galda in terms of the interest of the faolite, the determination of interest coefficients and interest indices. In the study of the influence of factors of the formation of economic potential of enterprises of the construction industry, an approach in terms of interest, the determination of interest coefficient and interest indices allows you to assess its qualitative and quantitative parameters and, through this, analyze the consequences of its impact on the level of economic potential of the enterprise, as well as develop.

In determining economic potential, an important place is occupied by taking into account the

interests of workers and employees, which are components of Labor potential. In this, we must deeply understand that it is human resources that most fundamental occupy the place in determining the economic potential of the enterprise. It acquires an essence at the level of a material object only when it is considered to fully determine the interests of a person, the qualities that make it up as elements of human interests.

Such an approach means that, above all, a broader interpretation of the concept of human interests, the identification of its own characteristics are important today. However, the fact that the exact definition of the concept of human interests is still not presented in the economic literature, but only some aspects of it are covered, further increases interest in this term. From this point of view, we will try to approach the concept of human interests in detail, to determine its impact on economic potential by highlighting various aspects of it. Let's say that due to mistakes and inattention committed by a person, a factor directly affecting economic processes, including economic potential, occurs through his mental state and health, his mental-emotional state and many other aspects that are ignored in the production process to this day.

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The definition given to the concept of human interests would be desirable if we look at it from an economic point of view as the manifestation of the personal qualities, characteristics and other aspects of people who are participants in economic processes under the influence of external factors (fig. 1).

A mature economist. Smith published his "survey of the nature and causes of the wealth of Nations " (1776).) shows that the main incentive to activate a person is personal gain". At this point, it can be said that human interests are considered an important link that determines the future of economic development.

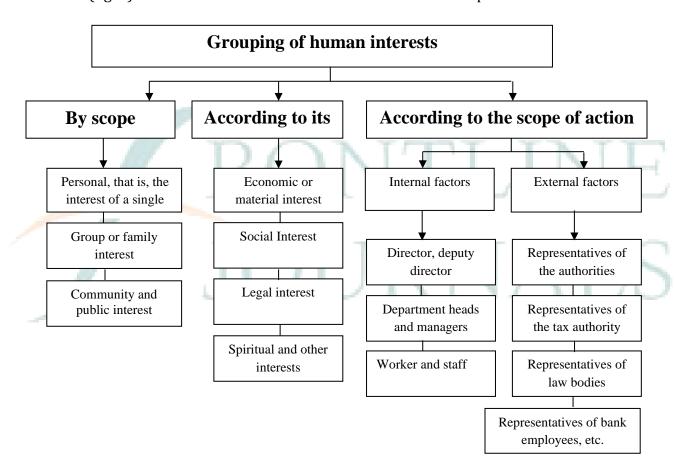


Fig. 1 Human interest grouping.

In our opinion, human interests are the sum of the human-expressed relationships of things and phenomena that directly depend on a person. At the heart of socio-economic processes in society, a person stands, and all events and phenomena in it occur directly and indirectly with human

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participation. Human interests consist of a system of different classes, layers and groups that interact with each other, and their activities and interactions ensure the progressive development of society. A one-sided study of the concept of human interests is an obstacle to the full disclosure of its economic content and essence. Because, at the heart of all things and phenomena in the Society of Man, the fact that a person stands and all accepted laws are aimed at the benefit of a person requires special attention to its economic essence.

If so, we think that it is human interests that should first be considered the expressed attitude of a person to external influence. As an explanation for this, it can be said that all economic processes are manifested committed in the form of "advantage of interest". Such interests, in turn, can be classified into economic or material, social, spiritual, legal and other types. Such a definition, however, indicates that there is no single economic law that reflects interest among economic laws. Knowing that law is a necessary, important, stable, repetitive relationship between events, it shows that the economic law of "advantage of interest" should exist, as opposed to the fact that economic

processes serve the human interest. This is instrumental in the functioning of general economic processes. All the people who have existed in the history of the development of society have organized their way of life based on a certain type of interest. Such interests, in our opinion, can be categorized by the scope of influence as follows.

In terms of the scope of human interests, that is, when we treat one or a group of people as interests that reflect their interests, they can be classified into groups such as Personal, Group or family, society and divine interest.

In all activities that a person carries out as a subtext of economic processes when it is said that it is the interest of a single person, it is implied that a certain amount acts in his personal interest, whether it is an employee or a servant, a leader or an employee, a buyer or a consumer. Personal interest in turn refers to interests related to property, material goods, health and psyche, which are subject to the individual. At this point, it should be noted that taking into account the fact that personal interest is aimed at protecting the immunity of personal property, in the legislation of our country, the form "personal property" should be included in the composition of forms of

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ownership. This further strengthens the human right to work, while providing an opportunity to guarantee the inviolability of property formed from wages. Because the ability of a person to work belongs only to himself, it is desirable that the property formed at the expense of income from the work done manifests itself as a form of personal property.

Group or family interest-the fact that a person acts in the interests of his family, loved ones or teammates in terms of living and working in a team by nature acts from the point of view that their interests are superior to those of others.

In addition, the constant activity of a person in society creates the need to conduct business from the point of view of society and the public interest. Where there is no interest, there is no development, and it is this interest that fully manifests itself in the regulation of the socioeconomic system of the state, in the conduct of socio-economic reforms. Thus the human interest is economically manifested as the influence of man on the economy. It is this influence that is formed in the form of human interests and it is desirable that it is cited as the next factor among the political, legal, organizational factors that affect the economy. We can see this in such a way

that while all economic processes serve for a person, a person, as a consumer or producer, acts in the interests of a personal, group or society. This directly affects the increase in the quality of the products produced and an increase or decrease in cash receipts.

When grouping human interests according to its purpose, we will be able to divide into economic or material interests, social interests, legal interests, spiritual or other types of interests. In this, each act or activity that a person does purposefully pursues a certain type of benefit. It refers to economic, social, legal, spiritual-cultural or other types of interests.

From the above, it can be said that taking into account the needs and desires of a person as a subtext of economic processes creates a need to study his place in the economy in the form of human interests. The study of the concept of human interests provides an opportunity to predict its impact on the economy.

As we know it as economic laws, the law of "the decline of finite naflism" is based on the fact that the naflism of all human actions during a period of one's existence decreases, but in our general periodicity, human interests have the property of

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increasing in contrast to the decrease in naflism. This is explained by the fact that when a person acquires some wealth, he is not limited to the amount of this wealth, but rather he falls into the act of gaining more wealth. That is, each person approaches any phenomena and processes in terms of the superiority of his own interests, while phenomena and processes that are not in the interests of a person are terminated or face absence.

So we can come to the theoretical conclusion that. from this case, if a person is limited to one factor i.e. material gain, his interest in this material wealth increases, and the amount of satisfaction from it decreases. In this case, it can be theoretically justified that with an increase in material wealth, the amount of satisfaction that a person receives from him decreases. From this we can conclude that the increase in the common good that all human beings receive from material wealth, and at the same time the amount of satisfaction that they receive from it, that is, the amount of finite satisfaction, also increases, and from this, as a conclusion, the increase in the common good indicates the need for the emergence of economic law.

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 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 determining the effectiveness factor 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

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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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