Research Paper

EPRA International Journal of Economic and Business Review-Peer Reviewed Journal
Volume - 12, Issue - 8, August 2024 | e-ISSN: 2347 - 9671| p- ISSN: 2349 – 0187

SJIF Impact Factor (2024): 8.808 || ISI Value: 1.433 || Journal DOI URL: https://doi.org/10.36713/epra2012

METHODOLOGICAL ASPECTS OF ASSESSING THE ECONOMIC POTENTIAL OF THE ENTERPRISE AND DRAWING UP PROMISING FORECASTS

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ABSTRACT **DOI No: 10.36713/epra17940** **Article DOI: https://doi.org/10.36713/epra17940**

This article describes the economic potential of enterprises, their theoretical and methodological foundations, ensuring superiority in competitive conditions, mechanisms for increasing economic potential, methods of evaluating the economic potential of enterprises based on systematic statistical analysis, and developing medium-term forecasts.

KEYWORDS:*potential, enterprise, enterprise potential, competition, competitiveness, forecasting, econometric model, statistical analysis, mechanism, comparative analysis, indicator system, assessment, export, method*

INTRODUCTION

Enterprises play an important role in the socio-economic development of the country. After all, the enterprise economy is the basis for ensuring stable economic growth, increasing income from exports, priority development of small business and private entrepreneurship, as well as social tension, that is, ensuring employment of the population, increasing their income, and ultimately improving the lifestyle of the population.

Today, the economy of the enterprise is distinguished not only by the fact that it is developing at a high pace, but also by the fact that it steadily increases exports, attracts foreign investments, modernizes production processes and fundamentally updates them technically and technologically.

It is known that many statistical studies have been carried out in foreign countries on the concept of the economic potential of enterprises, its components, and its evaluation indicators. However, scientific research on the concept of the economic potential of the enterprises of the sector, its evaluation indicators and the mechanisms of increasing the economic potential, which fully covers the specific development characteristics of the branches of the real sector of the economy at the local level, has not been carried out in a wide scope.

Based on the above-mentioned points, in our opinion, it is appropriate to scientifically formulate the concept of economic potential for enterprises, its structure and indicators for its evaluation, and to reveal its economic essence theoretically, taking into account the organizational and economic essence, structure, and development characteristics of the enterprise.

ANALYSIS OF LITERATURE ON THE TOPIC

To reveal these aspects , first of all, it is necessary to analyze the interpretations of economists on the concepts of "economic potential", "economic potential of the enterprise".

As a result of the study and analysis of the concept of "economic potential" as an economic category, it can be said that it has not only a theoretical value, but also a practical one. Here we will consider the essence and composition of "economic potential" in detail. Compared to the BC Spirin approach "Economic potential and unused reserves a set of resources determined through "[5]. According to M.I. Bukhalkov, "the economic potential of any enterprise reflects the composition of resources available to the organization

for the production of planned works and services: labor, material, financial, etc."[4]. Although the concept given by M.I. Bukhalkov is interesting, it is interpreted in a narrow sense.

The main component considered of the potential of the production and economic system "[6]. I.C. Sosnenko divides the research of "Economic potential" as an object into two directions" [7]. On the one hand, management of economic potential is considered as the general resources of subjects, and on the other hand, the ability to absorb and process existing resources to meet the needs of society.

Uzbek scientists also gave the following approach to the concept of "economic potential", that is, "the economic potential of an enterprise means all material and labor resources and intangible assets that fully support the economic process carried out in it"[9].

In the works of local scientists, the economic potential is interpreted in such a way that "economic potential is the resources, opportunities, means and reserves that can be used by the organization to achieve goals in a specific field, to solve set tasks"[8].

Based on the above definition of economic potential, economic potential is a set of available resources and economic potential can be divided into two directions, such as the ability of production forces to achieve certain results.

In the first case, the concept of "economic potential" is approached only from the point of view of resources. This does not allow to fully reveal the comprehensive economic nature of the economic potential. In the second case, only the results of using the economic potential are the main focus.

In his scientific work, G. Shmalen interprets the economic potential as the long-term operation of the enterprise and the ability to achieve strategic goals using the system of available resources[11]. According to L. E. Morozova, "economic potential is the specific systems of economic production activities based on natural, material, financial, labor and intellectual resources (production of products, services, meeting the needs of the population, ensuring the development of production and consumption) refers to the general ability that it reflects [1 2] ".

In some scientific economic studies, there are also interpretations close to this approach of the economic potential of the enterprise. In particular, Professor V.V. Kovalev understood the economic potential of the enterprise as the ability of the enterprise to achieve its goals by using its existing material, labor and financial resources[10].

O.A. Jigunova's approach to the economic potential of the enterprise[13] deserves attention. In determining the concept of the economic potential of the enterprise, it puts the stable operation of the enterprise, its ability to withstand adverse conditions, as well as the development tasks of the enterprise. Based on the above, the following definition is given by him: "the economic potential of the enterprise is the characteristic of having the general ability and existing capabilities expressed by the interaction of the external and internal environment with the rational use of available resources, ensuring sustainable growth and achieving strategic goals."

Thus, taking into account the above-mentioned theoretical views and scientific ideas on the concepts of "economic potential", "economic potential of the enterprise" and the specific development and operation of the industrial sector, the following definition can be given regarding the economic potential of industrial enterprises.

The economic potential of the enterprise is the ability to ensure long-term sustainable development with effective and rational use of available resources, as well as the ability to form, determine and satisfy the demand for industrial products in the market in the process of interaction with the external environment. International practice has developed methodological rules for the formation, statistical evaluation, analysis and forecasting of the economic potential of enterprises based on different ownership based on a systematic approach, which ensures the interdependence of various scientific schools and directions and the reliability of the obtained results.

RESEARCH METHODOLOGY

The methodological basis of the research is the fundamental laws of the science of statistics, in particular the Law "On Official Statistics" dated August 11, 2021 [1] , the President of the Republic of Uzbekistan dated August 3, 2020 "On measures to improve the activity of the national statistical system of the Republic of Uzbekistan" No. PQ-4796 Based on the priority tasks defined in the decision [2] , by widely introducing modern statistical methods and methodologies in the collection and processing of statistical data aimed at expanding the coverage of socio-economic processes studied at the macro-economic, network and regional levels , the system of statistical observations has become a generally accepted international practice. constitutes further adaptation. In the course of the research , methods such as general indicators, statistical grouping , expert assessment, dynamic series, statistical tables and graphs were widely used in scientific observation.

ANALYSIS AND RESULTS

In the "Development Strategy of New Uzbekistan for 2022-2026" priority tasks such as effective use of the

potential of enterprises of different ownership, ensuring the production of competitive products and increasing the export potential are defined[3]. of the enterprise economic statistical study of potential according to is available of approaches analysis they are among the most objective is a systematic approach . Him done in raising special systems, set of methods , systems analysis to do and this systems analysis to do through objects study to do like systematic analyses available[14].
of the enterprise and finding ways to fully realize its economic potential , the interests of the enterprise operating in the conditions of the market economy determine the practical importance of analytical methodological tools.

implies the need to analyze the economic potential of the enterprise, the level of the economic potential of the enterprise, the level of using the economic potential of the enterprise, the efficiency of using the economic potential of the enterprise , risk, synergy , etc.prospective and previous results analysis types of the complex economic potential of the enterprise allows to study it from a systemic state and dynamics.

One of the most important areas of analysis of economic potential is to study the level of efficiency of its use. The definition of efficiency as an economic category has caused many discussions . The problem lies in the complexity of the studied categories and the uncertainty of conceptual and methodological approaches for its measurement . At the same time, the concept of economic efficiency , developed in economic literature and economic practice, has preserved its logical content over a long period of time . (as a ratio of the desired maximum effect to the optimal value of costs or resources).

Matrix of a large number of interrelated evaluation characteristics (quantitative and qualitative indicators) should be reasonable, which provides the necessary level of objective evaluation. Such a set of synthetic assessment indicators should have a multifaceted transformation in detail, adapting to the information and analytical requests of all interested parties : managers, specialists of different levels of managers , external contractors (available indicators calculated on the basis of basic management data and accounting and reports from the system of total indicators formed on the basis of information from state financial reports).

The enterprise's complex economic potential: private indicators, including grouped by functional components , generalizing and integral indicators. In this scientific work, we propose a three-level system for analyzing the efficiency of using the economic potential of the enterprise. . Analysis of resource utilization efficiency is the first level. The second level is related to the possibility of creating a system of generalizing indicators of the effectiveness of its use based on the system of target indicators, which is accepted as a vector field of corporate complex economic potential in this study.

Taking into account the influence of all factors, which should receive a quantitative and qualitative expression of their impact through the analysis of the achieved level and dynamics of the indicators of the efficiency of the use of the complex economic potential of the enterprise should be taken into account . For use in scientific work, factor analysis methodology , its initial part "Du Pont" with a model , many of the proposed indicators to factor deterministic models scrolling m bees are summarized.

1. Asset profitability model describing the efficiency of using the company's property .

$$\text{ROA} = \frac{NP}{A} = \frac{NP \cdot S_V \cdot E}{A \cdot S_V \cdot E} = \frac{NP}{S_V} \cdot \frac{S_V}{E} \cdot \frac{E}{A} = ROS \cdot CET \cdot \frac{E}{A}, \qquad (1)$$

In this case, NP is net profit; C_v - sales volume; E - the amount of private capital ; A - total assets of the enterprise; ROS = $\frac{NP}{S_V}$ - sales profitability; CET = $\frac{S_V}{E}$ - turnover ratio of private capital; $\frac{E}{A}$ - independence (autonomy) or share coefficient of private capital in the total value of enterprise assets .

2. We can analyze the profitability of assets in relation to their use :

$$ROA = \frac{NP}{A} = \frac{\frac{S_V - S}{S}}{\frac{A}{S}} = \frac{\frac{S_V}{S} - \frac{S}{S}}{\frac{A}{S}} = \frac{\frac{S_V}{S} - 1}{\frac{A}{CA} \cdot \frac{CA}{Z} \cdot \frac{Z}{S}} = (D_1 - 1) \cdot D_2 \cdot D_3 \cdot D_4, \qquad (2)$$

In this case, $D_1 = \frac{S_V}{S}$ - per unit of the total cost of the product corresponding revenue share , $D_2 = \frac{CA}{A}$ - the share of current assets in the value of total assets ; $D_3 = \frac{Z}{CA}$ - share of reserves in current assets ; $D_4 = \frac{S}{Z}$ - circulation of reserves .

3. Profitability model of private capital describing the efficiency of using private capital :

$$ROE = \frac{NP}{E} = \frac{NP \cdot S_V \cdot A}{E \cdot S_V \cdot A} = \frac{NP}{S_V} \cdot \frac{S_V}{A} \cdot \frac{A}{E} = ROS \cdot \frac{S_V}{A} \cdot \frac{E+L}{E} = ROS \cdot CAT \cdot (1 + R_{LE}) \quad (3)$$

In this case, CAT= $\frac{S_V}{A}$ - turnover coefficient of the company's assets ; L is debt funds quantity; $R_{LE} = \frac{L}{E}$ - coefficient of financial independence .

4. Aggregate indicator of stability of economic growth -k_g (taking into account dividend payments):

$$k_g = \frac{NP - D}{E} = \frac{NP_R \cdot NP \cdot S_V \cdot A}{E \cdot NP \cdot S_V \cdot A} = \frac{NP_R}{NP} \cdot \frac{NP}{S_V} \cdot \frac{S_V}{A} \cdot \frac{A}{E} =$$
$$= \frac{NP_R}{NP} \cdot \frac{NP}{S_V} \cdot \frac{S_V}{A} \cdot \frac{E+L}{E} = \frac{NP_R}{NP} \cdot \frac{NP}{S_V} \cdot \frac{S_V}{A} \cdot \left(1 + \frac{L}{E}\right) = \quad (4)$$
$$= d_{NP_R} \cdot ROS \cdot CAT \cdot (1 + R_{LE}),$$

Here, D is the portion of net profit intended for dividend payment during the reporting period ; NP_R - the capitalized (reaggregated) part of the net profit of the reporting period (the difference between the net profit and dividends) ; d_{NP_R} - capitalized share of net profit .

5. Net income coverage ratio :

$$K_{MP} = \frac{CF}{NP} = \frac{CF \cdot L \cdot E \cdot CA \cdot S_V}{NP \cdot L \cdot E \cdot CFA \cdot S_V} = \frac{CF}{S_V} \cdot \frac{L}{E} \cdot \frac{CA}{L} \cdot \frac{S_V}{CA} \cdot \frac{E}{NP}, \quad (5)$$

Here, SF is the amount of net cash flows from operating (current) activities (difference between cash income and cash flow from ordinary activities) ; C A - amount of current assets ; $\frac{CF}{S_V}$ - coefficient of monetary compensation of sales income ; $\frac{CA}{L}$ - Competence solvency ratio (covering the total liabilities of working capital) ; $\frac{S_V}{CA}$ - turnover ratio of current assets ; $\frac{E}{NP}$ - multiplier coefficient of net profit and private capital .

6. Economic added value related to trade income:

$$EVA^*_{S_V} = \quad (6)$$

$$\frac{EVA}{S_V} = \frac{EVA}{S_V} \cdot \frac{S}{S} = EVA \cdot \frac{1}{S} \cdot \frac{MZ + MHech + AT + Bosh}{S_V} = EVA \cdot \frac{MI + MK + AI + \frac{Bosh}{S_V}}{S},$$

here: S - cost of manufactured products ; MZ - material costs; MHech - payment for work , with a single social payment; AT - depreciation payments; General - other expenses; MI - material possibilities ; MK - labor force ; AI - depreciation deductions ; EVA- added value .

7. Economic added value related to the number of employees:

$$EVA^{*}_{N} = \frac{EVA}{N} = \frac{EVA}{N} \cdot \frac{S_V}{S_V} = \frac{EVA}{S_V} \cdot \frac{S_V}{N} = \frac{EVA}{S_V} \cdot L_P, \quad (7)$$

where : N- the number of employees working in the enterprise ; LP - labor productivity

8. Economic added value associated with assets:

$$EVA^{*}_{A} = \frac{EVA}{A} = \frac{EVA}{S_V} \cdot \frac{S_V}{A} = \frac{EVA}{S_V} \cdot CAT. \quad (8)$$

"Du Pont" The adaptation of the model technique expands the analytical possibilities of studying evaluation indicators , and changing the original formulas allows to identify and quantify the influence of a number of important factors . The study of the economic potential of the enterprise is aimed at preparing an analytical base that allows increasing the validity of management decision-making in the constantly changing external environment.

General socio-economic forecasting deals with predicting the development of the economy , certain sectors, regions, scientific and technical development, population growth and living standards, the amount of resources, external economic conditions and ecology. Now let's talk about production management forecasting.

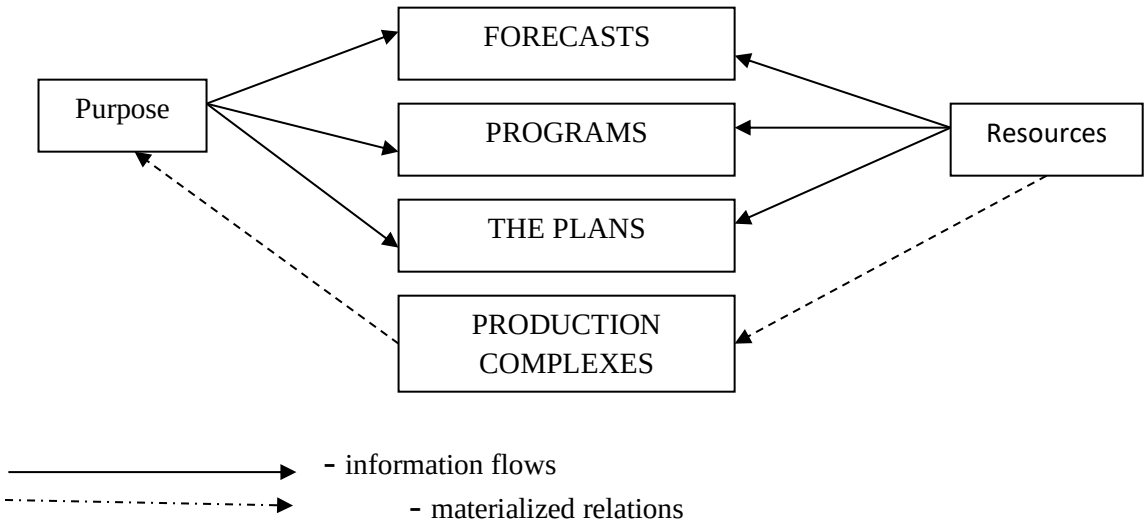

Figure 1. Scheme of production and management process

Of production and management is presented in Figure 1. The first stage in the observed process is forecasting. As a result of the forecast, the possible development opportunities of the economy and meeting the needs of the society, the effective use of resources will be resolved.

Of forecasting are: scientific analysis of social, economic, scientific and technical processes and laws , to foresee future probable and multivariate development, problems and laws ; these processes include assessing opportunities for active influence .

Forecast information about effective options for socio-economic development is used as a basis for creating complex programs. In the flow chart of production and management , there are programs between forecasts and plans. They are closer to plans in terms of directiveness and forecasts in terms of time .

Should be comprehensively analyzed when creating a task. It requires the study of the definition and subject of the object, forecasting tasks, its dependence on the external environment, its structure, activation mechanism and control . Form-content analysis requires the creation of its models, the sphere of influence on the object and the optimal method of communication.

The systems we are looking at are socio -economic, and its analysis is considered more complex. We use system theory and systematic analysis to manage complex objects .

Of the research methodology is the use of a functional approach in the analysis . The system is connected to the external environment through input and output signals . Suppose that the state of the system at time t is defined by three vectors:

Input state vector: $X_t = (x_1, x_2, \ldots, x_m)_t$ (7)

Output state vector: $Y_1 = (y_1, y_2, \ldots, y_m)_t$ (8)

Internal state vector of the system: $S_t = (s_1, s_2, \ldots, s_m)_t$ (9)

If in period t the output state of the system depends on the input state, its internal state dependence is as follows:

$$y_t = f(X_t, S_t) \quad (10).$$

Such description of complex systems is very effective. forecasting are based on such an approach . Division of forecasts into types is carried out depending on the goal, task, object, time, scientific-methodical and organizational, result indicators [15].

Currently, according to the assessment of scientists, there are more than 150 methods of forecasting. But in practice, 15-20 of them are used as the main ones (Fig. 2).

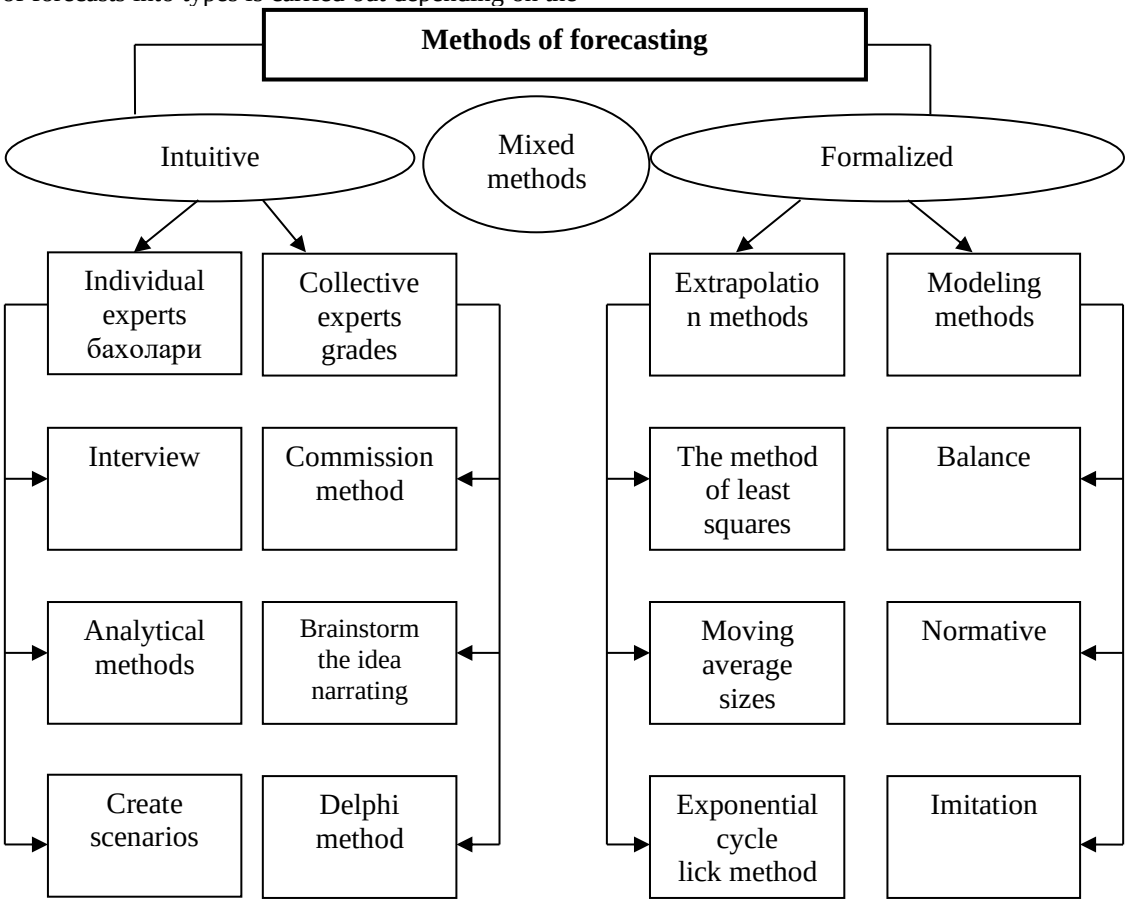

Figure 2. Classification of Forecasting Methods[1]

Before considering the classification of forecasting methods in detail, it is necessary to clarify the concept of "method" or "economic and social forecasting methods".

The method of forecasting should be understood as a set of ways of thinking and methods that allow to clearly discuss the future development of the object based on retrospective data, exogenous (external) and endogenous (internal) relations, the object of forecasting, as well as the analysis of their measurements within the framework of the observed event or process.

Different classification principles of forecasting methods are shown in available sources. One of the important classification features of forecasting methods is the level of formalization that fully covers them.

The second classification sign is the general principle of influence of forecasting methods, and the third is a method of obtaining reliable information. Depending on the level of formalization, economic forecasting methods can be divided into intuitive and formalization.

Intuitive methods of forecasting are used in cases where many factors cannot be taken into account due to the complexity of the object. In this case, expert evaluation is used. In this case, individual and collective expert evaluations differ.

Individual expert assessments include: "interview" method - in which the expert has direct contact with the "question-and-answer" specialist; analysis method - in which a logistic analysis of a forecasted situation is carried out, analytical written reports are drawn up; scenario writing method - it is based on determining

[1]Compiled by the author.

the logic of an event or process over time under different conditions.

The methods of collective expert assessments include "commission", "group generation of ideas", "delphi", matrix methods. This group of methods is based on the fact that in the process of collective thinking, firstly, the accuracy of the results is higher, and secondly, when developing individual independent assessments of experts, material ideas can come in fewer points[15].

The group of formalization methods includes extrapolation and modeling.

The first group includes the method of least squares, the method of exponential smoothing, and the method of sliding in the middle.

The second includes structural, various, matrix modeling.

Combined methods, which combine various other methods, occupy a special place in the classification of forecasting methods. For example, collective expert evaluations and expert surveys etc.

When classifying forecasting methods, it is necessary to assume that forecasting methods should be put into a meaningful system, the object of forecasting should be determined by the economic processes of development and their laws.

Modeling describing one or another process and event is the most common method. A method that gives good results in forecasting the future state of an event is modeling.

Creating a model based on preliminary study of the object, distinguishing its important characteristics, experimental and theoretical analysis of the model, comparing the results with the data of the object; making corrections to the model - these are part of the modeling method.

In accordance with forecasting, there are serious difficulties in the method of modeling the desired object and it requires to be given great importance.

Difficulties in the application of modeling make forecasting object structure difficult. Therefore, in most cases, it is necessary to use a system of models and methods rather than a single model.

In this case, every work is done precisely and sequentially.
A system of forecasting models is understood as a set of methods and models. These provide an opportunity for agreement and non-contradiction based on the study of the future state and development of the object, the future and current trends and patterns of the forecast. In this case, the forecast sum is created in the system based on the model sequence.

There are 3 steps to building a forecasting model. That is:
At the first stage, individual models and sub-systems of the model, which are related to each other, are created and made into single structures that provide interaction for the purpose of forecasting .

In the second stage, a system of interconnected forecasting models is created, their interdependence is checked.

At the third stage, specific individual systems in the construction of the forecasting model system are identified and developed. A method of their application is sought in order to compile a summary of forecasts.

The average value of the predicted indicators is determined by the following formula.

$$B = \sum_{i=1}^{n} \frac{B_i}{n} \quad (11)$$

b where: B_j is the value of the predicted quantity given by the expert;

n is the number of experts in the group.

It is also possible to determine the variance:

(12)

$$D = \sum_{i=1}^{n} \frac{(B_i - B)^2}{n-1}$$

(Variance is the mean square of the arithmetic mean (V) difference from the option ($B_{i)}$.

Then j is the approximate value of the confidence interval.

$$j = \sqrt[t]{\frac{D}{n-1}} \quad (13)$$

Here: t- parameter, i.e. S is determined by the degree of confidence probability given from the student table and the number of degrees of freedom. A confidence interval for the significance of the predicted quantity is then calculated.

For the upper limit $A_{V=} V_j$

For the sheep limit, $A_{N=} V_j$

In addition, the concordance coefficient is used to indicate the level of agreement of experts' opinions on the importance of each evaluated parameter.

In order to develop optimal management decisions, it is appropriate to consider a number of scenarios that may be related to "choosing a course of action" within the matrix of management decisions:

Development of strategic options identified during the study of economic potential (forecast , initial or planned, real) all cases requires to be combined with Taking into account the area of compromise and on the basis of the criteria accepted by the management of the enterprise, options for combining certain conditions and "directions of action" in the matrix are determined.

After considering various options, it is possible to choose the best scenario that corresponds to certain goals and tasks of the enterprise, meets certain criteria, ensures coordination of the "actions" of all the studied cases, and provides the most important impact for the enterprise.

Thus, the proposed simulation model of forecasting the economic potential of the enterprise is an effective tool for forecasting analysis, which allows modeling various options of forecast indicators, ensuring their agreement and consistency, and evaluating the directions of economic potential development, taking into account control measures. The conclusions presented in this dissertation reflect the author's point of view and are based on the theoretical and methodological perspectives developed by him.

CONCLUSIONS AND SUGGESTIONS

1. The methodology of analyzing the complex economic potential of the enterprise can be expressed by the following expanded stages: preparatory stage (preparation of the work program); analytical stage (direct analysis); final stage (summarization of results and development of recommendations).

2. If the purpose of the research is a systematic analysis of the company's capabilities, it is recommended to choose a comprehensive form of diagnosis of the company's potential; If the goal is to assess the individual capabilities of the enterprise, then it is recommended to choose case studies . The analysis of the complex economic potential of the enterprise is directly related to the directions of evaluation of the results of external and internal users

One of the main goals of forecasting is to reduce the inevitable uncertainty associated with making future decisions. With this approach, forecasting of the complex economic potential of the enterprise to predict the future performance of the enterprise can be used as a tool to ensure the appropriateness of short-term and long-term economic decisions and investments .

4. The rapid development of prognostics as a science in the last fifteen years has led to the emergence of many forecasting methods, processes, ways, activities, which are unequaled in their importance. Their inclusion in a specific system led to the expansion of prognostic instrumentation with undervalued and mixed methods.

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