THEORETICAL BASIS OF STRATEGIC MANAGEMENT OF CLUSTER ACTIVITY

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ABSTRACT
This article describes the theoretical basis of strategic management of cluster activity and its effectiveness, factors affecting it, ways to increase the competitiveness of enterprises, and issues of improving the organizational and economic mechanisms of management.

KEY WORDS: Cluster, strategic management, analysis, assessment, investment, innovation

INTRODUCTION

The cluster theory was first put forward in the 19th century by the German economist Johann Heinrich von Tuenen and his followers W. Launhard and A. Weber. A. Marshall chose urban agglomerations and industrial areas as his object in his research work entitled "Principles of Economics" and explained the interrelationship of productivity and geographical localization of production in his researches. He proved that the efficiency of enterprises and organizations depends on their geographical location near economic zones. B. Lundval and B. Jonson proposed the concept of "blocks of development" related to the cluster theory and emphasized that the process of continuous education of the population of the entire country is a source of national economic growth and competitiveness.

The modern interpretation of the cluster theory was fully formed in the 80s of the 20th century. M. Potter empirically proved that large competitive companies tend to concentrate in certain areas. A competitive company has a satisfactory effect on the economic entities around it, which in turn improves the competitiveness of all interrelated partners. Increasing alternative environment to create statement reached in his opinion, "Cluster is a group of companies and related organizations that are geographically adjacent to each other, interconnected, operating in a certain field, complementing each other towards a common goal." A competitive company forms the competitiveness of the national economy sector, and the competitive sector, in turn, ensures and maintains the country's competitiveness in the world market.

Scientific as cited in the sources economy to clusters There are basically three approaches:
- Economic entities concentrated around a large enterprise or company in a small area;
- From research to sourcing, sales and after-sales service, all stages of production are fully covered. combined, known product in creating participant enterprise and integration of organizations in a vertical technological system;
- Field cluster.

Currently, clusters are established in various industries in many countries of the world. For example, in the Russian Federation, in 2011, according to the government's order, the relevant state structures conducted a two-stage selection of projects for inclusion in the regional innovation cluster development program based on collective coordination.

A special working group consisting of more than 100 experts from state and economic bodies, leading scientific and higher educational institutions, and the business community was involved in the selection of projects.

As a result, state-sponsored, in the world competitive, in itself scientific research and educational potential embodying work release efficiency It achieved the introduction of regional cluster projects, distinguished by its high level, which ensured the cooperation of small enterprises in the field regardless of the type of ownership (37 in the first stage, 25 in the second stage) and created the basis for the rapid development of the regions , , development of new investment proposals aimed at organizing and expanding the production of competitive ready-made products with high added value based on the cluster approach and industrial cooperation " is indicated in the decision.
LITERATURE REVIEW

Analysis of literature on the subject The issues of increasing the efficiency of the enterprise and developing economic activity in the strategic management system are widely covered in the works of foreign scientists R.S.Kaplan, D.P.Norton. In the views of these scientists, the main focus is on assessing the main features of the strategic management system for the enterprise and organization, its effectiveness. In the views of I. Ansoff, in the strategic management system, the study of the prospects of the enterprise and the evaluation of the factors affecting them occupy an important place. In his opinion, it is necessary for the enterprise to always work with risk, to make forecasts for its long-term activity, and to use the extrapolation method. In M. Porter's views, the role of innovations in the development of companies, the features of their application, the continuous introduction of only innovations for the sustainable development of the company, and the impact of innovation on the achievement of a competitive advantage of companies are researched, R.S.Muratov, I.A.Djalolova, S. In Sh. Oripov's views, the enterprise is considered as a separate object, and its content and essence, requirements for it, system of indicators, financial stability and management issues are detailed. Management of enterprises and their requirements, principles, forms of management are evaluated. I.O.Ulashev, Sh.A.Atamura dov's scientific views highlight problems of enterprise management mechanism, suggestions for solving them, management methods, choosing the optimal option in management, evaluation of management efficiency. G.Sh.Khonkeldieva's scientific research covers the areas of management, evaluation of organizational and economic indicators, promotion and efficiency improvement of corporations. Based on international experiences, special attention is paid to ways of using modern methods of corporate management, formation of national structures, improvement of economic indicators. In R.R. Abduraupov's views, special attention is paid to scientific approaches to improving the mechanisms of managing the economic potential of foreign-invested enterprises in Uzbekistan. Despite the carried out research and scientific research, the issues aimed at assessing the factors influencing the development of the enterprise's efficiency and economic activity in the context of today's globalization and democratic market reforms in the strategic management system have not been systematically covered.

METHODOLOGY

As a theoretical and methodological basis of this article, general economic literature and scientific articles, researches of economists on issues of strategic management of cluster enterprises, interviews with scientists and representatives of the field, analysis of their written and oral opinions, expert evaluation, observation of processes, economic events and processes Conclusions, suggestions and recommendations are given in the relevant areas by means of a systematic approach, a comparative analysis with the author's experiences. In the process of studying the topic, in addition to general economic methods, special approaches to data structuring, such as comparison, compilation of theoretical and practical materials, and systematic analysis, were used.

RESULTS

Scientific research result economy in networks processes related to clustering state and economic bodies, appropriate leading science and higher education institutions and business community collective harmony showed that it is purposeful to form a comprehensive approach to issues.

Because the theoretical, methodological and practical problems specific to the territory, network or some of its fields that arise in this activity are "human capital", i.e. in humans aggregated ability, qualification and goals from stock in the innovative environment created by the strengthening of internal and external integration of fields and inter-fields, the principle of "knowledge through science" is confirmed by using concentrated knowledge in its place.

In our country clusters with depends scientific research its beginning dates back to 2000, and the scientific and practical work in this regard is Uzbekistan Republic President Shaukat Mirziyoyev initiative with accepted 2017-2021 in years Uzbekistan Republic Democratic reforms in Action Strategy on five priority areas of development deepening, leader networks It started with carrying out large-scale reforms in all areas to increase the competitiveness of the country's economy based on modernization and diversification.

A number of concepts related to these processes, such as technopolis, technopark, and cluster, have entered the innovative environment created by the strengthening of internal and external integration of fields and inter-fields, the principle of "knowledge through science" is confirmed by using concentrated knowledge in its place.
Uzbekistan-Britain JV, ParaglideLTD JV and 123.1 million of Petromaruz (Russia) company. With the introduction of foreign investments in the amount of US dollars, the first innovative "Cotton-textile cluster" complex was launched.

Uzbekistan Republic President 2017 year 14 in December According to the Decree No. PF-5285 "On Measures for Rapid Development of the Textile and Sewing-Knitting Industry", organizing the production of a wide range of high-quality textile and sewing-knitting products, deepening localization, a complex aimed at increasing the export potential of local producers measures done increase duties marked.

In addition, the composition of the working commission on the development of the concept project for the development of cotton-textile clusters in the medium-term perspective was approved with the 3rd appendix of the document.

Currently, the number of cotton-textile clusters in our country has reached 75 (Table 1).

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<thead>
<tr>
<th>Territory</th>
<th>Number of clusters</th>
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<td>Total</td>
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<td>Republic according to</td>
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<tr>
<td>Karakalpakstan Republic</td>
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<td>28 161</td>
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<td>Andijan province</td>
<td>9</td>
<td>60 126</td>
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<td>Bukhara province</td>
<td>8*</td>
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<td>Kashkadarya province</td>
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<td>Namangan province</td>
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<td>Syr Darya province</td>
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<td>Tashkent province</td>
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<td>Ferghana province</td>
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<td>Khorezm province</td>
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* Bukhara in the region 7 ta cotton textile work release from the cluster besides, cotton was planted on 49,800 hectares by "Bukhara Agrocluster" LLC.
** "Indorama Kokand Textiles" LLC JV Kashkadarya and in the Syrdarya regions.

The 2019 indicators of cotton-textile clusters are presented in Table 2. 73 percent of the cotton crop this year is cotton-textile clusters contribution right came Cotton productivity average 28.3 centner, and fiber output from the initial processing of cotton was 33.5%.

As a result of the processing of the cotton crop grown in 2019 by the cotton-textile production clusters, knitted fabric will be produced throughout the republic in September-December 2019 and January-August 2020. release volume 7 841 tons, gas work release size 8 186 million square meters, the production volume of hosiery products is 65 million pairs, and the production volume of finished goods is 39 657 thousand units is expected to arrive.

In the greeting of the President of the Republic of Uzbekistan to the agricultural workers of Uzbekistan on December 7, 2019, the achievements in this regard were summarized and he said that "... we have decided to transfer cotton cultivation to 100% cluster method from next year."

At the same time, we will consistently continue the work of organizing clusters of grain, fruit and vegetable, poultry, livestock, fishery and cocoon breeding", and assigned a number of tasks to the leaders and experts of the relevant directions.

Last one how many years vital processes in our country The cluster showed that it is a deep understanding of the existing problems of the sectors by the public, a collective approach to their solution, effective use of raw materials, energy and labor reserves, strong socio-economic relations based on the active exchange of knowledge of enterprising specialists, and a mutually reliable cooperation of a production structure united to a specific technological system.

Achievements in several cotton-textile clusters were highlighted. For example, the Bukhara "Cotton-textile cluster" is a modern economic mediator of the formation of an innovative, competitive and efficient economy of the
region. Efficiency is a supporting structure. This to achievements the main criterion of achievement is the use of existing regional and external scientific potential, relying on world experience in cluster management and activity.

In the same way, there are a number of positive features in the activities of "BEK Cluster" JV LLC, established in the Syrdarya region. The cluster effectively uses the potential of more than ten foreign and our own local scientists. The potential and scientific potential of Gulistan State University in the establishment of the "Scientific and Practical Center of Plant Production and Processing Technologies" LLC under the management of "BEK Cluster" in the Mirzaabad district of the region (Resolution No. 105 of the Cabinet of Ministers of the Republic of Uzbekistan dated February 7, 2019) according to the public-private partnership agreement - based on practical experience. The scientific-practical center includes scientific laboratories (plant and soil analysis, plant biotechnology, plant protection, selection and seed breeding, plant gene bank, genomics, plant product processing technologies) and technoparks (greenhouse, production of stimulants and fungicides, seed production, fiber, (processing of grain, vegetable and sugar products, plant protection, mechanization) is planned. As a result of the work carried out in cooperation, initial negotiations on the supply of laboratory equipment were conducted with the company "AGROLAB" of the Greek state.

"Cluster approach to the development of integration of higher education and production" at Gulistan State University: Gulistan State University and work release integration in the system "Educational - scientific complex" organize achieve" (A/F-1/2) on the subject scientific research Take your job to go in it The whole world intellectual property organization According to the Memorandum signed on October 6, 2017 by the International Organization for Economic Co-operation and Development (WIPO) and the Intellectual Property Agency, the establishment of the "Technology and Innovation Support Center" has a positive effect on the acceleration of these processes.
elated enterprises of local pomegranate (s and industries, is developing rapidly in Uzbekistan. The fact that the land has

Table 2. Uzbekistan in the Republic cotton textile of clusters regions in the section indicators
Source: Compiled based on the information of the Ministry of Agriculture of the Republic of Uzbekistan.

For example, within the framework of the "Sustainable development of rural areas of Uzbekistan" project funded by the European Union, the production cooperative "Dehqonabad Asl Anori" was established in the Dehqonabad neighborhood of the Miražabad district of the Syrdarya region. This cooperative practice is based on the results of a doctorate (PhD) dissertation on the subject "Physiological-biochemical, pharmacological properties and microcloning prospects of local pomegranate (Punica granatum L.) varieties" infused with science and higher education scientific achievements. made it possible to form a pomegranate cluster that includes all processes related to deep processing of secondary waste.

CONCLUSIONS
Summary by doing so to speak clusters innovative, the formation of a competitive and efficient economy is a modern economic mediator, ensuring the delivery of finished products to the consumer, the growth of production forces, the growth of production volume, healthy production relations and efficiency. Innovations are related to "human capital", that is, the thinking of enterprising professionals in clusters that integrate industry and cross-industry activities. Education of the fields in these clusters, science and work release integration with one in line field small of enterprises beneficial cooperation, interdisciplinary elements of internal and external integration also create a basis for growth.

Today, the sustainable development of agriculture largely depends on increasing its competitiveness. In this direction, the establishment of agroclusters in Uzbekistan is an important factor. In this regard, the experience of the South Korean state is similar to the conditions of Uzbekistan with its economic, organizational and institutional aspects.

Agriculture, like all sectors and industries, is developing rapidly in Uzbekistan. The fact that the land has found its rightful owner, large-scale reforms in the field, the current situation in agriculture, the necessary support from the state, and their comprehensive support are bearing fruit. As a result of step-by-step implementation of reforms in the agrarian sector in Uzbekistan, expansion of economic freedoms of agricultural producers and
improvement of the formation of prices for state orders, restructuring of low-profitable and loss-making large agricultural enterprises and the establishment of farms based on them, irrigated lands improvement of land reclamation, fruits and vegetables products save material and technology development of the base, deepening of processing of agricultural raw materials, modernization of agricultural production, technical and technological in terms of again equipment and farmer Organizational and economic foundations of sustainable economic activities were created by optimizing the area of land plots owned by farms, creating a modern service infrastructure that can meet today's demands to support their activities. Today, the sustainable development of agriculture largely depends on increasing its competitiveness. In this direction, the establishment of agroclusters in Uzbekistan is an important factor. However, considering that agroclusters are a new institutional structure in the conditions of the republic, agroclusters theoretical and methodical aspects with one in line studying the experience of foreign countries is an important factor.

In this regard, the experience of the South Korean state is distinguished by its economic, organizational and institutional aspects, which are similar to the conditions of Uzbekistan. Noting that the need to develop agroclusters in Korea is mainly determined by the following factors, it can also be considered as the main factors in the conditions of Uzbekistan.

Including:
- village of the state applied to the economy help and support support and leadership in the implementation of reforms;
- formation of new directions based on the use of historical and national traditions, their preservation, modernization;
- territorial specialization and increasing the competitiveness of agricultural products and ensuring the stability of their development;
- the mechanism for ensuring the mutuality of the joint operation of the state-universities-scientific research-agricultural processing business;
- the high status of scientists and the results of scientific research, as well as the high status of state policy in their support;
- priority to the organization of production based on high innovation the formation of an effective mechanism for providing and supporting it by the state;
- marketing system development;
- high attitude to human capital and giving priority to its development in the countryside.

Based on the conditions of Uzbekistan of these factors efficient performance for wide comprehensive measures system work should be released. It is known that agroclusters are organized on the initiative of the state, farmers, higher education and research institutions, and private enterprises. In particular, the famous Sunchang Paste Cluster in South Korea is managed by the local government It is a cluster of various products, such as soybeans, peppers, strawberries, and plums work release with is engaged in. This cluster it was established on the basis of development programs of the Korean government, such as improving the demographic situation in rural areas (reducing the rural population, mainly young people leaving for the city), supporting production based on historical traditions, bringing industry and agrotourism to the countryside. 5,292 farms in the agrocluster produce products on 9,780 hectares of cultivated land and employ a total of 12,331 people.

The annual export of this region with a total population of 30,000 is now 1 million US dollars.

Agrotourism and hotel service development it is planned to increase the annual export to 3 million US dollars by 2018. Amazingly, this small village has an average of 12 per year more than a thousand tourists visit orders. in Uzbekistan supporting the development programs of the rural areas of this cluster, preserving family businesses and houses in the fermentation of products such as soybeans and peppers based on historical traditions and turning them into tourism objects, agrotourism (urban residents and children plucking fruits and vegetables with their own hands or participating in their processing and preparation), experiences of festivals and various events can be used in starting a hotel business in the village. Also, experiences of providing information and advice to farmers and joint use of agricultural aggregates are noteworthy. In this regard, in the context of limited opportunities for the farmer, such as financing by the central state and local authorities, implementation of various educational, seminar-training projects, production processes, product processing and technical assistance in the activity of the center, experiences related to state support in Uzbekistan are not only for farmers, but also in farms. can be used and factors such as the support of the local government and focusing on the competitiveness of the agricultural products grown can be used in the organization of agroclusters.
Chungdo Persimmon Cluster was established in 2009 on the initiative of farmers. For information, it should be said that Korea produces 12% of all date fruits grown in the world.

65% of Korea's seedless dates are grown in this area. This cluster, organized and managed by farmers' initiative, is designed to produce fresh, semi-dried, dried, fermented, palm oil, palm wine, color and other products from dates throughout the year. Date cluster to develop date cultivation-processing-price maintenance-marketing and advertising directed. This cluster is once again a joint action of "business-universities-scientific-research-state" in the agrocluster and in this scientific to research main attention given sure we were It can be seen that the income of the farmers as a result of joining this cluster increased dramatically due to the addition of other sectors.

Production of the product of this cluster in Uzbekistan in a simple way in different forms and in this the main emphasis on scientific research; production of innovative products (m-n, healthy syrup, etc.); attracting farmers to the cluster through high purchase prices, using marketing research; experiences such as personnel training can be used.

Giyongsangbukdo village economy studies of the center Sangju Persimmon Experiment Station (Gyeongsangbuk-Do AR& ES, Sangju Persimmon Experiment Station) is the only station in Korea that conducts research on persimmons, that is, researching the processes from cultivation to delivery to consumers.

This research station is equipped with the most modern equipment 27 people, including 6 professors, 2 assistants and 4 technicians, and 15 other auxiliary specialists work at the station. The land area of the station is 11 hectares. The station works in three directions: - creation of new varieties of dates; - development of new technologies and methods; - introduction of new processing technologies. Research on the date plant in Uzbekistan, research on the processes of its cultivation and delivery to consumers, new dates specializing in a certain type of agriculture, such as the creation of varieties, the development of new technologies and methods, the rapid introduction of scientific developments such as the use of new processing technologies, and the exchange of experience with experts in this field.

For example, it should be used in the establishment of agroclusters related to the cultivation of pomegranates in Kuva, apples in Jomboy, tomatoes in Bulung'ur, and grapes in Parkent, as well as experimental stations within them. Munkyeong Apple Processing Promotion Group (Munkyeong Apple Processing Promotion Group) is a cluster based on the movement of business enterprises, which to consumers offer more than 100 apple-related products and services. Initially, coal was mined in this area, and after coal mining was stopped in 1994, in order to prevent the population from leaving the city, this to the area apple cluster and tourism organize reach for state by

An investment of 50 million US dollars was made. From 2004 to 2004, this apple cluster generated an annual profit of 4 million US dollars, and by 2012, it achieved a profit of 90 million US dollars by offering a variety of products, additional services, agro-tourism and hotel service.

In our conditions, it is possible to use different brands of fruit products (m-n, Samarkand or Bakhmal apple, Kuva pomegranate, Altiiariq grape, etc.).

Also, in the sustainable development of agriculture in Uzbekistan in specific directions, South Korea, which operates in this field row organizations the following from experiences use possible: South Korean National Federation of Agricultural Cooperatives (NongHyup) is a large institutional association that combines multi-sectoral production, processing, and service sectors.

Keeping the prices of agricultural products at the same level in all seasons of the year this association in our country is ecological providing comprehensive support for the production of clean products, providing preferential loans to agricultural producers, organizing food centers, regularly conducting trainings to protect the interests and rights of cooperative members in doing business, recommending and developing new varieties of agricultural crops to support business and various proposals of farmers aimed at reducing production costs and increasing the incomes of rural residents, to provide various financial services, etc., and to use the features of market-based mechanisms suitable for the conditions of Uzbekistan by the Republic Council of Farmers, in the formation of non-governmental organizations of farmers at the republican and regional levels;

- agricultural producers, processors and this conducting regular trainings on agricultural marketing and agricultural cooperatives, development of rural areas and processing, management and marketing of agricultural products among agribusiness entities related to the sector;
- Federation (NongHyup) in supporting farms in the application of innovative technologies, the organization of financial and organizational agroclusters and the use of their activities in cooperation with the state in regulating and supporting their activities, and for this, the activities of the Republican Council of Farmers, Trade- it is necessary to develop measures to further strengthen the mutual cooperation of the Chamber of Industry and other non-governmental organizations and to establish strong relations between these organizations with the representatives of the central and local authorities of the state;
- Hanora Distribution Center [6], which is engaged in the sale of local Korean agricultural products, established with the support of the Federation (NongHyup). (Hanora distribution center) production of ecologically clean products, establishment of preparation warehouses in rural areas, training farmers to produce quality products based on food requirements, purchasing agricultural products produced in the country from farmers on the basis of a previously concluded contract, and their quality, appearance. Separated by size, packed in different weights, center in itself retail to trade sell out and delivery to other large or other supermarkets according to their requirements in ul Georgian condition, young generation national products relatively interest in raising organization of training classes, application of experiences of rural development programs in the priority development of agriculture of our country;

- Anseong Agricultural Logistics Center (Anseong Agricultural Product Logistics Buying and selling Centr e's agricultural products according to the farmer-center-store chain is convenient for consumers, i.e. washing, converting into products in the form of semi-finished products, packaging, products buy get and in sales overtime expenses building such logistics centers in Uzbekistan at the next stages of agricultural development, mainly in places close to roads and railways, using the experience of low-level designation;

- To use the experiences of Kangwon National University's laboratories for cultivation and processing of agricultural products, equipped with modern equipment, in direct connection with practice and their implementation in practice, to establish a connection between higher education institutions and direct producers in Uzbekistan. In the conditions of Uzbekistan, as in the Republic of South Korea, it is optimal to organize agroclusters with the initiative and direct participation of the state is the way. It is implemented in agriculture in Uzbekistan institutional and structural management formed as a result of changes subjects and between them in the network. Based on the fact that legal, organizational and economic relations require regular improvement, the implementation of a new direction in the establishment of agroclusters is today it should become one of the important tasks of agrarian policy. Because it is a village lack of widespread interaction of the economy with processing and value-added sectors is competitive production of deeply processed environmentally friendly products and such as processing and selling of agricultural products it has a negative impact on the activity of other sectors.

However, in Uzbekistan, it is necessary to modernize national traditions in the cultivation of agricultural products, according to the natural location of the regions specialization in the production of products that are competitive and in high demand in the domestic and foreign markets (raw cotton, Guva pomegranate, Altiaiq truffles, Velvet and Jomboy apples, fruits and vegetables grown in the Fergana Valley, etc.) the presence of owners who produce various agricultural products (farms and peasant farms), mutual integration processes between the suppliers of agricultural means of production, manufacturers of products and their products processing, selling and providing services in various directions, to agriculture service provider high innovative to the degree have enterprises, the readiness of the enterprises related to the network for mutual cooperation and competition, the formation of legal and regulatory bases of the regulation of agriculture in accordance with the market principles, the service provider extensive infrastructure and availability of highly qualified specialists is an important factor in solving these imbalances.

Establishment of agroclusters in Uzbekistan requires, first of all, formation of legal, organizational and economic foundations by the state. In this direction, first of all, the decision of the Cabinet of Ministers of the Republic of Uzbekistan "On the establishment of agroclusters" should be adopted. Secondly, the establishment of additional infrastructure facilities for agro-clusters, i.e. agro-tourism, hotel, thirdly, conducting monitoring on studying the activities of agro-clusters, fourthly, the worker on the establishment of agro-clusters in the republic it is necessary to create a group and determine their tasks.

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