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CRITERIA FOR ASSESSING THE ACTIVITIES OF BUSINESS ENTITIES IN THE REGIONS

Annotatsiya: Ushbu maqolada tadbirkorlik sub'ektlarining xizmat ko'rsatish sohasi muhitida faoliyat ko'rsatish mezonlari ko'rib chiqiladi. Unda xizmat ko'rsatish sohasida tadbirkorlik subyektlari faoliyati samaradorligini oshirish masalalari, mahalliy va xorijiy iqtisodchilarning xizmat ko'rsatish sohasida tadbirkorlik subyektlarini rivojlantirish bo'yicha fikrlari, ularning faoliyatini baholash mezonlari, shuningdek, ushbu mavzu bo'yicha muallifning fikrlari o'z ifodasini topgan.

Kalit so'zlar: tadbirkorlik, tadbirkorlik, xo'jalik yurituvchi sub'ektlar, biznesni rivojlantirish, foyda, ishbilarmon, kichik biznes, tadbirkor, iqtisodiyot, xizmat ko'rsatish sohasi, resurs, xususiy mulk, raqobat, bozor, daromad.

Аннотация: В данной статье рассматриваются критерии функционирования субъектов предпринимательства в среде сферы услуг. В ней отражены вопросы повышения эффективности деятельности субъектов предпринимательства в сфере услуг, размышления отечественных и зарубежных экономистов о развитии субъектов предпринимательства в сфере услуг, критерии оценки их деятельности, а также взгляды автора на данную тему.

Ключевые слова: предпринимательство, бизнес, субъекты предпринимательства, развитие предпринимательства, прибыль, бизнесмен, малый бизнес, предприниматель, экономика, сфера услуг, ресурс, частная собственность, конкуренция, рынок, доход.

Abstract: This article examines the criteria for the functioning of business entities in the service sector. It reflects issues of increasing the efficiency of business entities in the service sector, thoughts of domestic and foreign economists on the development of business entities in the service sector, criteria for assessing their activities, as well as the author's views on this topic.

Keywords: entrepreneurship, business, business entities, development of entrepreneurship, profit, businessman, small business, entrepreneur, economy, service sector, resource, private property, competition, market, income.

Introduction: The rapid reforms being carried out in our country have created a foundation for the development of all sectors of the economy, including the activities of entrepreneurial entities. The need to improve the mechanisms for developing the activities of entrepreneurial entities, based on the internal capabilities of our country, remains a pressing issue. There are several unresolved problems in researching ways to enhance the efficiency of entrepreneurial entities in the service sector.

In the context of modernizing the economy and improving the well-being of the population, increasing the efficiency of entrepreneurial entities in the service sector is one of the key challenges facing the country's economy today. Specifically, it is crucial to define the prospects for enhancing the efficiency of entrepreneurial entities in the service sector, which is recognized as the main driving force of property ownership, to improve organizational and economic mechanisms, and to develop scientifically grounded proposals and practical recommendations in this area. This is because the

development of entrepreneurial entities plays a vital role in improving market relations, further liberalizing the economy, stabilizing the state budget, increasing the production of Gross Domestic Product (GDP), and addressing urgent issues such as ensuring employment. The creation of certain conditions for the development of this sector, the introduction of tax, customs, and other payment incentives, as well as the effective use of bank loans, has led to a steady increase in the number of entrepreneurial entities in a short period. At the same time, the unresolved issues related to increasing the efficiency of entrepreneurial entities in the service sector, particularly the identification and analysis of performance indicators, highlight the critical importance of this research topic.

Research Methods and Materials: There are numerous scientific works by both domestic and foreign economists dedicated to the development of entrepreneurial entities in the service sector and the criteria for evaluating their activities. The theoretical foundations and social significance of small business and private entrepreneurship have been studied by economists such as A. Smith, J.B. Say, J.M. Keynes, I. Schumpeter, A.V. Chayanov, K.A. Raytsky, I.A. Zhuravleva, A.P. Kiselev, among others, who have contributed to the development of the theory of small business and private entrepreneurship.

During the years of independence, our country's scholars have also conducted various scientific studies on this topic. Notably, the research of S.S. Gulomov [1], G.Kh. Kudratov [2], Yo. Abdullayev[3], M.S. Kosimova [4], M.K. Pardayev [5] among others, deserves special mention.

Today, the processes of reforming and modernizing the economy in our country's socio-economic life are aimed at further developing the service sector. The share of this sector in the gross domestic product, in the composition of the employed population, in taxes paid to the state budget, in creating new jobs, and in filling the domestic market with consumer goods has been increasing sharply. A legal and regulatory framework has been created to ensure that this trend continues in the future.

Research Results and Discussion: As is well known, ensuring the rapid development of entrepreneurial activity in the Republic of Uzbekistan, strengthening guarantees for the protection and inviolability of private property, eliminating bureaucratic barriers to entrepreneurship development, improving the investment and business environment, providing greater freedom to entrepreneurs, drastically reducing the interference of government agencies in their activities, and preventing legal violations have been designated as key priorities of state policy and primary tasks of state agencies in the further development of entrepreneurial activities. As a result, there is currently a high demand for research focused on the formation and prospects of the competitive management system of entrepreneurial entities in Uzbekistan.

Thus, this research focuses on studying the theoretical and methodological foundations of the competitive management system of entrepreneurial entities in the service sector.

For this purpose, the following issues are examined:

- Criteria and business environment for the activities of entrepreneurial entities in the service sector;
- Functions and characteristics of small entrepreneurship in the service sector;
- The institutional environment and the introduction of innovations based on effective entrepreneurial entities as important conditions for the development of entrepreneurship in the Republic of Uzbekistan.

The formation and future prospects of the competitive management system of entrepreneurial entities in the Republic of Uzbekistan are highly significant for the development of society, and as such, it has rightfully become one of the most pressing issues attracting the attention of many researchers in the field of economics.

To elucidate the criteria and business environment of entrepreneurial entities in the service sector, this study follows a logical sequence: first, the essence of the concepts of entrepreneurial

activity and business is scientifically explained, followed by an analysis of the features of entrepreneurial entities in the country within the framework of existing legislation. Finally, based on the theoretical interpretation and economic systematization principles, a scientific and methodological explanation of the management process of entrepreneurial structures in the service sector is provided, and the author presents a new approach to the socio-economic significance of the service sector.

On April 17, 2018, the esteemed President of Uzbekistan issued Resolution No. 1957 titled "On Additional Measures for the Rapid Development of the Service and Service Sector in Rural Areas in 2018-2021," and based on this, the regional governor adopted Resolution No. 92-K on April 19, 2018.

Additionally, the "Program for the Rapid Development of the Service Sector in Rural Areas of Andijan Region for 2018-2021" was developed and approved, which supports the point mentioned above.

As a result, the share of the service sector in the country's Gross Domestic Product (GDP) reached 52% in 2018 and 53% in 2019, indicating positive trends in the economy. However, in developed countries, this figure constitutes 60-70% of the GDP, meaning that the service sector in Uzbekistan needs to develop more rapidly compared to other sectors.

The further development of the service sector will contribute to the improvement of the population's welfare.

The theoretical issues related to the efficiency of entrepreneurial entities in the service sector are rooted in the economic nature and essence of entrepreneurial activity and its outcomes. Therefore, in the research process, we aimed to provide a comprehensive explanation of the content and essence of entrepreneurial activity.

Conclusion. In today's economic literature and legal documents, terms like "Entrepreneurship", "Entrepreneur", "Business" and "Businessman" are widely used. Understanding their meaning and essence provides a clearer understanding of small business and private entrepreneurship.

The concept of "entrepreneurship" in the encyclopedic dictionary is described as "entrepreneurship – (English: enterprise) is an independent activity of citizens aimed at personal income and profit. This activity is carried out under one's own name, with one's own property responsibility, and legal accountability." The entrepreneur is defined as being able to engage in all types of economic activity not prohibited by law, including intermediary, sales, consulting, and securities-related activities.

In other words, entrepreneurship is an economic activity that involves the human factor, through intellectual efforts, aimed at achieving individual goals through economic management.

The results of entrepreneurial activity emerge with the formation of private property and property relations, which have evolved and become more prominent in the establishment of modern business, characterized by economic freedom.

Entrepreneurship is a socio-economic phenomenon that encompasses social relations, including legal, psychological, organizational, economic, and historical aspects. The timeless works of our great ancestors, passed down through generations, serve as invaluable resources for the development of entrepreneurship. The formation of economic thought in Central Asia is closely linked with the names of great thinkers such as Farabi, Al-Khwarizmi, Al-Farghani, Abu Ali Ibn Sina, Abu Rayhan Beruni, Yusuf Khas Khajib, Alisher Navoi, Zahiriddin Muhammad Babur, and others, who paid great attention to the role of economics and entrepreneurship in society in their works.

Entrepreneurship – the peak period of business activity is directly associated with the name of Amir Temur (1336–1405). In "Temur's Code," he described "merchants and traders" as one of the pillars of society's governance, creating all necessary conditions for entrepreneurs and businesspeople under his rule, and protecting them through government support. Entrepreneurs and businesspeople

were granted privileges and honored for their efforts. Amir Timur valued loyal and proactive individuals, and his entrepreneurial approach in governance has served as a model for nearly seven centuries.

In his own words, Amir Timur wrote in his codes, "From my experience, I have learned that what a hundred thousand cavalymen cannot achieve can be accomplished with a single proper strategy."

Initially, the activities of entrepreneurs were not the subject of scientific research. English economists Adam Smith (1723-1790) and David Ricardo (1772-1823) viewed the economy as a self-regulating mechanism, leaving no room for creative entrepreneurship. In his book *The Wealth of Nations* (1776), Adam Smith focused on the definition of the entrepreneur. According to him, an entrepreneur is a capital owner who implements a commercial idea and takes risks to earn a profit, as investing capital always involves risk.

Smith believed that profit earned from entrepreneurship is a reward for taking personal risks. Entrepreneurs plan, organize, and control the outcomes of production. For this reason, Smith understood the market system's central mechanism to be competition. Each individual pursuing their own interest meets others with the same goals in the market, and ultimately, every market participant agrees to the prices set by their competitors. In such competition, producers who set prices too high risk losing customers. According to Smith, entrepreneurs produce the goods society wants to buy in the necessary quantities. He also demonstrated the powerful force of the market, showing that it consistently supplies society with the required goods and is capable of self-regulation. Smith was against government intervention in competition and income matters, believing that a self-regulated market system leads to growth and wealth for the people.

Another perspective emerged with the economic theory founded by J.M.Keynes (1883-1946), who partially critiqued the earlier theories. He noted that economic theory contains two streams: "regulated economy" and "free enterprise."

Business refers to work or activity. From an economic management perspective, business is economic activity, a system for conducting operations, or a system for managing production and services, which is carried out by property owners who organize the production and sale of goods and services.

Business is a system of organizing production aimed at producing useful products and providing services. There is little information in historical sources about when, by whom, and under what circumstances the concept of "business" was first used. Considering the term's origin from the English language, we might recognize Great Britain as its homeland. As further evidence, we can refer to the industrial revolution and the economic, social, and political developments that occurred in Great Britain during the 18th and 19th centuries.

In our view, business refers to an activity aimed at earning profit through initiative and risk-taking, using one's own or borrowed funds, and taking responsibility for the outcomes. Small business refers to economic entities that operate on a smaller scale, with a limited number of employees as defined by law, and are able to adapt quickly to changes in the economy.

The object of entrepreneurship is primarily understood as an enterprise that creates opportunities for certain activities. These include: entrepreneurship in the manufacturing sector; entrepreneurship in the service sector; trade entrepreneurship; financial entrepreneurship.

Entrepreneurship materializes in the form of goods produced (services provided) and the corresponding income generated. Income is the main criterion for assessing entrepreneurial activity, as it depends on the efficient use of all factors involved in the business. Initially, entrepreneurship identifies opportunities within a certain field, and later, new relationships with resources become crucial for the entrepreneur.

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