

Improving Usage of Marketing Tools in Ensuring the Economic Security of Enterprises

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Abstract. The purpose of the study is to develop a scientific proposal and practical recommendations on the use of marketing tools to ensure the economic security of enterprises. Was researched scientific-theoretical foundations of ensuring the economic security of enterprises are studied, the stages and principles of the development of competitive intelligence in enterprise marketing are presented, the methodology of assessing the economic security of enterprises is developed based on the in-depth study of advanced foreign experience.

Keywords: Financial stability, financial security, model, security of enterprises, competitive intelligence, electrotechnical enterprises.

1. INTRODUCTION

In the last four years, the global business intelligence and analysis services market has grown from \$130 billion to \$200 billion. Large-scale corporate databases, mobile applications, web analytics data, and social media data have necessitated the introduction of new marketing tools to deal with BIG data. The use of competitive intelligence tools is essential for tasks such as improving customer relationships, finding correlations across multiple different data sources, and forecasting sales of products or services, which are key aspects of marketing.

Developed countries in the world, such as Germany's Bundesnachrichtendienst, France's SDECE, Sweden's Upplsnings Centralen, and Japan's JETR, conduct large-scale scientific research in such areas as combating industrial espionage, applying competitive intelligence in enterprises, using modern marketing tools, and developing mechanisms to ensure the economic security of electrical engineering enterprises. is going Also, the research of the scientific-methodical and practical aspects of ensuring the economic security of electrical engineering enterprises on the basis of modern marketing approaches is one of the current scientific directions.[1]

2. LITERATURE REVIEW

Issues of ensuring the economic stability of the economy from foreign scientists I. Tunen, V. Laundhardt, A. Weber, A. Lyosh, V. Kristaller, D. Markusen, D. Dunning, S. Tauer, R. Ganeskhan, D. Nrasad, G. Sanil , S. Cohen, R. Mallick, N. Stewart, H. James, W. Bell, S. Lell, T. Hickin, A. Amsden, M. Hobdey, Y. Chuang and others have been researched.[5]

Doronin A. from CIS scientists. I., Solomanidina T.O., Yushchuk E. L., Maltseva A.A., Yakovets Yu.V., Kuzyk B.N., Kushlin V.I., Gubernatorov A.M., Koretskaya L.K., Belova O.A., Sergeeva I.A. , Stepchenko T.S., Dovbysh V.E.[2]

In Uzbekistan, the theoretical and methodological foundations of ensuring the economic and financial stability of enterprises are widely covered in the works of our local scientists A. Burkhanov, S. Gulomov, P. Pardaev, T. Shodiev, N. Makhmudov, B. Berkinov, B. Khasanov and others.[3]

In the scientific works of the above authors, insufficient attention was paid to the study of the economic security of electro-industrial enterprises using competitive intelligence tools. Therefore, a deeper study of ensuring the economic security of electrotechnical industry enterprises, which are considered as one of the promising sectors of the economy, is considered one of the urgent issues.

3. ANALYSIS AND RESULTS

In the study, simulation modeling was conducted based on the factorial model of statistical analysis. A multiple model representing the ratio of all factors was used:

$$Z = \frac{x}{y}$$

In this case, the indicators of the financial condition of the enterprise based on the report on the accounting balance (forms 1-2) and financial results (form 5) are used. In this option, the coefficient method of financial indicators is shown. It should be noted that financial criteria show the real state of the enterprise, therefore this model reflects all internal criteria of financial and economic activity. The model should be simulated according to financial criteria.[4]

The next coefficient, which is very important for calculating financial indicators, is the profitability of the

financial and economic activities of the enterprise, which indicates the level of efficiency of the general circulation of capital:

$$P = \frac{B * 100\%}{\Pi}$$

The next coefficient that needs to be calculated is financial stability:

$$\Phi Y = \frac{CK + Д/ЛСЗС}{ББ}$$

Financial stability indicates the level of financial independence of the enterprise, its solvency.

Next, joint models consisting of a combination of the above-described models were presented, which are described as follows.

$$Z = \frac{\sum_i x_i}{\sum_i y_i}$$

As a result, the economic security assessment model developed on the basis of the integral indicator of the economic efficiency coefficient is presented:

$$K_{eff.} = \sqrt[8]{K_o * K_{об} * K_{от} * K_{об.м.с.} * K_{об.д.с.} * K_{об.с.р.} * K_{об.к.р.з.} * \frac{\Phi Y}{100} \%}$$

The advantage of the model is that it carefully researches the financial indicators of the enterprise on the basis of the factors that make up the financial situation of the enterprise. The disadvantage of the model is the complexity of its calculations.[6]

The result of calculating the economic security of the enterprise is to calculate the level of the enterprise activity indicators before and after the use of competitive intelligence tools. A scale of the level of economic security was introduced based on competitive intelligence tools. (Table 1)

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Table 1 Based on competitive intelligence tools economic security level scale

Levels of economic security	Criteria
The lowest level	- up to 1
Low level	-1 to 0
Average	From 0 to 0.9
High level	above 0.91

The result of calculating the economic security of the enterprise is to calculate the level of the enterprise activity indicators before and after the use of competitive intelligence tools. A scale of the level of economic security was developed based on competitive intelligence tools (lowest level - up to -1, low level - from 1 to 0, average - from 0 to 0.9, high level - above 0.91).

In the study, the dynamics of development and current state of the radioelectronics, electronics and instrument industry in our country were studied, an econometric analysis of the factors affecting the economic security of industrial enterprises operating in our country was conducted, and the economic security of the enterprises within the JSC "Uzeltexanoat" was evaluated.

Table 2 Dynamics of the main indicators of industrial development

Indicators	2016 y.	2017 y.	2018 y.	2019 y.	2020 y.	2021 y.
Industrial products (at current prices), billion soums	111869,4	148816,0	235340,7	322535,8	368740,2	451633,9
Growth picture of industrial production, in % compared to last year	105,4	105,2	110,8	105,0	100,9	108,7
Share of industry in gross labor product (including construction), in %	43,8	46,9	55,4	60,9	61,2	61,5
Gross value added of industry (including construction), in %	26,5	31,1	34,4	34,2	34,5	26,5

The results of the analysis show that the growth of industrial production compared to last year was 105.4 percent in 2016, 105.2 percent in 2017, 110.8 percent in 2018, 105.0 percent in 2019, 100.9 percent in 2020, and 100.9 percent in 2021. It was 108.7 percent growth. The share of industry in the gross domestic product was 43.8 percent in 2016, and it will reach 61.5 percent by 2021. The gross value added of the industry was 26.5 percent in 2016, 34.5 percent by 2020, and 26.5 percent at the end of the analysis period (Table 2).

Based on the above statistical data, the share of industrial products in 2000 was 1,888.9 billion. Soums, by 2005, 5.8 times more than in 2000, 20.1 times, 51.7 times in 2010, 200 times more industrial products were created by 2020-2021. The fact that the production of industrial products increased in 2000-2015 compared to the previous year, and in 2019 increased slightly compared to 2018 can be explained by the impact of the Covid-19 pandemic. By 2021, growth is guaranteed again. The dynamics of extractive industry and processing industry can also be seen in the table. (Table 3).

Table 3 Industry Key Indicators

Indicators	2000 y.	2005 y.	2010 y.	2015 y.	2020 y.	2021 y.
Volume of industrial output, bln. soum	1888,9	11028,6	38119,0	97598,2	368740,2	451633,9
Growth picture of industrial production, in percentage compared to the previous year	101,3	103,8	105,9	105,3	100,9	108,7
Extractive industry	x	x	94,8	102,9	78,0	110,7
Processing industry	x	x	108,9	105,9	107,9	108,2

In some years, the growth rate of the gross industrial product (GDP) compared to the rate of the gross domestic product (GDP) created in our economy is noticeable. On the other hand, the rate of added value created in the industrial sector is lower than the rate of GDP of the country, explained by the higher rate of added value created in other sectors of the economy compared to industrial production (Table 3). Based on the analysis of the share of industrial sectors that made up the gross added value in the industry, there is a need to more fully study the level of efficiency in the sectors.

Systematic measures are being implemented in the republic to develop and modernize the electrical engineering industry, create new types of modern electrical engineering and electrical household products production facilities, increase the investment and export potential of the industry, as well as provide comprehensive support to local manufacturers.[7]

In order to further accelerate the work in these directions, increase the competitiveness of local electrical engineering and electrical household products, develop new markets for product sales, develop the scientific-technological, production and export potential of the network enterprises, the following main target indicators of the efficiency of the electrical engineering network for the years 2021-2022 have been determined, according to , to increase the volume of deep processing of copper raw materials to 55,000 tons in 2021 and 70,000 tons in 2022; increase the volume of production of products to 15 trillion soums in 2021 and 19 trillion soums in 2022; ensure the volume of export of products in the amount of 450 million US dollars in 2021 and 600 million US dollars in 2022; Issues such as increasing the number of jobs in the network to 27,000 in 2021 and 34,000 in 2022 have been set.

The working group on supporting the development of the electrical engineering industry was ordered to ensure the fulfillment of the main target indicators set in the decision and to implement targeted measures to increase them to at least 30% in 2023. In order to achieve these goals, in our opinion, electrotechnical enterprises should implement measures aimed at ensuring their economic security.

4. CONCLUSIONS

It is necessary to introduce competitive intelligence in electrotechnical enterprises, to optimize the production program by product type based on the study of changing market requirements and the external environment. In the dissertation, the need to implement the organizational-economic mechanism of providing economic security based on competitive intelligence to the enterprises of the electrical engineering industry in our country is scientifically based.

Based on the regression models obtained in the study, the production volume of inertial scenario electrical equipment in 2030 is 17237.3 billion. amounting to 27,715.5 billion soums, the production volume of electrotechnical industry products in the targeted modernization scenario in 2030. it was determined to be soum.

Also, production of inertial scenario electrical equipment. Also, the volume of production of inertial scenario electrical equipment in 2030 is 6448.3 bln. amounting to 15,837.8 billion soums, the production volume of electrotechnical industry products in the targeted modernization scenario it was determined to be soum.

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