

IMPROVING THE METHOD OF CALCULATING THE LEVEL OF SUSTAINABLE DEVELOPMENT IN TEXTILE ENTERPRISES UNDER THE CONDITIONS OF MARKET CHANGES

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The summary. *The article examines the issues of improving the method of calculating the level of sustainable development of textile enterprises through diagnostics on the basis of competitive advantage in a market economy, and develops proposals to ensure the sustainable development of these textile enterprises.*

Key words: *industry, enterprise, diagnostics, sustainable development, integral indicator, assessment.*

The control mechanism of a market economy is mainly carried out through the category of competition. It should be noted that at present both the method and the form of competition have changed somewhat, and the main emphasis is placed on competitive advantage. The textile industry, which is one of the most important sectors of the economy of the Republic of Uzbekistan, exports the bulk of its products abroad. Foreign consumers, however, place high demands on the quality of products, and it is necessary to first assess the available opportunities to fully satisfy these requirements. *Therefore, the new Uzbekistan Development Strategy for 2022-2026 sets the task of "doubling the production volume of textile industry products" [1]. The successful implementation of such ambitious tasks requires the assessment of the level of sustainable development based on competitive advantage by diagnosing the impact of strategic competitive advantages on the sustainable development of the enterprise in the textile industry, which is one of the leading sectors of the economy of our republic.*

Practice shows that the sustainable development of an enterprise is shaped by a wide range of factors, but its basis is competitiveness. That is why some researchers propose to assess the sustainability of an enterprise based on its competitive potential [2]. Competitive potential is formed on the basis of competitive advantages. In foreign and domestic literature on the theory of competition and the management of competitive advantages, the most works of M. Porter are cited. In all literature devoted to competitive advantage or competitiveness, his book "International Competition" is referred to. In it, M. Porter proposed a set of typical strategies, each of which is based

on the idea that it has a specific competitive advantage. If a company uses and develops its own competitive advantages, it will be able to implement the chosen strategy. To do this, the company must decide which competitive advantage to gain and in which area: low costs or product differentiation? [3]. Choosing a competitive advantage in low prices means developing, manufacturing and selling a comparable product at a lower price than a competitor. Selling a product at a competitive price allows the company to make a large profit [4].

Sustainability implies the ability of the system to continue to function at a normative level within the framework of establishing and adopting impact principles, such as those set out in international documents (for example, the Rio Declaration on Environment and Development [5], the Agenda for the 21st Century [6], as well as the adoption of certain issues of global importance on the basis of conventions and multilateral agreements).

From our side, we have developed a method of diagnosing the level of sustainable development of textile industry enterprises based on their production characteristics. According to this method, the diagnosis of the level of sustainable development of textile enterprises includes the following steps:

The first stage "Diagnosis of the level of sustainable development of the industrial enterprise";

The second stage is "Determining and evaluating the existing competitive advantages of the industrial enterprise";

In the third stage, "Assessment of the impact of strategic competitive advantages on the sustainable development of the industrial enterprise".

As an empirical basis for testing the diagnostic methodology, we have selected several textile enterprises that are members of the "Uztogamiliksanoat" association.

In the process of research, the method of calculating the level of sustainable development in textile enterprises based on the criteria and indicator system of the risk component model was improved using an integral indicator. As its criterion, the assessment of the impact of the external and internal environment of the textile industry enterprise on production, economic and economic activities is used. The integrated indicator consists of indicators of strategic and tactical risk factors of the internal and external environment and is calculated using the formula (1):

$$R_x = \sqrt{T_x * C_x} \quad (1)$$

here, T_x – indicator of tactical risk factors affecting the stability of the textile enterprise;

C_x – indicator of strategic risk factors affecting the sustainability of a textile enterprise.

Depending on the type of enterprise, field of activity, and type of manufactured product, each enterprise determines the most important indicators characterizing the level of impact of environmental risk factors on the level of its sustainable

development. The data necessary for calculating specific and integral coefficients were provided by the textile enterprises under study as part of the expert work. The data necessary for calculating specific and integral coefficients were provided by the textile enterprises under study as part of the expert work.

The results of calculations are presented in Table 1.

Table 1

Calculated values of the overall integral coefficient describing the level of sustainable development in the textile enterprises participating in the research

Naming of enterprises	Coefficient value
"ALKIM TEXTILE" LLC	0,64
"BEK MEGA TEXTILE" LLC	0,34
"Crystal Color Textile" LLC	0,36
"Textile Lux" LLC	0,42
"BEST COLOR TEXTILE" LLC	0,58
"COTTON TEXTILE" LLC	0, 74

Source: Calculated by the author on the basis of data from reports of textile enterprises.

The data in Table 1 show that the normal level of sustainable development was characteristic of LLC "COTTON TEXTILE". The main component of ensuring sustainable development is a stable economic situation. The value of the private integral coefficient, which assesses the level of economic stability, is the highest among other private integral coefficients. Based on the results of the analysis of the current situation, the main directions of developing strategic competitive advantages in textile enterprises should include:

- Anticipate the future needs of textile consumers;
- create a favorable institutional environment;
- activate innovation activities;
- activate marketing activities;
- increase the efficiency of a management system that can adequately respond;
- increase the efficiency of a management system that can respond in a timely manner to rapid changes in factors and working conditions;
- effectively use digital technology in all areas on a large scale;
- introducing modern techniques and technologies into production;
- effective use of cost-effective technologies in the organization of basic production;
- implementation of continuous training of employees.

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