



THEORETICAL BASIS FOR INCREASING PRODUCTION COMPETITIVENESS IN THE TEXTILE INDUSTRY

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Abstract: *This article examines the theoretical basis for increasing production competitiveness in the textile industry. The textile sector is one of the most important branches of manufacturing, as it combines raw material processing, technological production, product design, quality management, export orientation and employment generation. In modern economic conditions, the competitiveness of textile enterprises depends not only on low production costs, but also on innovation, efficient use of resources, product quality, digital technologies, skilled labor, logistics, branding and compliance with international standards. The article analyzes the main theoretical approaches to production competitiveness, including cost leadership, differentiation, productivity growth, value chain development and sustainable production. Special attention is paid to the role of modernization, technological renewal, quality control systems and market-oriented management in improving the competitive position of textile enterprises. The study concludes that increasing competitiveness in the textile industry requires a systematic approach based on innovation, efficiency, sustainability and integration into global value chains.*

Keywords: *textile industry, production competitiveness, competitive advantage, productivity, innovation, quality management, modernization, value chain, cost efficiency, sustainable production, industrial development, export potential, technological renewal, market competition, resource efficiency.*

INTRODUCTION

In the modern global economy, the textile industry occupies a significant position as one of the most dynamic and socially important sectors of manufacturing. It connects agriculture, industrial processing, design, trade, logistics and international markets into a single production system. The textile industry not only produces fabrics, yarns, garments and finished textile products, but also creates employment opportunities, supports export growth and contributes to the technological development of national economies. For many developing and emerging countries, the textile sector serves as one of the first stages of industrialization because it requires a combination of labor resources, raw materials, production skills and access to domestic and foreign markets.

At the same time, the textile industry is characterized by strong competition. Enterprises operating in this sector compete not only with local producers, but also with international companies that possess advanced technologies, strong brands, developed supply chains and access to global distribution networks. In such conditions, increasing production competitiveness becomes one of the most important strategic tasks for textile enterprises. Competitiveness in textile production means the ability of an enterprise or industry to produce goods that meet market requirements in terms of price, quality, design, delivery time, technological level and sustainability.



The issue of competitiveness has been studied by many economists and management theorists. In classical economic theory, competitiveness was often associated with the ability to produce goods at lower costs. However, in modern conditions, this understanding is no longer sufficient. Today, competitiveness includes not only cost efficiency, but also innovation, productivity, product differentiation, quality management, branding, ecological responsibility and integration into global value chains. Therefore, the theoretical basis for increasing production competitiveness in the textile industry should be studied from a multidimensional perspective.

The textile industry has undergone significant changes in recent decades. Globalization has intensified international competition, while technological progress has transformed production processes. Digital technologies, automated equipment, computer-aided design systems, smart manufacturing, artificial intelligence, online marketing platforms and modern logistics solutions have changed the traditional structure of textile production. Enterprises that are able to introduce new technologies and organize production efficiently gain clear competitive advantages over those that continue to use outdated methods.

Another important factor influencing competitiveness is product quality. In the textile industry, quality is reflected in many indicators, such as fiber composition, durability, color stability, comfort, design, ecological safety and compliance with international standards. A textile product may be inexpensive, but if it does not meet consumer expectations or international quality requirements, it cannot remain competitive for a long period. Therefore, quality management systems, certification, standardization and continuous improvement have become essential components of production competitiveness.

The competitiveness of textile enterprises is also closely related to productivity. Productivity reflects how effectively labor, equipment, raw materials, energy and financial resources are used in the production process. High productivity allows enterprises to reduce unit costs, increase output, improve profitability and respond more quickly to market demand. In the textile industry, productivity depends on the modernization of machinery, qualification of workers, organization of labor, production planning, reduction of waste and efficient use of raw materials.

In addition, innovation plays a central role in increasing competitiveness. Innovation in textile production may include the development of new fabrics, use of eco-friendly materials, application of digital printing technologies, automation of sewing and weaving processes, creation of functional textiles and improvement of production management. Innovative enterprises are better able to adapt to changing consumer preferences, create differentiated products and enter new market segments. In this sense, innovation becomes not only a technological factor, but also a strategic tool for long-term competitiveness.

Sustainability has also become an important theoretical and practical dimension of competitiveness in the textile industry. Modern consumers and international markets increasingly demand environmentally responsible production. Textile enterprises are expected to reduce water consumption, energy use, chemical pollution and textile waste. Sustainable production practices, recycling technologies, organic raw materials and



ecological certification can strengthen the competitive position of enterprises. Thus, sustainability is no longer only an ethical requirement; it is becoming an economic necessity.

The relevance of this topic is determined by the fact that textile enterprises face the need to improve their production capacity, introduce modern technologies and strengthen their position in both domestic and foreign markets. In many countries, the textile industry has significant potential, but this potential can be realized only when enterprises develop a clear strategy for competitiveness. Without modernization, innovation, quality improvement and effective management, textile producers may lose their market position to stronger competitors.

The main purpose of this article is to examine the theoretical basis for increasing production competitiveness in the textile industry. The article aims to analyze key theoretical approaches to competitiveness, identify the main factors influencing production efficiency and determine strategic directions for improving the competitive position of textile enterprises. Special attention is paid to cost efficiency, product quality, innovation, value chain development, labor productivity, technological modernization and sustainable production.

The scientific significance of the article lies in the systematization of theoretical views related to production competitiveness in the textile sector. The practical significance is that the findings of the article may be useful for textile enterprises, researchers, managers and policymakers who are interested in improving industrial performance and strengthening market positions. By studying the theoretical foundations of competitiveness, it is possible to develop more effective production strategies and identify priority areas for enterprise development.

Based on the above considerations, the following research questions are formulated:

What are the main theoretical approaches to production competitiveness in the textile industry?

Which internal and external factors influence the competitiveness of textile enterprises?

How do innovation, quality management, productivity and sustainability contribute to the development of competitive advantages?

What strategic directions can be used to increase production competitiveness in the textile industry?

The article is structured according to the IMRAD model, which includes Introduction, Methods, Results and Discussion. This structure allows the research topic to be analyzed logically and systematically.

Materials and Methods

This article is based on a theoretical and analytical research approach. Since the main objective of the study is to examine the theoretical basis for increasing production competitiveness in the textile industry, the research relies primarily on the analysis of scientific literature, economic theories, management concepts and sector-specific approaches. The study does not present experimental production data from a particular



enterprise, but it generalizes existing theoretical views and applies them to the textile industry.

The methodological basis of the article includes several approaches. First, the study uses a systematic approach. Production competitiveness is not considered as a single isolated indicator, but as a complex system consisting of cost efficiency, productivity, technological capacity, quality, innovation, human resources, logistics, market orientation and sustainability. This approach makes it possible to understand competitiveness as the result of interaction between different elements of production and management.

Second, the article applies a comparative analytical method. Different theoretical concepts of competitiveness are compared in order to determine their relevance to the textile industry. For example, cost leadership theory explains how enterprises can gain advantages by reducing production costs, while differentiation theory emphasizes product uniqueness, design, quality and brand value. The value chain approach helps to analyze competitiveness at all stages of textile production, from raw material supply to final product delivery.

Third, the research uses the method of generalization. Theoretical conclusions from the works of economists, management scholars and industrial development researchers are generalized and adapted to the textile sector. This method allows the article to identify common principles that can be applied to textile enterprises regardless of their size or location.

Fourth, the article uses logical analysis. The relationship between competitiveness factors is examined in a cause-and-effect manner. For instance, technological modernization can lead to higher productivity; higher productivity may reduce production costs; reduced costs may increase price competitiveness; and improved price competitiveness may strengthen the market position of the enterprise. Similarly, quality improvement can increase consumer trust, expand export opportunities and support long-term profitability.

The materials used in the study include scientific books, journal articles, reports of international organizations and theoretical works related to competitiveness, production management, value chains, textile industry development and industrial modernization. Special attention is given to the theoretical contributions of M. Porter, who developed the concepts of competitive advantage and national competitiveness. Porter's approach is important because it explains competitiveness not only through cost reduction, but also through strategy, innovation, differentiation and industry structure.

The study also draws on the resource-based view of the firm, which explains competitiveness through the internal resources and capabilities of enterprises. According to this approach, firms can achieve sustainable competitive advantage if they possess valuable, rare, difficult-to-imitate and well-organized resources. In the textile industry, such resources may include modern equipment, skilled workers, design capabilities, quality management systems, technological knowledge, strong supplier relations and brand reputation.

Another important methodological foundation is the value chain approach. Textile production includes many interconnected stages: raw material procurement, spinning,



weaving or knitting, dyeing, finishing, garment production, packaging, logistics, marketing and sales. Weakness in any stage of this chain can reduce the competitiveness of the final product. Therefore, increasing competitiveness requires improvement not only in production itself, but also in the whole chain of value creation.

The article also considers the concept of sustainable competitiveness. This concept combines economic efficiency with environmental and social responsibility. In the textile industry, sustainability is especially important because production may involve intensive use of water, energy, chemicals and labor. Enterprises that apply sustainable technologies and responsible labor practices can gain stronger positions in international markets, especially where consumers and buyers demand certified and environmentally friendly products.

The research process was organized in several stages. At the first stage, the concept of production competitiveness was analyzed from a theoretical point of view. At the second stage, the specific features of the textile industry were identified. At the third stage, the main factors influencing competitiveness were grouped into internal and external categories. At the fourth stage, strategic directions for increasing production competitiveness were developed on the basis of theoretical analysis.

The internal factors of competitiveness include production technology, labor productivity, quality management, cost control, innovation capacity, management efficiency and use of resources. The external factors include market demand, competition level, state industrial policy, access to raw materials, logistics infrastructure, international standards, export regulations and global economic trends. The interaction of these factors determines the real competitive position of textile enterprises.

The limitation of the study is that it is mainly theoretical and does not include statistical calculations based on a specific company. However, this limitation does not reduce the value of the research, because theoretical analysis is necessary for understanding the fundamental principles of competitiveness. Future studies may expand this research by conducting empirical analysis of textile enterprises, comparing production indicators and measuring the impact of modernization on competitiveness.

Results

The theoretical analysis shows that production competitiveness in the textile industry is a complex economic category that cannot be explained only by price or production volume. Competitiveness is formed through the combination of several interrelated factors. These factors include cost efficiency, product quality, technological development, innovation, productivity, market responsiveness, supply chain efficiency and sustainability. Each of these factors contributes to the ability of a textile enterprise to compete successfully in domestic and international markets.

One of the main results of the analysis is that cost efficiency remains an important factor of competitiveness, but it is not sufficient by itself. In traditional textile production, enterprises often tried to compete by reducing labor costs or using cheaper raw materials. However, this strategy may create only short-term advantages. If an enterprise focuses only on cheap production, it may face problems related to low product quality, weak innovation and dependence on price competition. In modern markets, consumers and



business buyers increasingly demand products that combine acceptable price with quality, design, reliability and sustainability.

Cost efficiency should therefore be understood in a broader sense. It includes not only reducing expenses, but also using resources rationally. For example, efficient use of raw materials reduces waste; modern equipment decreases energy consumption; better production planning reduces downtime; and improved logistics lowers transportation costs. As a result, enterprises can reduce the cost of one unit of production without damaging quality. This type of cost efficiency creates a stronger and more sustainable competitive advantage.

The second important result is that product quality plays a decisive role in the competitiveness of textile enterprises. Textile products are evaluated not only by price, but also by physical, aesthetic and functional characteristics. These include fabric strength, color durability, comfort, design, environmental safety and conformity to standards. If a textile enterprise cannot provide stable quality, it may lose customers even when its prices are relatively low.

Quality management in the textile industry must begin at the earliest stages of production. The quality of raw materials influences the quality of yarn; the quality of yarn affects fabric structure; dyeing and finishing determine the appearance and durability of the final product; and sewing quality influences consumer satisfaction. Therefore, quality cannot be controlled only at the final stage. It must be managed throughout the entire production process.

The analysis also shows that international standards and certification systems are becoming increasingly important for textile competitiveness. Enterprises that want to enter export markets must comply with quality, safety, environmental and labor standards. Certification helps increase trust between producers, buyers and consumers. It also reduces market barriers and creates opportunities for cooperation with international brands and retailers.

The third result concerns technological modernization. Modern textile production requires the use of advanced machinery and digital solutions. Outdated equipment often leads to low productivity, high defect rates, excessive energy consumption and limited product variety. In contrast, modern technologies allow enterprises to increase speed, improve accuracy, reduce waste and produce more diverse textile products.

Technological modernization includes several directions. The first direction is renewal of production equipment, such as spinning machines, weaving machines, knitting machines, dyeing equipment and sewing technologies. The second direction is automation of production processes. Automation reduces dependence on manual labor, increases precision and ensures stable product quality. The third direction is digitalization of management, including production planning systems, inventory control, computer-aided design and digital quality monitoring.

In the textile industry, digital technologies also support faster response to market changes. For example, computer-aided design allows enterprises to develop new patterns and collections more quickly. Digital printing technologies make it possible to produce small batches with diverse designs. Enterprise resource planning systems help coordinate



raw materials, production schedules and sales orders. As a result, technological modernization increases flexibility, which is one of the key elements of competitiveness.

The fourth important result is that labor productivity is a central indicator of production competitiveness. Textile enterprises often employ a large number of workers, especially in garment production. Therefore, the skills, motivation and organization of labor directly influence production results. Higher labor productivity means that workers produce more output with the same or fewer resources, while maintaining quality standards.

Labor productivity can be increased through professional training, better workplace organization, introduction of modern machinery, fair motivation systems and improvement of management practices. Training is especially important because modern textile technologies require workers who understand equipment operation, quality requirements and safety rules. Without qualified human resources, even expensive equipment may not bring the expected results.

The fifth result is related to innovation. Innovation is one of the strongest sources of long-term competitiveness. In the textile industry, innovation may be technological, organizational, product-based or marketing-oriented. Technological innovation includes new equipment and production methods. Product innovation includes new fabrics, functional textiles, eco-friendly materials and improved designs. Organizational innovation includes better production planning, lean management and supply chain coordination. Marketing innovation includes branding, digital promotion and new customer communication channels.

Innovation allows textile enterprises to move away from simple price competition. When a company produces unique, high-quality or specialized products, it can compete through differentiation. Differentiation is especially important in markets where consumers value design, comfort, ecological safety and brand identity. Therefore, innovation helps textile enterprises create additional value and increase profitability.

The sixth result of the study is that competitiveness depends on the development of the value chain. Textile production is not limited to manufacturing. It includes many activities before and after production. Raw material supply, design, logistics, packaging, marketing and after-sales relations all influence the final competitiveness of the product. If an enterprise improves only the production stage but ignores logistics or marketing, its competitive position may remain weak.

The value chain approach shows that competitive advantage can be created at different stages. For example, access to high-quality cotton or synthetic fibers may improve product characteristics. Strong design capacity may increase product attractiveness. Efficient logistics may reduce delivery time. Good branding may increase consumer loyalty. Therefore, textile enterprises should analyze the whole value chain and identify where additional value can be created.

The seventh result is that sustainability is becoming an essential factor of textile competitiveness. In the past, environmental issues were often considered secondary. Today, however, many international buyers require textile suppliers to follow environmental and social standards. This is especially relevant for enterprises that want to



participate in global value chains. Sustainable production may include water-saving technologies, energy efficiency, waste reduction, recycling, safe chemical use and responsible labor practices.

Sustainability can increase competitiveness in several ways. First, it can reduce production costs by saving energy and materials. Second, it can improve the image and reputation of the enterprise. Third, it can help enter markets where ecological standards are strict. Fourth, it can reduce risks related to environmental regulations and social responsibility requirements. Thus, sustainability should be considered not as an additional burden, but as a strategic direction of competitiveness.

The main factors influencing production competitiveness in the textile industry can be systematized into several groups. These factors are interconnected and jointly determine the ability of textile enterprises to compete in domestic and international markets. Table 1 presents the key factor groups and their impact on competitiveness.

Table 1. Key Factors Influencing Production Competitiveness in the Textile Industry

No	Factor Group	Main Components	Impact on Competitiveness
1.	Technological factors	Modern equipment, automation, digital production systems, energy-efficient machinery	Increase productivity, reduce defects, shorten production time and improve product quality
2.	Economic factors	Production costs, pricing strategy, investment, resource efficiency	Help reduce unit cost, improve profitability and strengthen price competitiveness
3.	Quality-related factors	Quality control, certification, standardization, raw material quality	Increase customer trust, support export opportunities and ensure stable market position
4.	Human capital factors	Skilled workers, professional training, labor motivation, managerial competence	Improve productivity, reduce mistakes and support technological modernization
5.	Innovation factors	New fabrics, eco-friendly materials, digital design, product differentiation	Create added value, expand market opportunities and reduce dependence on price competition
6.	Market factors	Consumer demand, branding, export orientation, market research	Help enterprises adapt products to customer needs and strengthen market presence
7.	Sustainability factors	Water saving, waste reduction, energy efficiency, environmental standards	Improve reputation, reduce long-term risks and support access to international markets



As shown in Table 1, production competitiveness is formed through the interaction of technological, economic, organizational, human, innovative, market and sustainability-related factors. Therefore, textile enterprises should not focus on a single direction only. A comprehensive approach is required to improve production efficiency, product quality, market adaptability and long-term competitive advantages.

Discussion

The results of the study confirm that the theoretical basis of production competitiveness in the textile industry is multidimensional. It cannot be limited to one factor, such as price, labor cost or production volume. In modern conditions, textile enterprises compete through a combination of cost efficiency, quality, innovation, flexibility, sustainability and market orientation. This means that competitiveness should be understood as the ability of an enterprise to create value for customers more effectively than its competitors.

The traditional approach to competitiveness was mainly based on cost advantages. For many years, textile production was often located in countries with relatively cheap labor and available raw materials. This model helped some countries develop export-oriented textile industries. However, global competition has changed the nature of this advantage. Low labor costs alone cannot guarantee long-term competitiveness because technologies, standards and consumer expectations are changing. Enterprises that rely only on cheap production may become vulnerable to competitors that offer better quality, faster delivery or more innovative products.

From this point of view, Michael Porter's theory of competitive advantage is especially relevant to the textile industry. According to this approach, enterprises can achieve competitiveness either through cost leadership or differentiation. In the textile sector, cost leadership means producing goods with lower costs while maintaining acceptable quality. Differentiation means offering products with unique features, better design, higher quality, ecological value or strong brand identity. For textile enterprises, the most effective strategy is often a combination of both approaches: reducing unnecessary costs while creating additional value for customers.

The resource-based view of the firm also provides an important explanation of textile competitiveness. According to this theory, sustainable competitive advantage depends on resources and capabilities that are valuable, rare and difficult to imitate. In the textile industry, such resources may include modern technological equipment, skilled labor, experienced designers, strong quality control systems, long-term relationships with buyers, export experience and brand reputation. These resources cannot be created immediately; they require long-term investment and effective management.

The value chain approach is also highly applicable to textile production. Textile products pass through many stages before reaching the final consumer. Raw material selection, spinning, weaving, dyeing, finishing, sewing, packaging, transportation and marketing all influence the competitiveness of the final product. If any stage of this chain is weak, the entire competitive position of the enterprise may be affected. For example, high-quality fabric can lose its value if dyeing is poor, or well-produced garments can



become less competitive if delivery is delayed. Therefore, textile enterprises should improve not only production workshops, but also the entire value chain.

The discussion of competitiveness also requires attention to technological modernization. In the modern textile industry, technology is one of the main sources of productivity and quality. Enterprises that use outdated equipment usually face higher production costs, lower precision and limited product variety. Modern machinery and digital systems allow producers to reduce waste, improve quality control and respond faster to customer orders. However, modernization requires investment, and this can be a serious challenge for small and medium-sized enterprises. Therefore, access to finance and state support mechanisms may play an important role in technological renewal.

Innovation should be considered not only as the introduction of new machines, but also as a broader process of renewal. In textile production, innovation may appear in product design, materials, management, logistics and marketing. For example, the development of eco-friendly fabrics, smart textiles, antibacterial materials or recycled fibers can create new market opportunities. At the same time, organizational innovation, such as lean production or digital planning systems, can improve internal efficiency. Thus, innovation connects production competitiveness with long-term market development.

Another key issue is quality management. In competitive textile markets, unstable quality can seriously damage the reputation of an enterprise. Buyers, especially international companies, require stable standards and reliable supply. For this reason, quality control should be systematic and continuous. It should include inspection of raw materials, control of technological processes, testing of finished products and analysis of customer feedback. Quality management also requires a culture of responsibility among workers and managers.

Human capital deserves special attention in the discussion of competitiveness. Even the most advanced technologies cannot provide high results if employees do not have the necessary knowledge and skills. Textile enterprises need specialists who can operate modern equipment, manage production processes, control quality and understand market requirements. Therefore, vocational education, continuous training and cooperation between enterprises and educational institutions are important for the development of the textile sector.

Sustainability is another important aspect of the modern competitiveness agenda. The textile industry is often criticized for high water consumption, chemical use and waste generation. As a result, international markets are increasingly demanding cleaner and more responsible production. Enterprises that introduce sustainable technologies may initially face additional costs, but in the long term these measures can improve efficiency, reputation and access to foreign markets. Sustainability therefore becomes both an environmental responsibility and an economic strategy.

The theoretical analysis also shows that competitiveness must be supported by institutional conditions. Individual enterprises may try to modernize their production, but without reliable infrastructure, access to finance, skilled labor and stable export channels, their efforts may be limited. Therefore, industrial policy plays an important role. Measures such as support for textile clusters, export promotion, investment incentives,



training programs and innovation support can strengthen the competitiveness of the whole sector.

In addition, textile enterprises should pay attention to market diversification. Dependence on one market or one type of product increases risk. Changes in consumer demand, exchange rates, trade restrictions or logistics problems may negatively affect sales. By diversifying products and markets, enterprises can reduce risk and strengthen their stability. This is especially important for export-oriented textile companies.

The discussion also reveals that competitiveness should be evaluated not only by current production indicators, but also by the ability to develop in the future. A company may be competitive today because of low costs, but if it does not invest in innovation, quality and human capital, it may lose its position in the future. Therefore, sustainable competitiveness requires continuous development, learning and adaptation.

Overall, the findings suggest that increasing production competitiveness in the textile industry requires a strategic and systematic approach. Enterprises should not choose between cost efficiency and quality, or between productivity and sustainability. Instead, they should integrate these dimensions into one development model. The strongest competitive position can be achieved when textile enterprises produce efficiently, maintain high quality, innovate continuously, use resources responsibly and respond quickly to market needs.

Conclusion

In conclusion, the textile industry is one of the most important sectors of manufacturing, as it contributes to employment, export potential, industrial development and economic growth. However, the development of this sector depends greatly on the ability of enterprises to increase their production competitiveness. In modern market conditions, competitiveness is not limited to the ability to produce cheap goods. It includes quality, productivity, innovation, technological modernization, value chain efficiency, sustainability and market orientation.

The theoretical analysis carried out in this article shows that production competitiveness in the textile industry is a complex and multidimensional concept. It is formed through the interaction of internal and external factors.

Internal factors include technology, labor productivity, cost management, product quality, innovation, human capital and management efficiency.

External factors include market demand, competition, infrastructure, industrial policy, export conditions, international standards and global economic trends. The effective combination of these factors determines the competitive position of textile enterprises.

The study also shows that traditional cost-based competition is no longer sufficient for long-term success.

Although cost efficiency remains important, textile enterprises must also focus on product differentiation, quality improvement and innovation.

Enterprises that produce standard low-cost goods may achieve temporary market advantages, but sustainable competitiveness requires the creation of higher added value.



This can be achieved through modern design, improved quality, ecological responsibility, branding and integration into global value chains.

Technological modernization is one of the key directions for increasing competitiveness.

Modern equipment, automation and digital management systems help reduce production costs, improve quality and increase flexibility.

However, technology alone is not enough. It must be supported by skilled labor, effective management and continuous training. Human capital is therefore a strategic resource for textile enterprises.

Quality management is another essential condition for competitiveness.

Textile products must meet the requirements of consumers and international buyers in terms of durability, comfort, design, safety and environmental standards.

Quality should be controlled at every stage of production, from raw material selection to the delivery of finished products. Stable quality increases customer trust and strengthens market position.

The article also concludes that sustainability has become an important factor of competitiveness in the textile industry. Efficient use of water and energy, reduction of waste, recycling and compliance with social standards can improve both the reputation and economic performance of textile enterprises. Sustainable production helps enterprises enter demanding international markets and reduces long-term risks.

From a strategic point of view, increasing production competitiveness requires an integrated approach.

Textile enterprises should modernize equipment, improve labor productivity, introduce quality management systems, develop innovation, strengthen value chains and expand export opportunities.

At the same time, state industrial policy should support technological renewal, investment, professional training, infrastructure development and access to foreign markets.

Thus, the theoretical basis for increasing production competitiveness in the textile industry is built on the principles of efficiency, innovation, quality, sustainability and strategic management. Enterprises that are able to combine these principles can strengthen their position in domestic and international markets.

Future research may focus on empirical analysis of specific textile enterprises, measurement of competitiveness indicators and evaluation of the impact of modernization on production efficiency.

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