

Conceptual Model of Agrotourism Business Development

*Musakhanov Kazikhan Abdulhakim*¹

Abstract: In the article, the main goal of the development of agrotourism business should be the socio-economic development of the regions while preserving the rural identity. Entrepreneurship is the main source of self-employment and increasing the income of the population.

Keywords: Agrotourism entrepreneurship, entrepreneurship development, agro business, small business, Namangan region.

Literature review: Agrotourism entrepreneurship is capable of ensuring economic and demographic stability in the village, solving socio-economic problems of villages, in this regard, I.G. Kostyrko and A.A. Korchinskaya emphasize that the versatility of agrotourism entrepreneurship requires² further in-depth research.

Today, the development of entrepreneurship in the non-production sector is of great importance in solving the socio-economic problems of villages, which serves the revival of settlements with a small population. Due to the low employment rate and high unemployment, the rural population is forced to turn to non-traditional solutions and look for new types of income that are not only related to the production of agricultural products. In this regard, agrotourism becomes such a driving force in solving all the problems accumulated in the village.

Research shows that nowadays it is appropriate to look at agrotourism as a promising direction of agricultural development that expands the scope of employment of rural residents, contributes to the socio-economic development of villages and their infrastructure, increases the investment attractiveness of villages. First of all, this is a rational use of natural resources and cultural-historical heritage, and most importantly, it helps to preserve human potential, age-old traditions and customs of our ancestors. Agrotourism is able to provide economic and demographic stability in the village, solve socio-economic problems of the villages, in this regard, I.G. Kostyrko and A.A. Korchinskaya emphasize that the versatility of agrotourism activity requires³ more in-depth research.

Entrepreneurship is one of the possible ways of self-realization of an individual while simultaneously meeting social needs. It is related to the search and implementation of new forms of development, social wealth of nations, as a result of which new jobs are created and innovations are introduced, new markets and types of entrepreneurship are mastered, tax revenues and monetary income of the population increase⁴. In the future, agrotourism will serve as a basis for the development of individual sectors of the economy and the state as a whole.

The main goal of rural entrepreneurship development should be the socio-economic development of the regions while preserving the rural identity. Entrepreneurship is the main source of self-employment and increasing the income of the population. However, in modern conditions, rural entrepreneurship faces a number of problems, the most important of which are:

- low level of knowledge and professional skills of entrepreneurs;
- lack of entrepreneurial initiative;

¹ Independent researcher of Namangan Institute of Engineering and Technology, musakhanovqozikhon@gmail.com

² Kostyrko I. G., Korchinskaya A. A. Cluster approach and development of rural green tourism. Innovative economy. 2015. No. 4 (59). C. 159–163.

³ Kostyrko I. G., Korchinskaya A. A. Cluster approach and development of rural green tourism. Innovative economy. 2015. No. 4 (59). C. 159–163.

⁴ Sikora J., Agroturystyka. Przedsiębiorczość na obszarach wiejskich. Warszawa: Wydawnictwo C.H. Beck, 2012. 309 p.



- underdeveloped infrastructure supporting entrepreneurship;
- unsatisfactory provision of legal and economic information, including lack of operational information on new markets and non-agricultural activities;
- bureaucratic approval of business entities and imperfection of taxation system;
- lack of effective financial credit and resource support for entrepreneurship. Special attention should be paid to the role and development of small business and private entrepreneurship, which play a major role in the economy and limit unemployment. Since they are more elastic, dynamic, mobile, innovative, they have more development characteristics than the big ones.

Small business is capable of self-development, harmonizing social relations and making a great contribution to the economic well-being of the country. In addition, the entrepreneurial initiative in the system of small business and private entrepreneurship can significantly accelerate structural changes in the national economy, stimulate civilized competition and bring additional income to the budget. At the same time, new jobs are being created, conditions are being created for the improvement of the socio-economic status of the population, as well as for the formation of the middle class, which is the basis of a stable democratic state.

In the modern economy of the new Republic of Uzbekistan, the strategic core of the state agrarian policy should be not only agrarian and land reforms, but also, first of all, rural development as one of the determining directions of the general economic policy of the state.

Many expert scientists describe the principle of this outlook as peasant centrism - the systematic subordination of the entire set of reproductive processes to the interests of the village and peasants. In studying the research on this topic, we believe that the application of this principle to the life of rural residents includes:

- preservation of national-genetic identity and rural human capital in terms of quantity and quality;
- elimination of rural poverty, socio-psychological depression, lack of enlightenment and hopelessness of villagers and all other villagers;
- turning rural settlements into attractive areas for living and economic activity;
- strategic focus on the systematic restoration of the entire rural sector.

According to the results of the above research, the situation in the territory of some villages of Namangan region can be considered very serious based on indicators of socio-economic well-being of the population. This is mainly due to the social infrastructure of villages underdevelopment, deterioration of the demographic situation, significant population migration, low agricultural efficiency, etc. For this, it is appropriate that many rural residents, who are deprived of means of livelihood, choose the field of tourist services⁵.

The combination of the need for multifunctional development of the village and the importance of tourism became the basis for the emergence of a new form of agrotourism business activity.

Agrotourism is an alternative type of tourism activity that is carried out in agriculture and is the cheapest type of tourism, taking into account the cheapness of food products and the mentality of the rural population. Agrotourism as a unique form of business activity becomes one of the priority areas of rural development and a method of rational use of local natural resources.

⁵ Kudla N. Rol organov mestnogo self-management v razvitii agroturisticheskogo dvizheniya Ekonomika APK. Kyiv, 2006. #2. S. 30-34.; Cherevko G. V. Global problems of rural development: gender aspect. Nauchnye horizonty. 2019. No. 2 (75). S. 73-79. s.; Guzenko N. Agrarian 2019: the year of endless land reform. Agricultural information agency - Agravery. Electronic resource. Access mode: <https://agravery.com/uk/posts/show/agrarnij-2019-j-rik-neskincennoi-zemelnoi-reformi>.; Dydiv I. Assessment of tourist and recreational potential of Lviv region. Interdisciplinary research: scientific horizons and perspectives: collection of scientific papers "SCIENTIA" with Proceedings of the I International Scientific and Theoretical Conference (March 12, 2021, Vilnius, Republic of Lithuania) European Scientific Platform. Vilnius, 2021. Vol. 3. P. 161-163. DOI 10.36074/scientia-12.03.2021.

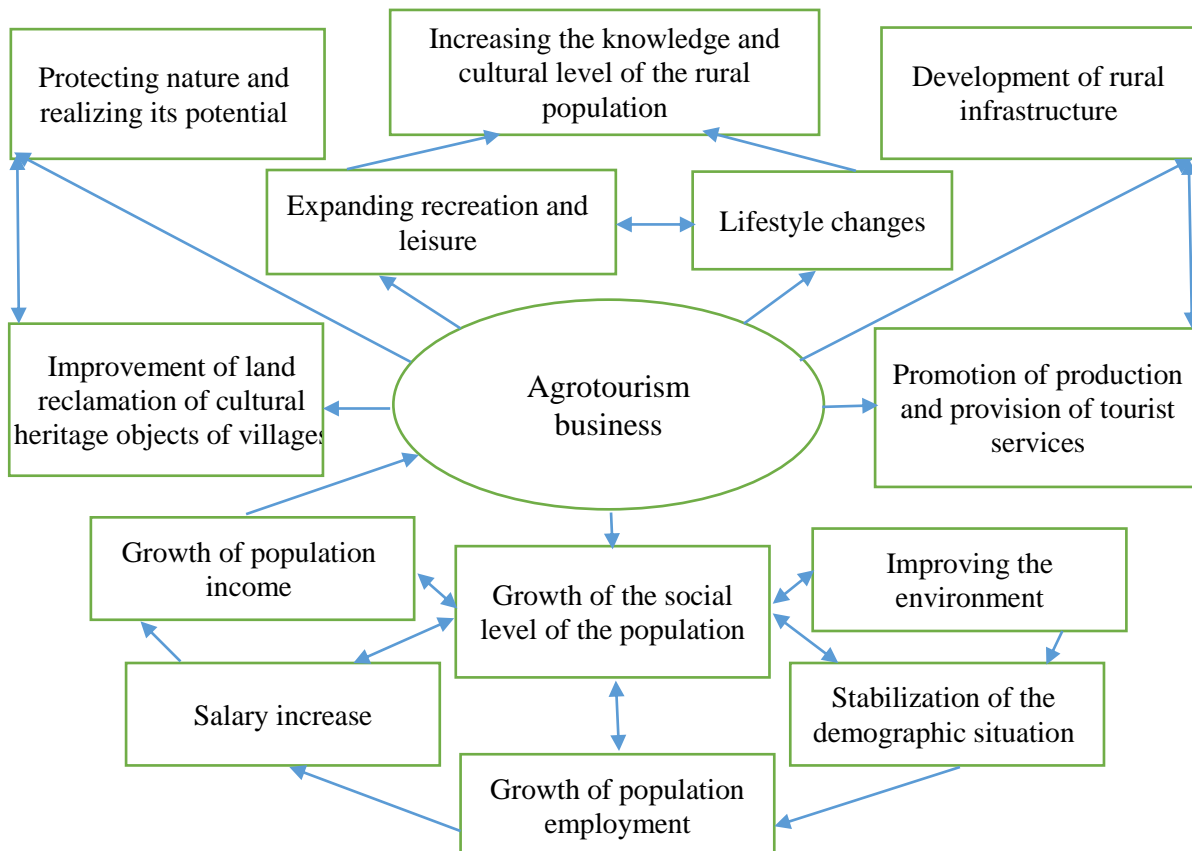


It is important to make full use of the available opportunities in each rural settlement. In particular, it is desirable to use existing vacant buildings and structures for production or commercial activities and services, to use natural resources, in particular, forests, rivers, lakes, etc. The attraction of anrotourism is that many rural areas have not been destroyed by civilization and many objects have great historical significance.

Agrotourism, as one of the forms of non-agricultural activities of the rural population, allows to ensure the sustainable development of rural areas, to expand the opportunities for selling and diversifying personal agricultural products, to reduce the migration of the rural population, to maintain employment and additional income, welfare and national traditions. This is especially important in areas with a high proportion of the rural population, supported only or mainly by agricultural labor. However, it is mainly based on traditions, social preconditions, mentality and moral values.

Economic activities in the countryside are mainly related to the territory (agriculture and forestry, water management, tourism). In this regard, according to the data of the statistical office of Namangan region, in 2022, almost 35.2 percent of Namangan region live in rural areas, their incomes are much lower than the incomes of urban residents, and due to the socio-economic system, there are no jobs in most of the small towns here. In this regard, it is necessary to study the possibilities of activation of the rural population, in particular, conditions related to mobilization for increasing its mobility and economic development of villages. In the scheme of interconnection of agriculture and agrotourism enterprises, labor resources are of decisive importance, because this production factor is widespread in the system of entrepreneurship formation.⁶

The effective operation of agrotourism business is based on many indicators, functionally complementing each other, connecting causal-resultative links that stimulate activity. Based on the results of research and analysis, the proposed conceptual model of the development of agrotourism entrepreneurship comprehensively demonstrates these positive changes (Figure 1.2).



⁶ Roberts L., Hall D. Rural Tourism and Recreation: Principles to Practice Edinburgh: Scottish Agricultural College, 2001. 272 p.



Figure 1. Conceptual model of agrotourism business development

The basis of the conceptual model of the development of agrotourism entrepreneurship is the social level of the population and ensuring its employment. The development of agrotourism serves to increase the income and wages of the population, improve the demographic situation and health of the rural population, develop the rural infrastructure, expand recreation and leisure, stimulate the production of agricultural products and expand the offer of agrotourism services, and raise the educational and cultural level of the population.

A cluster approach is also important in the development of agrotourism on the basis of entrepreneurship. In today's real conditions, agrotourism clusters at the local level, organized by the initiative of the neighborhoods, are able to realize the potential of local tourism. At the local level, the main areas of activity of the tourism cluster are: organizational, educational, informational (Fig. 2).

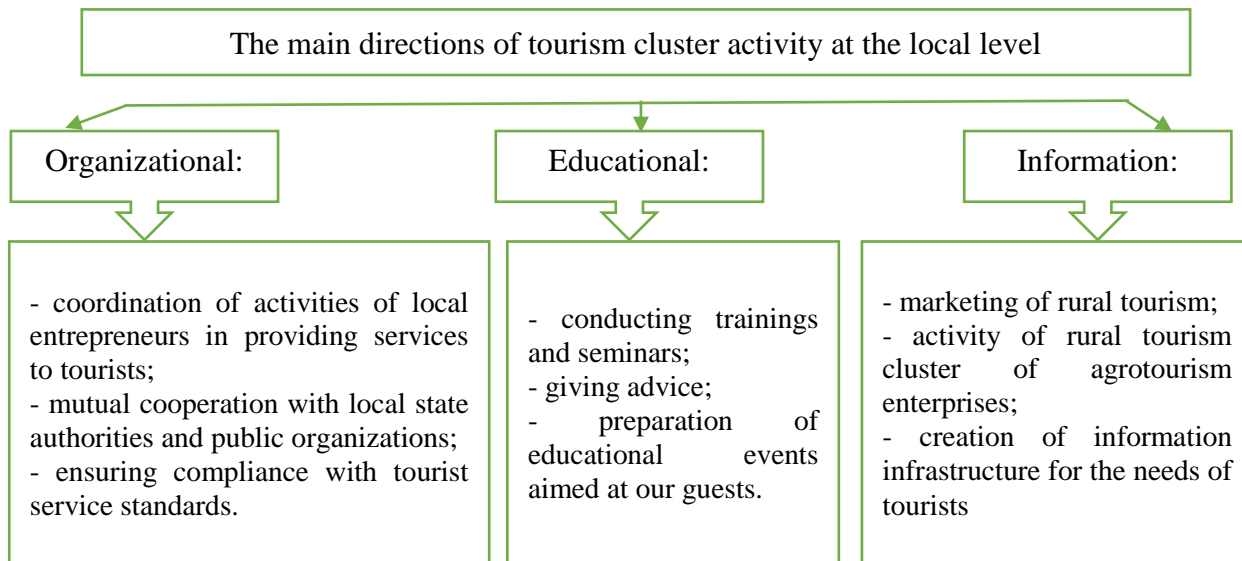


Figure 2. The main directions of tourism cluster activity at the local level

An association organized on the main lines of activity of a tourism cluster organized at the local level may have more than 100 members. In addition to the owners of agricultural facilities, these are tourist guides, entrepreneurs - shop owners, cultural workers, organizers of attractions, local self-government bodies, educational institutions, who also receive their share of the tourist's income. In general, this affects the improvement of the quality of service and the increase in the number of vacationers in accordance with their expansion.

A cluster member will have access to information, learning opportunities, advertising opportunities, and more. The cluster is growing every day in terms of information, it is filled with new ideas, new achievements, new acquaintances, new jobs are created, and this is only the beginning of innovations that will form a permanent employment network of the population. In the village, the tourist is welcomed not only by the owner of the property, but also by the whole community, so it becomes clear that rural tourism is not only a business, but also a noble goal of our country's recovery.

The development of an agrotourism enterprise depends on effective cooperation, mutual benefit from the joint efforts of all interested parties (entrepreneurs, regional communities, authorities), which should be based on the creation and operation of clusters called tourist clusters.

Therefore, the clustering of agrotourism at the local level allows to use the available resources of individual participants more effectively, to increase their income by creating a joint competitive tourist product. The rapid development of agrotourism in the form of a cluster on the basis of entrepreneurship is able to restore the social sphere of the village, which is in decline today.

Agrotourism entrepreneurship can become a driving force for multifunctional development of rural areas, which in turn will bring both social and economic benefits. For this, it is necessary to create a favorable environment from the point of view of cooperation between state authorities and local rural



communities. Creating favorable conditions for the development of various forms of entrepreneurship and diversification of economic activity in the countryside should become the main task of the state, regional and local authorities. For this purpose, it is necessary to create a transparent and effective legal framework in the Republic of Uzbekistan that is convenient for rural residents, as well as mechanisms for monitoring the implementation of existing laws⁷.

Also, close cooperation of local self-government bodies, public organizations, farmers is necessary to attract agrotourism participants through the organization of rural tourism clusters, associations, etc. Nowadays, agrotourism is becoming more and more popular, which is helped by the global urbanization of society. Urban residents are increasingly looking for opportunities to escape from the noise of megacities and polluted air to the countryside. In recent years, agrotourism has become one of the most important economic factors in the world, and its service has become an organized sector of the economy in many countries, including Poland, Belarus, France, and others. Today, agritourism is a major contributor to economic growth, as it brings a large amount of money to the villagers, helps the villagers save taxes, and also encourages the development of small farming and does not harm the environment.⁸

In order to successfully enter international markets, it is necessary to develop a marketing strategy for the promotion of tourist products. Its important elements are as follows: establishment of methods and channels of distribution of advertising information, establishment of cooperation with international tourism organizations, development of marketing research program based on market needs, necessary. Of course, marketing activities in the market of agrotourism services in the Republic of Uzbekistan are not effective enough. As a result, the flow of tourists in the fields of rural green tourism and agrotourism is insufficient.

Therefore, in modern reality, advertising means should be used more widely in the marketing system. A significant part of the funds allocated for the development of agrotourism can be allocated to advertising and information activities (printing of booklets, internet resources, flyers, marking tourist destinations, maps, participation in domestic and international exhibitions, attractions), conducting educational seminars, trainings, webinars and marketing research.⁹

Each region of our country is unique in terms of its natural resources and tourism potential. Therefore, it is necessary to focus on the promotion of a specific area to the domestic and international market of tourism services, taking into account all its peculiarities and potential advantages, while at the same time involving the state, business and public sector. This is being done due to the implementation of various actions, the formation of the touristic image and brand of a certain area with the involvement of agrotourism clusters. In order to bring agrotourism products and services to the market, the enterprise must confirm its corporate style, in which it must have a trademark, a picture, a slogan and, in general, a logo.

In conclusion, the promotion of agrotourism products is carried out thanks to modern information technologies (internet advertising, e-mail and various messengers). High-speed Internet technologies allow direct communication between producers of agrotourism goods and services and consumers themselves, which serves to reduce the number of travel agents in the service market. To a lesser extent, print media (magazines, newspapers), brochures, flyers, pens, calendars, flash drives, souvenirs, etc. are also used. Advertising on radio and television is effective, but expensive. Today, the market for tourism products and services is saturated with "information" in the form of commercial advertising.

⁷ Didiv I. B. Socio-economic significance of rural green tourism. News about scientific progress and contemporary scientific research: a collection of scientific works "LÓGOS" with materials of the Międzynarodowej scientific-practical conference (Krakow, June 17, 2019). Kraków: OP "Europejska platform naukowa", 2019. Volume 2. S.12-14.

⁸ Sznajder M., Przeburska L. Agroturystyka. Warszawa: Polskie Wydawnictwo Ekonomiczne, 2006. 257 p.

⁹ Spreeuwenberg P., Kroneman M. John Paget Reassessing the Global Mortality Burden of the 1918 Influenza Pandemic. American Journal of Epidemiology. Volume 187, Issue 12, December 2018. P. 2561–2567. <https://doi.org/10.1093/aje/kwy191>



In order to encourage tourists who want to relax in various agrotourism facilities (farms, farms, camping, etc.), it is necessary to show ingenuity by the owners of agricultural lands, taking into account the tastes and needs of customers. In particular, in the process of agricultural production, they should attract and encourage visitors to agro-farms or farms with discounts, bonuses, souvenirs, accommodation, master classes, excursions, entertainment events related to children's agro-tourism, and recommend new services.

Through this, agrotourism activity allows rural entrepreneurs to improve their financial and economic situation, to get additional funds for expanding the main type of activity - agricultural production. In addition, entrepreneurship in the field of agrotourism serves to solve the problem of unemployment in the countryside, in particular, to attract the unemployed population, as well as it is important for cultural and educational, health and recreation. The advantage of agrotourism as a type of business activity is that it does not require large capital investments, as it involves the use of existing rural infrastructure.

LIST OF REFERENCES USED.

1. Ўзбекистон Республикаси Президентининг “Ўзбекистон Республикасида туризмни жадал ривожлантиришга оид кўшимча чора-тадбирлар тўғрисида”ги 2019 йил 5 январдаги ПФ-5611-сон фармони.
<https://lex.uz/docs/4143188?ONDATE=15.01.2022&ONDATE2=18.03.2019&action=compare>
2. Немченко Г.И. Диверсификация производства. Благовещенск: Амур КНИИ, Дальневосточное отделение РАН, 1994. 224 с
3. Yoshinara E., Sakuma A., Itami K. Diversification strategy at a Japanese enterprise. Tokyo: Nipon Keirai, 1979. 434 p.
4. Kraus, S., R. Harms and M. Fink (2010), “Entrepreneurial marketing: Moving beyond marketing in new ventures,” *International Journal of Entrepreneurship and Innovation Management*, 11(1), 19–34.
5. Hisrich, R.D., P.M. Peters and A.D. Shepherd (2017), *Entrepreneurship*, 10th edition, New York: McGraw-Hill Education.
6. *Encyclopedia of Entrepreneurship*. Publication Date: 2021 ISBN: 978 1 83910 413 8, 704 pp. 2nd edition.
<https://www.e-elgar.com/shop/gbp/world-encyclopedia-of-entrepreneurship-9781839104138.html>
7. Cantillon, R 1931, *Essai sur la nature du commerce en general*, Macmillan, London
8. Bustonov M.M. Digital economy in improving the quality of economic growth// *European Journal of Molecular & Clinical Medicine*. ISSN 2515-8260 2020.Vol 07, Issue 07.
<https://www.scopus.com/results/authorNamesList.uri?sort=count-f&src> (SCOPUS).
9. Bustonov M.M. Macroeconomic Trends and Patterns of Sustainable Economic Growth and its Quality// *Test Engineering & Management*. 2019. November-December.
<http://www.testmagzine.biz/index.php/testmagzine/article/view/221>
10. Bustonov M.M. The Firm Aspects and conditions Providing the Qualities of Economic Growth in Uzbekistan // *International Journal of Economic Theory and Application*. 2017, 4(4): 32-39
<http://www.aascit.org/journal/archive2?journalId=918&paperId=4704>
11. Bustonov M.M., Ensuring Long-Term Economic Growth in the World and Econometric Analysis of Economic Growth of the Republic of Uzbekistan in the Context of Extensive, Intensive and Digital Economy. *Miasto Przyszłości Kielce 2022*, ISSN-L: 2544-980X.
<https://miastoprzyszlosci.com.pl/index.php/mp/article/view/406>
12. Bustonov M.M., Analysis of Economic Growth in the Juglyar Cycle in World Countries. *Web of Scholars: Multidimensional Research Journal (MRJ) Volume: 01 Issue: 03 | 2022* ISSN: (2751-7543) <http://innosci.org/index.php/wos/article/view/53/37>



13. Bustonov M.M. Digital Economy In Improving The Quality Of Economic Growth. European Journal of Molecular & Clinical Medicine ISSN 2515-8260 Volume 07, Issue 07, 2020.
14. Bustonov M.M. The firm aspects and conditions providing the qualities of economic growth in Uzbekistan. International Journal of Economic Theory and Application. 2017/
<http://www.aascit.org/journal/Ijeta>
15. Bustonov M.M. Macroeconomic Trends and Patterns of Sustainable Economic Growth and its Quality. // Test engineering & Management November-December 2019.
16. Bustonov M.M. Digital Economy In Improving The Quality Of Economic Growth. European Journal of Molecular & Clinical Medicine ISSN 2515-8260 Volume 07, Issue 07, 2020.
17. Bustonov M.M. The Firm Aspects and conditions Providing the Qualities of Economic Growth in Uzbekistan. International Journal of Economic Theory and Application. 2017/
<http://www.aascit.org/journal/Ijeta>
18. B. Baykhanov, Bustonov M.M. Econometric models of sectoral distribution of investments in the economy of Uzbekistan. SOUTH ASIAN Journal of Marketing and Management Research 2019
19. Bustonov M.M. Macroeconomic Trends and Patterns of Sustainable Economic Growth and its Quality. TEST ENGINEERING & MANAGEMENT Vol. 81: Nov/Dec 19 Publication Issue: Vol 81: Nov/Dec 19 Issue Publication Date: 31 December 2019 Published: 2019-11-22
20. Bustonov M.M.,Maxmudov B.J., Rakhimov B.I. Directions for improving the efficiency of the monitoring of commercial banks loan commitments. A Multidisciplinary Peer Reviewed Journal, Vol. 6 Issues 5, May 2020 Page No.: 304-310. <http://journalnx.com/journal-article/20151021>
21. Bustonov M.M.,Abdurakhmanova M. Organization of credit obligations and monitoring of commercial banks. ACADEMICIA An International Multidisciplinary Research Journal. ISSN: 2249-7137 Vol. 10 Issue 5, May 2020 Impact Factor: SJIF 2020 = 7.13
22. Bustonov M.M.,Abdurakhmanova M. Main Directions of Improvement of the Process of Investment. International Journal on Integrated Education, Volume 3, Issue VI, June 2020 |18. e-ISSN : 2620 3502 p-ISSN : 2615 3785//
<http://journals.researchparks.org/index.php/IJIE/article/view/395>
23. Bustonov M.M.,Maxmudov B.J., Rakhimov B.I. Basic concepts of the theory of uncertain sets and actions related to investment processes. International Engineering Journal For Research & Development. Vol. 5 No. 5 (2020): IEJRD, PUBLISHED: 2020-07-17
24. Rakhimov B.I., Bustonov M.M. Determination of the level of risks in investment projects using econometric model. International Journal of Innovations in Engineering Research and Technology [ijiert] issn: 2394-3696 website: ijiert.org volume 7, issue 8, aug.-2020. Impact Factor: SJIF 2020 = 7.525
25. Bustonov M.M.,Digital economy in improving the quality of economic growth. European Journal of Molecular & Clinical Medicine ISSN 2515-8260 Volume 07, Issue 07, 2020
26. Bustonov M.M.,Maxmudov M., Improving Economic Mechanisms to Encourage Efficient Use of Industrial Production Power in Kashkadarya Region/ Annals of R.S.C.B., ISSN:1583-6258, Vol. 25, Issue 3, 2021, Pages. 8183 - 8196 Received 16 February 2021; Accepted 08 March 2021.
27. Rakhimov B.I., Bustonov M.M. Analysis of monitoring and fulfillment of credit obligations in commercial banks/ International Journal of Business, Law, and Education Volume 02, Number 02, 2021. file:///C:/Users/admin/Desktop/16-Article%20Text-61-1-10-20210524%20(1).pdf
28. Bustonov M.M.,Ensuring Long-Term Economic Growth in the World and Econometric Analysis of Economic Growth of the Republic of Uzbekistan in the Context of Extensive, Intensive and Digital Economy. Miasto Przyszłości ISSN-L:2544-980X Table of Content - Volume 26 (Aug 2022)



29. Bustonov M.M., Analysis of Economic Growth in the Juglyar Cycle in World Countries. Vol. 1 No. 3 (2022): Web of Scholars : Multidimensional Research Journal Analysis of Economic Growth in the Juglyar Cycle in World Countries
30. Bustonov M.M., Digitalization and Economic Growth. Miasto Przyszłości ISSN-L: 2544-980X Vol. 30 (2022):
file:///C:/Users/Lenovo/Desktop/201-206+Digitalization+and+Economic+Growth.pdf
31. Bustonov M.M., Implementation of the single complex cluster system in the territory of Uzbekistan. EURASIAN JOURNAL OF ACADEMIC RESEARCH Innovative Academy Research Support Center UIF = 8.1 | SJIF = 5.685 www.in-academy.uz Volume 2 Issue 13, December 2022 ISSN 2181-2020
32. Bustonov M.M., Economic growth: theoretical and practical aspect. EURASIAN JOURNAL OF ACADEMIC RESEARCH Innovative Academy Research Support Center UIF = 8.1 | SJIF = 5.685 www.in-academy.uz Volume 2 Issue 13, December 2022 ISSN
33. Bustonov M.M., Digital economy in improving the quality of economic growth. European Journal of Molecular & Clinical Medicine ISSN 2515-8260 Volume 07, Issue 07, 2020
34. Bustonov M.M., Maxmudov M., Improving Economic Mechanisms to Encourage Efficient Use of Industrial Production Power in Kashkadarya Region/ Annals of R.S.C.B., ISSN:1583-6258, Vol. 25, Issue 3, 2021, Pages. 8183 - 8196 Received 16 February 2021; Accepted 08 March 2021.
35. Bustonov M.M. Digital economy in improving the quality of economic growth// European Journal of Molecular & Clinical Medicine. ISSN 2515-8260 2020. Vol 07, Issue 07.
<https://www.scopus.com/results/authorNamesList.uri?sort=count-f&src> (SCOPUS).
36. Bustonov M.M. Macroeconomic Trends and Patterns of Sustainable Economic Growth and its Quality// Test Engineering & Management. 2019.
37. Ishimbayev R.N. Criteria and principle of capability // Miasta Przyszlosci 29, P 334-337
38. Ishimbayev R.N. Competitiveness of small business // Science and innovation. International scientific journal 1 (ISSUE 8), P 90-96
39. Ishimbayev R.N. CLASSIFICATION OF THE ASSESSMENT METHODS OF THE COMPETITIVENESS OF A SMALL BUSINESS // EURASIAN JOURNAL OF ACADEMIC RESEARCH 2 (Issue 13), P 1065-1070
40. Ishimbayev R.N. Ways to increase the competitiveness of enterprises // Central Asian Journal of Innovations on Tourism Management and Finance. (2023) Vol 1.4. P. 174-177
41. Ishimbayev R.N. Ways to Increase competitiveness of small enterprises and private enterprises in Uzbekistan // MIASTO PRZYSZŁOŚCI. (2023) Vol 1 P. 346-349.
42. Ishimbayev R.N. Critries and assessment of competitiveness of small business // Scientific and Technical Journal of Namangan Instituti of Engineering and Technology. (2022) Vol 7 P. 471-480
43. Ишимбаев Р.Н. Конкуренентоспособность: понятие, значение и сущность // Международный научно-образовательный электронные журнал «Образование и наука в XXI веке». 2022. Том 4. №33. С. 67-71
44. Ишимбаев Р.Н. Факторы, влияющие на развитие конкурентоспособности малого бизнеса и частного предпринимательства в Узбекистане. // Академические исследования в современной науке. 2022. Том 1. №19. С. 62-68
45. Ишимбаев Р.Н. Бизнес-экосистема как фактор повышения конкурентоспособности предприятия на рынке. // Miasta Przyszlosci. 2022. Том 30. С. 376-377
46. Ишимбаев Р.Н. Акцент на конкурентоспособность малого и частного предпринимательства. // Машинасозлик илмий-техника журнали. 2022. №6 С. 684-689

