

конкурентоспроможності. Впровадження запропонованих заходів дозволить значно підвищити якість наданих освітніх послуг та зайняти вагому частку ринку освітніх послуг.

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**ECONOMIC POTENTIAL OF INDUSTRIAL ENTERPRISES,  
FACTORS AFFECTING IT AND DIRECTIONS  
FOR ITS INCREASE**

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**Introduction**

The role of industry in the world is incomparable. The higher is the level of its development and efficiency, the higher is the economic status of this country. In exchange for increasing the economic potential of industrial enterprises in the world community, there will be growth in the number of employees employed in them, moreover, their level of knowledge and skills will be increased, and as a result, the standard of living of the population will be improved.

It is extremely important to increase the economic potential of industrial enterprises, which creates the opportunity to use all the natural, labor and financial resources of the country, as well as all the achievements of science and technology, in improving the economy of our republic. In this regard, according to the decree of the President of the Republic of Uzbekistan dated June 9, 2021, № PF-6244 "Additional measures to increase the industrial potential of the regions", the rapid development of local industry was determined as the most priority direction [1]. Also, within the framework of the "Development Strategy of New Uzbekistan for 2022–2026" direction, "rapid development of the national economy and ensuring high growth rates", continuing the industrial policy aimed at achieving the stability of the national economy and increasing the share of industry in the gross domestic product, increasing the volume of industrial production The goal is to increase by 1.4 times [2].

### **Literature analysis**

In this regard, first of all, we found it necessary to analyze the interpretations of economists about the concepts of "potential" and "economic potential".

The term "potential" comes from the Latin word "potential", which means power and hidden opportunity. V. M. Arkhipov defines this concept as follows: "Capacity" is the available means, resources and resources that can be used to solve the set goals or tasks [3, p. 75]. This interpretation is put forward from a general economic point of view and can only serve as a basis for the formation of a general understanding of this term.

There are many interpretations of the concept of "economic potential" in foreign literature. In modern publications, the term "economic potential" is often used as a macroeconomic category – a set of economic capabilities of the state to meet all its material needs (production, defense, personal needs of the population, etc.). In some literature, the concept of economic potential is viewed as the country's annual gross domestic product.

P. A. Ignatovskiy defines the category of economic potential as "modern machine systems and other work tools, the entire scientific and production arsenal, studied and mined reserves of raw materials and energy, labor resources, extensive production experience" [4, p. 76].

### **Analysis and results**

In our opinion, we can interpret the term "Economic potential" at different levels. In a narrow sense, we understand it as the volume of annual production (gross domestic product), and in a broad sense, we understand it as a multi-level economic system. That is, economic potential means the level of development of economic sectors (production and service sectors).

Economic potential depends on the absolute production potential of economic sectors and their utilization. Countries that have developed productive forces, have sufficient national wealth, and are able to effectively use these opportunities have high economic potential.

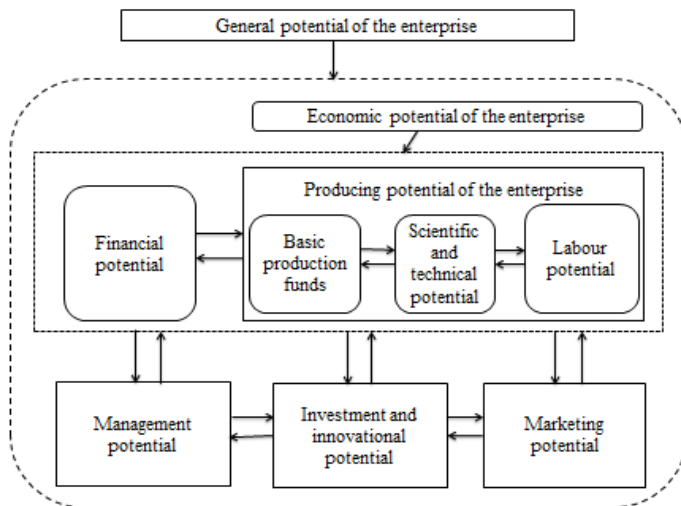
As mentioned earlier, the concept of economic potential is studied on a broad and narrow scale. Below, we will study the concept of economic potential at the micro-scale, that is, at the enterprise level.

By the economic potential of the enterprise, we understand the system of opportunities to use all its resources and reserves to achieve effective operation and development. Not always all available resources are involved at the same time and with the required efficiency, and different industries have their own different profit coefficients. Therefore, the potential is determined by four important factors, namely, the availability of resources, the ability to use them correctly and efficiently, the level of involvement in

the production of existing resources, and the chosen form of economic activity.

In many literatures, as the economic potential of the enterprise, the material assets at the disposal of the enterprise, which are located in the asset part of the enterprise's accounting balance, are cited. It is known that not only material wealth, but also intangible assets are involved in the occurrence of all economic processes. Also, no process takes place without the participation of the human factor. Thus, the economic potential of the enterprise means all material and labor resources and intangible assets that fully support the economic process carried out

In our opinion, the general potential of the enterprise embodies its economic potential, management potential, investment-innovation potential and marketing potential. And in turn, the economic potential of the enterprise is consist of the financial potential and producing potential, which includes basic production funds, scientific and technical potential, labour potential (figure 1):



**Figure 1. The composition of the general potential of the enterprise and the relationship between them**

*Source: created by the author based on research results.*

It is known from the above figure, that the economic potential of the enterprise is organically linked with the private potentials of the enterprise,

such as management, marketing and investment-innovational potentials. Thus, the impact on each of these areas leads to a direct and indirect change in the economic potential of the enterprise. The methods of this influence may be different, but they are all based on achieving a certain balance between resources and their use.

### **Conclusions and offers**

It is known that in order to increase the economic potential of industrial enterprises, we need to increase their private potential as well. In our opinion, to ensure these processes, it is necessary to implement the following directions:

- Effective use of fixed assets and working capital, as well as sufficient provision of the enterprise with them;
- increase the potential of existing personnel in the enterprise, improve the qualifications of workers, retrain them, further encourage the activities of qualified employees, provide strong motivation, create the necessary working conditions, make effective use of the working time fund, ensure strict observance of labor discipline;
- distribution of the necessary funds for the needs of the enterprise by choosing the most optimal options with the help of correct calculations;
- conducting management correctly, that is, the choosing of management strategy;
- establishing a strong marketing system, ensuring competitiveness and maintaining constantly the aspect of superiority;
- finding new ideas and projects for the development of the enterprise, using them in the production process, putting them into practice, in a word, implementing the necessary innovative activities.

In addition, it is important to create a system, in the process of improving the mechanisms of increasing the economic potential of industrial enterprises, choosing the best alternative to risk, reducing the costs of the product cost by rationally using the available resources in the process of product production, regulating the flow of products and information, ensuring the delivery of high-quality products, integrated, effective and cheap logistics, choosing the most promising investment, as well as transition to resource-saving, waste-free and environmentally safe technology.

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## MODERN INFORMATION TECHNOLOGIES: A MEANS OF ACTIVATING EDUCATIONAL AND COGNITIVE ACTIVITY

## СУЧАСНІ ІНФОРМАЦІЙНІ ТЕХНОЛОГІЇ: ЗАСІБ АКТИВІЗАЦІЇ НАВЧАЛЬНО-ПІЗНАВАЛЬНОЇ ДІЯЛЬНОСТІ

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Умови постмодерного розвитку суспільства, які склалися, вимагають оновлення системи вищої освіти, забезпечення формування конкурентоздатного фахівця, готового до професійного розвитку впродовж усієї фахової діяльності. Наразі пріоритетною метою освітньо-го середовища є спрямованість на розвиток активності та самостійності особистості в процесі професійної підготовки. Крім того, комп'ютеризація та інтенсивний розвиток всіх галузей науки і виробництва потребують впровадження актуальних освітніх технологій. Проблеми активізації пізнавальної діяльності та оновлення