

WAYS TO IMPROVE STRATEGIC MANAGEMENT IN THE FIELD OF AGRIBUSINESS

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Annotatsiya: Agrobiznes sohasida strategik menejmentni takomillashtirish, bu sohada raqobatbardoshlikni oshirish, resurslardan samarali foydalanish va barqaror rivojlanishni ta'minlash uchun zarurdir. Ushbu maqolada agrobiznes sohasida strategik menejmentni takomillashtirish yo'llari, ularning ahamiyati va amalga oshirish usullari haqida ma'lumotlar berilgan.

Kalit soʻzlar: agrobiznes, strategik menejment, qishloq xo'jaligi, resurslar, barqaror rivojlanish, raqobatchilar, reja, bozor tendensiyalari.

Аннотация: Необходимо совершенствовать стратегическое управление в сфере АПК, повышать конкурентоспособность в этой сфере, обеспечивать эффективное использование ресурсов и устойчивое развитие. В данной статье рассматриваются пути совершенствования стратегического управления в сфере АПК, их значение и методы реализации.

Ключевые слова: агробизнес, стратегическое управление, сельское хозяйство, ресурсы, устойчивое развитие, конкуренты, план, тенденции рынка.

Abstract: It is necessary to improve strategic management in the field of agribusiness, to increase competitiveness in this field, to ensure efficient use of resources and sustainable development. This article examines ways to improve

strategic management in the field of agribusiness, their importance and methods of implementation.

Key words: agribusiness, strategic management, agriculture, resources, sustainable development, competitors, plan, market trends.

Agribusiness is a broad field that includes the production, processing, distribution and sale of agricultural products. This sector plays an important role not only in ensuring food security, but also in economic growth and social development. The development of agribusiness requires the effective use of resources, the introduction of innovative technologies and the development of strategies based on the principles of sustainable development. Agribusiness includes the processes of production, processing, storage, distribution and sale of agricultural products. This sector includes all economic activities from farmers, producers, distributors to consumers. The main goal of agribusiness is to produce high-quality and affordable food products, meet the needs of consumers and increase economic efficiency. One of the important aspects of agribusiness is to ensure environmental sustainability and rational use of natural resources. Since agricultural activities depend on land, water and other natural resources, it is necessary to use these resources efficiently and protect them. Agribusiness also helps to create jobs and improve the welfare of the rural population, while taking into account the social responsibility. The development of the agribusiness sector depends on a number of factors. First, the change in market demand and the increase in consumer needs will stimulate the development of agribusiness. Growing demand for food products encourages agricultural producers to offer new products and services. At the same time, increasing competition in the global agricultural market forces agribusiness entities to introduce innovative solutions and improve product quality. Secondly, technological development plays an important role in increasing the efficiency of agribusiness. The introduction of modern technologies, such as intelligent agricultural systems, automated production processes and digital platforms, helps to optimize production processes and reduce costs. This, in turn, increases the

competitiveness of agribusiness entities. Thirdly, government policy and support are also important in the development of agribusiness. State programs, subsidies, loans and other financial support aimed at the development of agriculture allow agribusiness entities to expand their activities and enter new markets. It also creates conditions necessary for the state to support agriculture, solve environmental problems and ensure sustainable development.[1]

There are a number of problems in the field of agribusiness, the solution of which hinders the development of the sector. First, limited resources and natural disasters such as droughts, droughts, and diseases adversely affect agricultural activity. Limited natural resources reduce production of agricultural products and increase prices. Second, the limited access of agribusiness entities to financial resources hinders their development. Many farmers and producers face difficulties in attracting the necessary investments. This causes problems in introducing new technologies, improving product quality and ensuring competitiveness.[2]

Thirdly, the change of market conditions, the difficulty of studying the requirements of competitors and consumers put agribusiness entities in a difficult situation. Strategic planning and analysis are necessary to adapt to changing market conditions, but this process requires a lot of resources and time. A number of solutions can be proposed for the development of agribusiness. First, it is necessary to introduce innovative technologies for resource management and efficient use of natural resources. For example, efficient use of resources can be achieved through the use of water conservation technologies, organic farming methods and renewable energy sources. Secondly, in order to attract financial resources, it is necessary to strengthen cooperation between the public and private sectors. The expansion of programs aimed at the development of agriculture by the state, assistance to farmers through subsidies and loans, helps to ensure their financial stability. Thirdly, it is necessary for agribusiness subjects to study the market conditions and improve their marketing strategies in order to increase their competitiveness. By developing a brand, improving

product quality, and strengthening relationships with customers, agribusiness entities will be able to reach a wider audience. It is important to consider the principles of sustainable development in the development of agribusiness. Combining environmental sustainability, social responsibility and economic efficiency helps ensure sustainable development in the agribusiness sector. The principles of sustainable development help ensure efficient use of resources, environmental protection and social justice. It is necessary for agribusiness entities to conduct their activities based on the principles of sustainable development, to take into account their environmental and social responsibilities. These processes are important for the future of agribusiness, contributing to economic growth and social development. Agribusiness is an important area for the development and prospects of modern agriculture. This sector plays an important role in ensuring food security, economic growth and social development.[3]

The development of agribusiness requires the effective use of resources, the introduction of innovative technologies and the development of strategies based on the principles of sustainable development. Innovation, financial resources and improvement of marketing strategies are necessary to solve existing problems and implement development prospects in the field of agribusiness. Taking into account the principles of sustainable development is important for the future of agribusiness, contributing to economic growth and social development. In order to successfully operate in the field of agribusiness, it is necessary to strengthen cooperation between farmers, producers and the state, to ensure efficient use of resources and environmental sustainability. These processes are important directions for the future of agribusiness and help ensure economic stability.[4]

It is very important to make a clear and appropriate plan for successful operation in the field of agribusiness. The plan should be developed taking into account market conditions, competitors and consumer requirements. In the process of strategic planning, it is important to conduct a SWOT analysis, as well as to study and analyze

market trends. Through these processes, agribusiness entities will have the opportunity to increase their competitiveness and adapt to market requirements. Innovations help to optimize production processes, efficient use of resources and increase product quality. The introduction of new technologies, such as smart agricultural technologies, automated systems and digital platforms, will make agribusiness more efficient and competitive. Innovative approaches are also necessary to develop new products and services, meet consumer needs, and take advantage of market opportunities. In agribusiness, it is necessary to use natural and financial resources such as land, water, energy and human resources effectively. In the process of resource management, their optimal allocation and efficient use is important. In these processes, it is necessary to use innovative methods to ensure ecological stability and not harm nature. For example, efficient use of resources can be achieved through the use of water conservation technologies, organic farming methods and renewable energy sources. Agribusiness entities must develop effective marketing strategies to market their products and attract consumers. In this process, it is important to develop the brand, improve product quality and strengthen customer relationships. Internet marketing, use of social media and digital advertising are effective tools in promoting agribusiness products to a wider audience. Availability of qualified specialists and employees in the field of agribusiness, increasing their knowledge and skills is important in improving strategic management.[5]

By training and developing personnel, as well as by improving motivation and working conditions, it is possible to create an effective team in agribusiness. Qualified personnel play an important role in introducing new ideas and innovations, improving product quality and ensuring competitiveness.[5]

It enables cooperation, pooling of resources and exchange of experience between various organizations, government agencies, scientific institutions and other interested parties in the field of agribusiness. Such cooperation helps in the implementation of innovative projects, development of new markets and realization of common goals.

Networking also allows agribusiness entities to expand their capabilities and increase competitiveness. It is important to combine environmental sustainability, social responsibility and economic efficiency in the improvement of strategic management in the field of agribusiness. The principles of sustainable development help ensure efficient use of resources, environmental protection and social justice. It is necessary for agribusiness entities to conduct their activities based on the principles of sustainable development, to take into account their environmental and social responsibilities. The implementation of digital technologies in the agribusiness sector helps to improve data collection, analysis and decision-making processes. Digital transformation allows you to optimize production processes, reduce costs and improve customer relations.[6]

Agribusiness entities can make their activities more efficient and competitive by introducing digital technologies. In the field of agribusiness, it is necessary to manage financial resources, attract investments and ensure financial stability. In the process of financial management, it is important to control costs, increase revenues and manage risks. Agribusiness entities can make their activities more efficient and sustainable by improving financial management. In order to improve strategic management in the field of agribusiness, it is necessary to conduct continuous monitoring and analysis. Studying market conditions, competitors and consumer requirements is important in making strategic decisions. Monitoring and analysis processes allow agribusiness entities to update and improve their strategies. Overseas experience in agribusiness includes a wide range of experiences including agricultural production, processing and distribution processes. Different countries use unique approaches and strategies to develop their agricultural systems. Foreign experience is important in the development of agribusiness. Each country has its own climatic conditions, natural resources and economic conditions, so specific approaches to agribusiness development are necessary. Studying foreign experience helps to learn successful practices and strategies of other countries. Through this, Uzbekistan can find new ideas, innovations and effective solutions in the development of agriculture.[7]

The United States is one of the world's largest producers of agribusiness. Agriculture has developed there through innovative technologies, scientific research and government support. Agricultural production processes in the USA are automated and equipped with modern technologies. For example, with the help of intelligent agricultural systems, robots and drones, the processes of monitoring the land, tending crops and harvesting products are carried out efficiently. The US also has government programs aimed at promoting agricultural research and innovation. Through these programs, farmers are helped to introduce new technologies. Uzbekistan should learn from the experience of the United States, strengthen agricultural research and develop state programs for the introduction of innovative technologies. The countries of the European Union (EU) pay great attention to the application of the principles of sustainable development in the field of agriculture and agribusiness. EU countries have developed strategies aimed at ensuring environmental sustainability in agricultural development, increasing food security and improving the well-being of rural residents. Innovative approaches are used in the processing and marketing of agricultural products in EU countries. The experience of the European Union shows the need to take into account environmental sustainability and social responsibility in the development of agribusiness in Uzbekistan. Uzbekistan should learn from the experience of the EU, introduce new approaches to processing and marketing of agricultural products, and develop strategies aimed at solving environmental problems. Asian countries, including China, India, and South Korea, use unique approaches to agribusiness development. China has achieved an increase in agricultural production through the modernization of agriculture and the introduction of innovative technologies. China also has developed agricultural processing and distribution systems that enable farmers to sell their products quickly and efficiently. In India, however, much attention is paid to the development of agribusiness through cooperative systems and financial support programs for small farmers. Small farmers are able to join together through cooperatives to sell their products together and reduce costs. Uzbekistan should learn from India's experience and focus on supporting small

farmers and developing cooperative systems. South Korea is one of the countries that has achieved success in the introduction of high technologies in the field of agriculture. There, optimization of agricultural production processes has been achieved through intelligent agricultural systems, automated production processes and digital platforms. Uzbekistan should pay attention to the introduction of modern technologies and the development of digital platforms, learning from the experience of South Korea. One of the main aspects of the foreign experience is the role of innovative technologies and scientific research in the development of agriculture. Many countries have succeeded in increasing production through the development of scientific research and the introduction of new technologies in the field of agriculture. Innovative technologies are important in optimizing crop care, pest control and harvesting processes. It is necessary to introduce innovative technologies in the development of agribusiness in Uzbekistan. This process can be done by supporting scientific research and technological innovation. Uzbekistan, learning from foreign experience, should strengthen agricultural research and develop programs that help introduce new technologies. State support and politics are of great importance in the foreign experience. Many countries support farmers through agricultural development programs and subsidies. Financial aid from the state aimed at the development of agriculture helps to introduce new technologies and improve the processing of agricultural products. Uzbekistan, learning from foreign experience, should strengthen the state programs aimed at the development of agriculture and further expand the provision of financial support to farmers. This process helps farmers to expand their activities and enter new markets. Sustainable development and environmental responsibility are also important in the foreign experience. Many countries focus on environmental sustainability in agricultural development. Ecological sustainability is achieved by taking into account the rational use of natural resources, environmental protection and social responsibility. Uzbekistan should learn from foreign experience and pay attention to ensuring ecological stability in the development of agriculture. This process helps to solve environmental problems and increase the welfare of the

villagers. Foreign experience is important in the development of agribusiness and helps to find new ideas, innovations and effective solutions for Uzbekistan. Learning from the experiences of the USA, European Union, Asian countries and other countries creates new opportunities in the development of agriculture. Innovative technologies, scientific research, state support and taking into account the principles of sustainable development play an important role in shaping the future of Uzbekistan's agribusiness. Uzbekistan should learn from foreign experience, develop new approaches and strategies in the development of agriculture, ensure environmental stability and take social responsibility into account. These processes are important directions for successful operation in the development of agribusiness and help ensure economic stability.[8]

Conclusion:

Ways to improve strategic management in agribusiness are many and varied. Each path has its own advantages and possibilities. Agribusiness entities need to consider these ways to make their activities more efficient and competitive. It helps to improve strategic management, ensure sustainable development in the field of agribusiness, efficient use of resources and take into account social responsibility. These processes are important for the future of agribusiness, contributing to economic growth and social development.

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