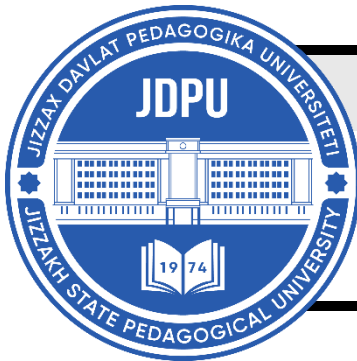


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FEATURES OF THE QUALITY OF LABOR POTENTIAL FOR SMALL BUSINESS

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ABOUT ARTICLE

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Abstract: In the context of ongoing market-structural reforms and global scientific and technological progress, the success of the ongoing transformations depends on the comprehensively developed main entrepreneurial force of society - the individual. At the same time, the accumulation of labor potential and its increase require the development of all spheres of public life, economic, social, and legal. In this article, by the method of sociological research, the importance of certain problems in the management of labor potential by small business owners at all stages of their work with personnel is determined, ways to improve the qualitative characteristics of labor potential in small business are determined.

INTRODUCTION

Intensive tangible structural transformations in the country's transition to full-fledged market relations, as well as a reorientation to the creation of a competitive business environment, both for large and small businesses, require the construction of a different model for activating the qualitative component of labor potential.

Small business as a sphere of employment and a source of income for a significant part of the population, as a flexible part of the labor market, has become a potentially effective means of developing business and entrepreneurial skills among the population and increasing the degree of its adaptation to the levers of economic management used to ensure the development of predominantly competitive, market relations. One of the central vectors in the series of tasks in this area, as noted in the Presidential Decree dated March 26, 2020, No. UP-5975, is the development of a "specific and

transparent mechanism for managing the economy aimed at results", with the identification of key regulators in the field of economic policy to ensure the long-term sustainable development of small business and private entrepreneurship in the regions of Uzbekistan.

Currently, the share of small businesses in the country's GDP exceeds 60%, and of the total number of operating enterprises and organizations, a significant share falls on business entities - about 90%. As of 2021, the number of operating small businesses increased by 122.3%. The implementation of the tasks of the adopted Concept of Socio-Economic Development of the Republic of Uzbekistan until 2030 includes work on the development and protection of entrepreneurship, the development of a competitive environment, the involvement of the unemployed and low-income population in individual entrepreneurship in order to reduce the level of tension in the labor market.

In 2020, the share of small business and private entrepreneurship in Uzbekistan's GDP amounted to 53.9 percent (for comparison: in Japan - 55 percent, Germany - 54, the United States - 52, Kazakhstan - 25.6, Russia - 20).

However, an analysis of the results of the ongoing reforms shows that the qualitative indicator of management - labor productivity, has a downward trend in recent years (for the period 2016 to 2019, labor productivity decreased by 6.7%).

In the regional context, in terms of the share of small entrepreneurship (business) in GRP, Bukhara region ranks fifth among the regions, in the export of products - sixth, in terms of the volume of construction work performed - fifth, but in the total volume of production - ninth.

The GRP per capita indicator of the region actually shows the level of change in labor productivity. The ratio of GRP growth rates to GRP per capita indicates a lag in the growth rates of the second indicator (Figure 1).

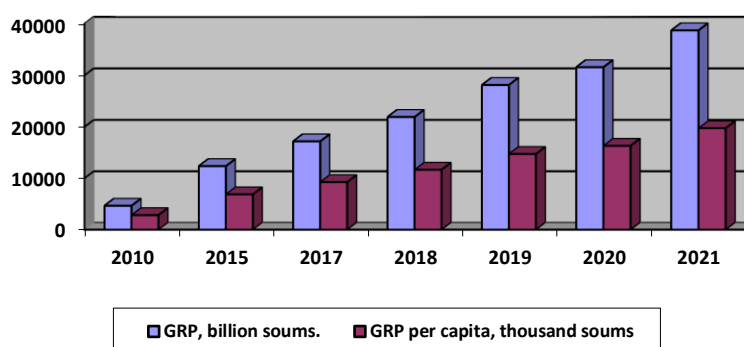


Figure 1. Dynamics of the ratio of GRP to GRP per capita in Bukhara region

Labor potential is the most valuable asset of a small business. Human resources are considered the most important internal resource of entrepreneurship, which plays an important role in increasing the profitability of business. Therefore, the formation of a small business team and its effective management is of key importance for the success of the business.

Sustainable development of a competitive business environment requires the adequacy of entrepreneurs' business skills in effective management of labor potential, the search for a logical connection between the financial approach to achieving the results of their activities and personal business skills.

In this study, we made an attempt to measure the importance of certain areas in the management of labor potential for owners of small businesses and managers of small businesses in the Bukhara region at all stages of work with personnel.

The objectives of the study were:

- determination of the rating of the organization's TP management problems that affect the profitability of the enterprise;
- collection of opinions on the self-assessment of entrepreneurs, the level of knowledge, and business skills necessary for successful entrepreneurial activity.

We determined the importance of the problems through sociological research: improvement of the quality of work and efficiency of personnel - 72%; shortage of highly qualified personnel - 83%; working conditions - 30%; system of stimulation of high-quality work and innovation activity - 54%; microclimate in the team (with more than 10 people) - 46%; training and retraining of personnel - 78%; determination of abilities and limitation of functions performed - 64 percent.

As a result of the research, the following picture emerged. Problems related to personnel management are considered by entrepreneurs to be very important (rating above 68%). Motivated employees are considered by entrepreneurs as the most important component of the successful operation of the company and its profitability.

The problem of selecting highly qualified personnel is due to such factors as the quality of the workforce in the labor market and the skills of working in a small enterprise, which require prompt response and flexibility. The entrepreneur has identified internal social, organizational and economic reserves, with the help of which it is possible to improve the quality of personnel work on the basis of the existing personnel offer and personnel.

Small business leaders pay less attention to such issues as staff training and development, conflict management, and the development of employee job descriptions. Meanwhile, the importance of these areas in working with personnel is high. Entrepreneurs are increasingly interested in the opportunity to send their employees to short-term courses in the relevant areas, which most often remain one-time.

There is a tendency that the business and personal potential of an entrepreneur, his knowledge and skills in the field of entrepreneurial activity to a large extent determine the personal conditions for the profitability of a small business. It is this internal factor associated with the personality of the entrepreneur that most seriously affects the viability of the firm, the formation, including favorable

intra-firm conditions, and the activation of the internal resources of the enterprise to increase its profitability.

Slightly less than two-thirds of entrepreneurs rate their knowledge of running a business as more or less sufficient (56%). The results of the self-assessment showed the "weakest" cognitive capabilities of entrepreneurs: the field of law, taxation, management, leadership, and the possibilities of strategic planning in business. Obviously, it is in these areas that entrepreneurs have an actualized need to expand their own knowledge. Although, in general, the level of self-esteem in all areas of knowledge is low. The average score reflecting the integral grade in the measured areas of knowledge is 3.8. The fact of the connection between the level of knowledge and the profitability of the business is recorded.

Based on the results of the study, it is possible to identify potential groups of entrepreneurs for training and consulting in the field of business education. The most important indicator of the quality of labor potential, and its professional and qualification development is the level of labor productivity. The use of the proposed methodology made it possible to determine the potential labor productivity in the main sectors of the economy of the Bukhara region. Calculations have shown that this indicator does not correspond to the accumulated labor potential. Its full implementation can increase the volume of output and sales in the main sectors of the economy by more than 116.85 billion soums. This indicates a significant underutilization of the labor potential of the region's industry.

Thus, improving the qualitative characteristics of labor potential in small businesses in order to increase their competitiveness and balance can be ensured by:

- ensuring the necessary level of financing of the education system through the participation of all business entities in trust funds;
- further improvement of the quality level of the teaching staff; establishment of business contacts of universities with enterprises and associations, ministries, and departments of the relevant profile, joint development of special training courses for students and masters; sponsorship of educational institutions; creation of a program for the development and implementation of industry clusters, which will make it possible to raise their competitiveness to a significant level on a regional scale;
- organization of the system of retraining and advanced training of personnel in production, special courses, and schools of professional skills at the Regional Chamber of Entrepreneurs and Manufacturers.

Thus, great importance is attached to the socio-psychological aspects of personnel management of a small firm, related to the organization of a team form of work, the creation of favorable socio-psychological relationships in the team.

Its implementation provides a solution to a whole range of problems of managing labor potential, consequently, improving its quality and higher motivation.

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