

ASSESSING THE INCREASE OF ECONOMIC POTENTIAL IN TEXTILE INDUSTRY CLUSTERS BASED ON AN INDUSTRY APPROACH

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Abstract: This article examines the assessment of the economic potential of textile clusters using an industry-based approach. In the context of globalization and digitalization of the economy, the effective utilization of enterprise resources becomes a key factor in enhancing competitiveness. Contemporary assessment methods are considered, including the calculation of an integral indicator and the “competitiveness polygon” method, which allows visualization of key cluster performance parameters. Practical application was conducted on enterprises in the Fergana region, which enabled identification of the strengths and weaknesses of each cluster and evaluation of their economic potential. The study emphasizes the importance of the cluster approach, development of infrastructure, human capital, and innovation as strategic factors for sustainable industry development.

Keywords: textile industry, cluster approach, economic potential, competitiveness, integral indicator, efficiency polygon, cluster assessment, infrastructure development, human capital, innovation

Introduction.

In conditions of global integration and economic digitalization, the effective utilization of industry economic potential is increasingly important. This enables improvement of technologies, production organization methods, and the formation of sustainable competitive advantages. The global textile market demonstrates steady growth: production volume in 2023 reached USD 575.06 billion, with a CAGR of 8.3%, and is forecasted to increase to USD 760.21 billion by 2026 (CAGR 7.2%)¹.

Modern research focuses on assessing the economic potential of textile industry enterprises, including quantitative measurement, development of methodological approaches, and improvement of management practices. Special attention is paid to enhancing enterprise competitiveness and forming an effective cluster environment.

In Uzbekistan, during the initial stage of cluster system formation, priorities included establishing a regulatory framework, developing financing mechanisms, removing administrative barriers, and increasing exports. At the current stage, the key task is a comprehensive assessment of cluster competitiveness and operational efficiency.

Literature Review

Competitiveness can be categorized by sphere: country, industry, enterprise, product, and personnel, with certain interconnections among them. For example, there is a close relationship between “enterprise competitiveness” and “product competitiveness,” since the competitiveness of a product is directly considered when determining the competitiveness level of an enterprise. A specific definition of product competitiveness has not been universally established. In the study by N.V.Yeremeeva and S.L.Kalacheva, product competitiveness is described as “a combination of comprehensive characteristics, product quality (consumer value), consumer price, marketing and commercial activities, seller enterprise efficiency, and the external consumer

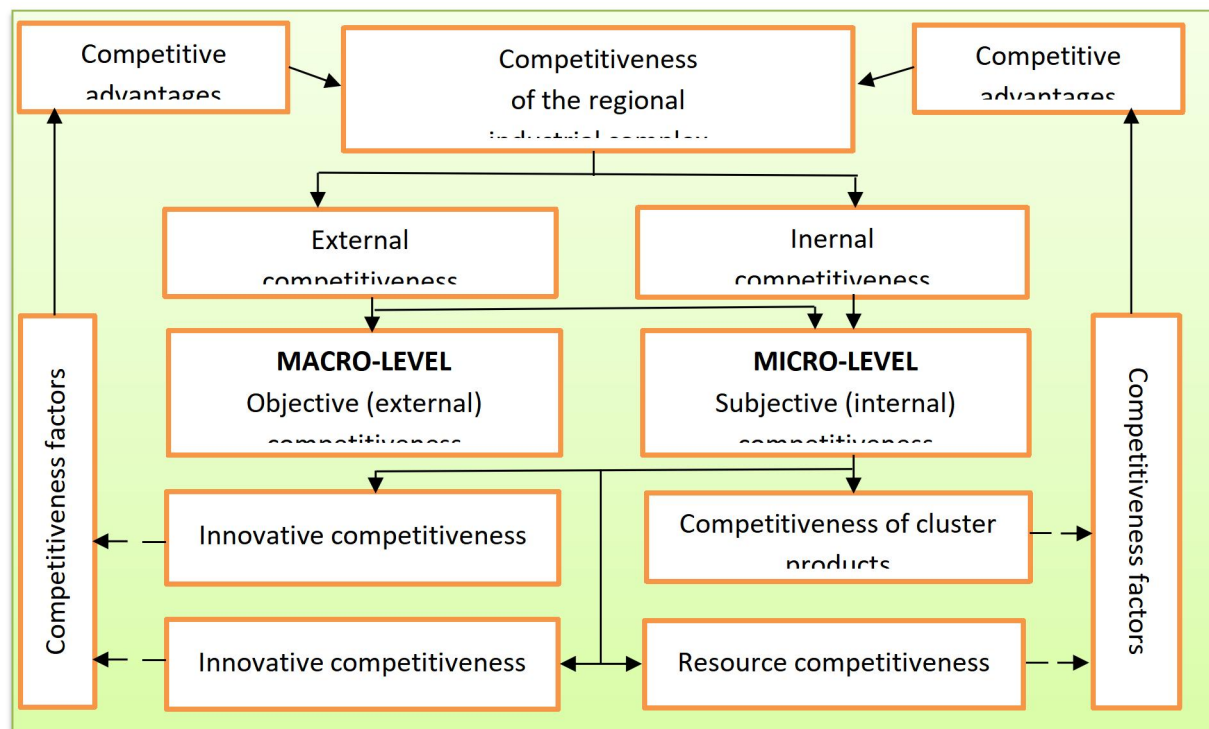
¹ Report on the Global Textile Market for 2023. Source: *ReportLinker* —
https://www.reportlinker.com/p06251037/?utm_source=GNW

response to the seller firm's actions"², while Kh.A.Faskhiev argues that "a competitive product should surpass competitors' analogous products in price and satisfy consumer needs"³.

Researchers M.R.Boltabaev⁴ and A.A.Tillyahodjaev⁵ studied the use of marketing strategies to enhance the competitiveness of textile enterprises, Z.A.Khakimov⁶ focused on light industry enterprises, S.Sh.Yusupov⁷ investigated strategies for developing textile enterprises under strong competition, and Sh.Kh.Nazarov⁸ explored methodological foundations for improving regional competitiveness.

Methodology

This study employs an industry-based approach to assess textile cluster economic potential. Quantitative and qualitative analyses were combined using integral indicators and competitiveness polygons to evaluate labor productivity, wages, innovation, infrastructure, and human capital. Expert assessments supplemented data from surveys and reports, enabling strategic evaluation of cluster performance and development priorities.



² Yeremeeva, N.V., & Kalacheva, S.L. (2006). Competitiveness of Goods and Services. Moscow: Koloss. p. 186.

³ Faskhiev, Kh.A. (2001). Marketing in Automotive Engineering. Moscow: Center for Marketing Research and Management, p. 32.

⁴ Boltabaev, M.R. (2005). Marketing Strategy for Developing the Export Potential of the Textile Industry of the Republic of Uzbekistan (Doctoral Dissertation). Tashkent, 242 pp.

⁵ Tillyahodjaev, A.A. (2018). Improving Modern Marketing Strategies to Enhance the Competitiveness of Textile Enterprises (PhD Dissertation in Economics). Tashkent, 133 pp.

⁶ Khakimov, Z.A. (2017). Enhancing the Competitiveness of Light Industry Enterprises Based on Marketing Strategies (PhD Dissertation in Economics). Tashkent, 141 pp.

⁷ Yusupov, S.Sh. (2018). Development Strategies of Textile Industry Enterprises in Uzbekistan under Intense Competition (PhD Dissertation in Economics). Tashkent, 144 pp.

⁸ Nazarov, Sh.Kh. (2016). Improvement of the Methodological Foundations for Enhancing the Competitiveness of Regions in Uzbekistan (Dissertation). 233 pp.

Results

We will examine the conditions for the successful functioning of textile clusters under market competition, as well as the approach to evaluating this activity, including the formation factors and assessment indicators.

Figure 1. Structure of cluster competitiveness and its functional subsystems⁹

Cluster competitiveness is shaped by a system of interrelated factors, including resource, organizational, financial-economic, social, environmental, sectoral, and market components. Some factors (e.g., macroeconomic conditions) are beyond direct enterprise control.

Various methods are applied to assess competitiveness: rating, share-based, cost-based, and those grounded in the theory of effective competition. The most effective is a combined approach, including calculation of an integral indicator and construction of the “competitiveness polygon.” The polygon method allows visualization and comparison of key cluster performance parameters (market share, management quality, innovation, labor productivity, etc.), assessed on a scale from 1 to 10, considering weighted coefficients.

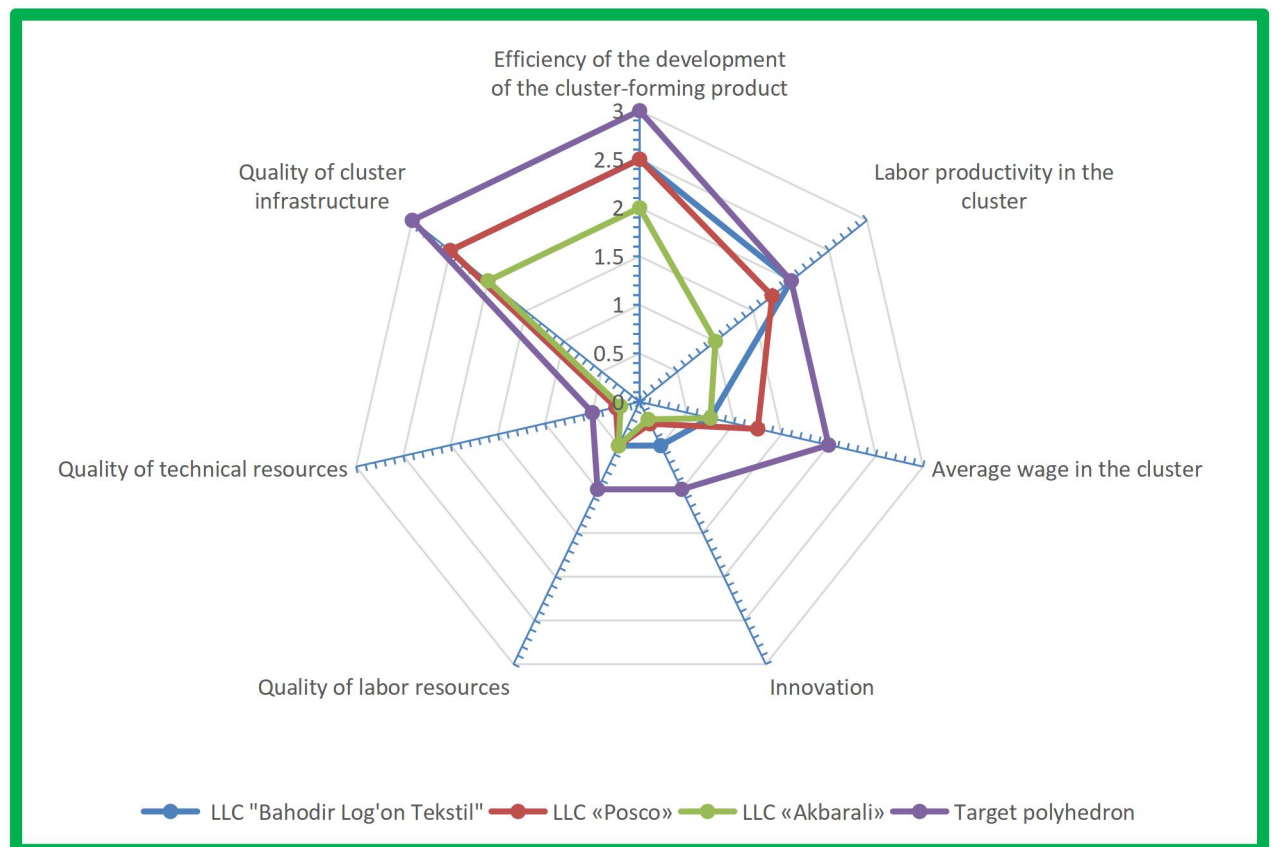


Figure 2. Efficiency polygon of cluster economic potential as a circular diagram with weighted coefficients¹⁰

⁹ Developed by the author

¹⁰ Developed by the author

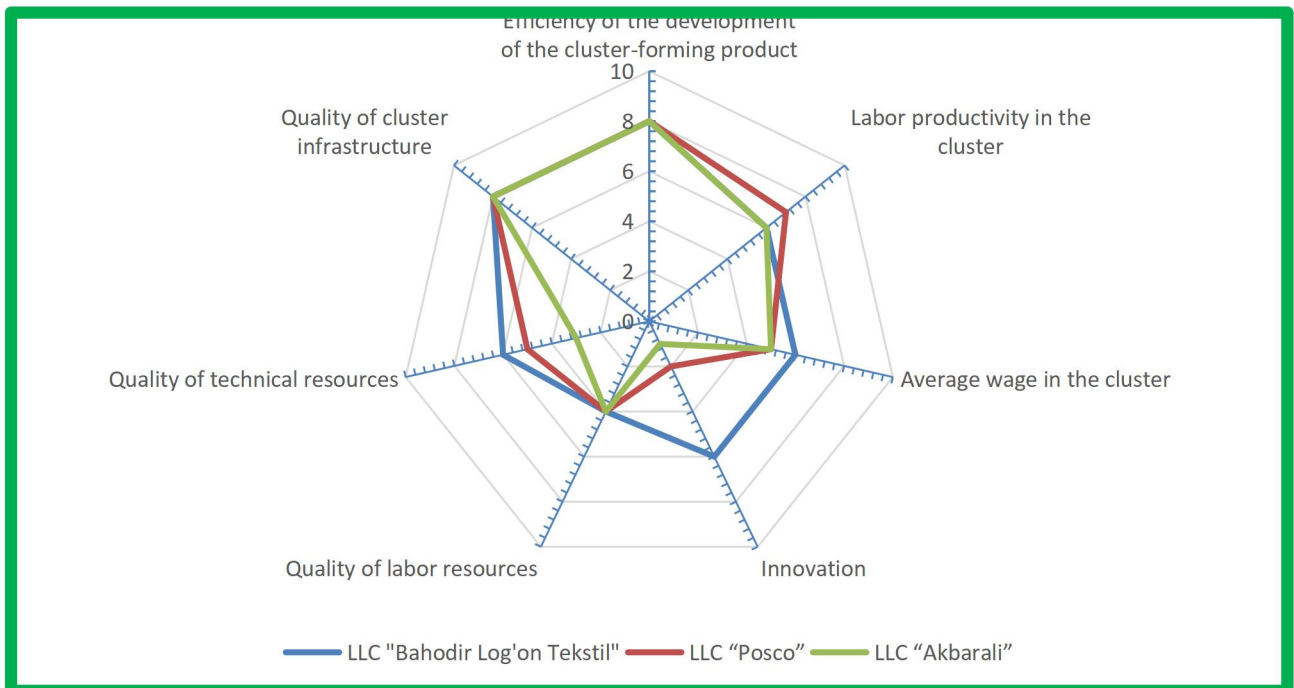


Figure 3. Efficiency polygon of cluster economic potential as a circular diagram without weighted coefficients¹¹

Practical application of the methodology was conducted on textile enterprises in the Fergana region. The calculation of the integral indicator showed:

- LLC *Bahodir Log'on Tekstil* – 5.8
- LLC *Posco International Textile LLC* – 5.45
- LLC *A. Akbarali* – 4.48

Analysis revealed differences in individual factors (wages, quality of labor resources, infrastructure), allowing identification of strengths and weaknesses of the enterprises. Despite the subjectivity of expert evaluations, the method is visually clear and analytically valuable for comparative cluster analysis.

The cluster approach is considered a key instrument for industry development. An effective cluster includes:

- leading companies;
- a network of suppliers and manufacturers;
- a developed institutional and infrastructural environment.

Priority areas for development are the creation of coordination centers, industrial parks, and business support mechanisms.

¹¹ Developed by the author

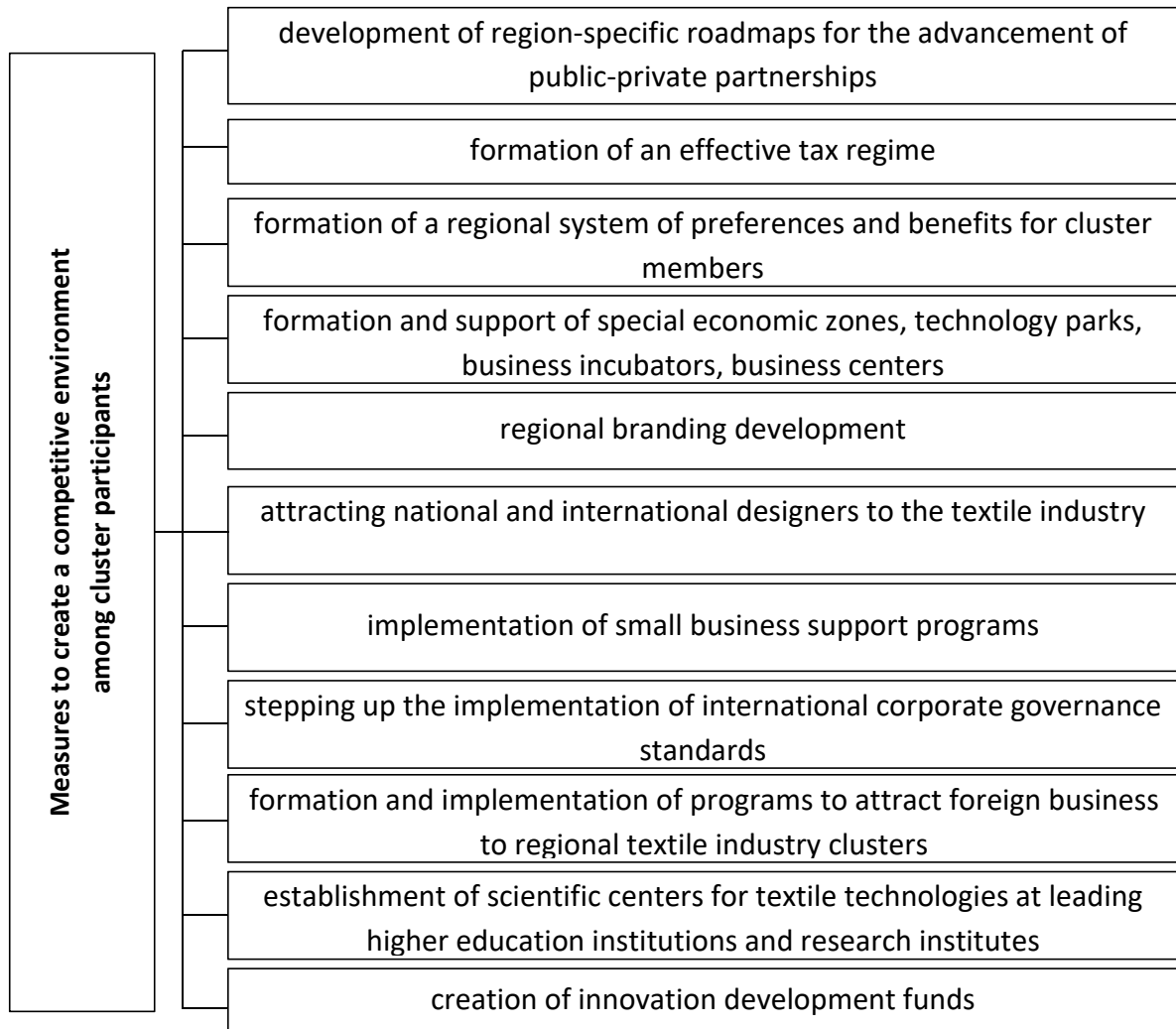
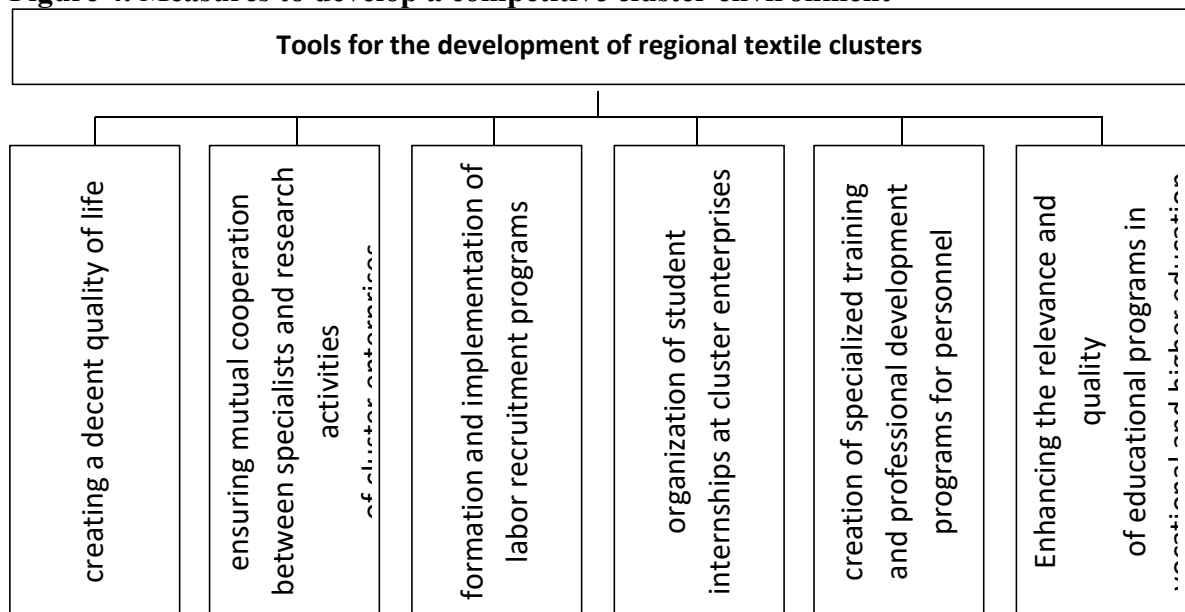


Figure 4. Measures to develop a competitive cluster environment¹²



¹² Developed by the author

Figure 5. Tools for developing regional textile clusters¹³

To enhance cluster efficiency, it is necessary to:

- develop infrastructure (transport, energy, telecommunications);
- improve the financial system;
- enhance the quality of human capital;
- implement innovations and modern management methods.

A key factor for sustainable development is training qualified personnel and integrating educational, industrial, and innovation policies.

Conclusion

Based on the study of relationships associated with cluster formation and management in the textile industry, the following conclusions were drawn:

1. The most effective approach for assessing cluster economic potential is resource-oriented.
2. Clusters represent a system of interrelated participants with continuous resource exchange.
3. Efficiency assessment should combine quantitative and qualitative methods.
4. Improving energy efficiency and developing energy infrastructure are strategic conditions for growth.

Thus, the development of textile clusters provides a synergistic effect, contributing to increased competitiveness, cost reduction, and sustainable regional economic development.

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