

## The Importance of the Construction Cluster in the Economic Development of the Building Materials Industry

*Uzakova Umida*

*Doctoral student of Tashkent State transport University*

**Abstract:** In this scientific article, the formation of a cluster at enterprises operating in the construction industry in the development of the building materials industry through which the existing problems for the development of the sector, ways to increase economic efficiency by organizing economical production of building materials, proposals and recommendations for ways to eliminate them are developed.

**Keywords:** Construction Industry, Building Materials, cluster concept, production costs, production, production localization, cost-effective production, remanufacturing, management efficiency, labor resources, enterprise, organization, competitive market, management mechanism.

**Introduction.** The formation and development of the regional construction cluster is an important tool for increasing the role and place of the construction industry in the economy of the region and increasing its competitiveness. At the same time, regardless of the wide discussion of the conditions for creating regional construction clusters at the national and regional levels, the methodological aspects of implementing regional cluster initiatives to integrate entrepreneurial subjects in the construction sector, taking into account innovative development, have not been sufficiently researched.

Another advantage of building cluster organization is that by setting up a building cluster, it is possible to solve problems in the supply of building materials between Network Enterprises.

Enterprises in the cluster demonstrate strong ties. It justifies itself only when the flow of goods and services between geographically concentrated industries in the cluster is stronger than the flow that connects them with the rest of the foreign economy. Clustering is a common problem and overcoming obstacles, which makes it easier on the basis of business cooperation.

The development of the construction sector in the conditions of clustering requires the development of various forms of interaction between small, medium and large enterprises, state authorities, higher educational institutions, research institutes, etc. in it. It is permissible for small and medium-sized businesses to strive to increase their market share and absorb new regional markets, feeling the support of large enterprises in the construction industry as partners and not competitors. For them, barriers to entry into regional and national markets are significantly reduced due to the unification of requirements within the cluster. In addition, they have the opportunity to have large orders, purchase modern technical equipment and software, increase their reputation through the use of a common trademark and organize effective training of production personnel.

The need for the development of information and Communication Technologies is determined by the content of participants in regional construction clusters from the point of innovation, investments, normative support of construction activities to the content of participants in the chain of consumer values and values from the creation of the construction product of enterprises to the delivery of construction services to consumers.

The process of developing regional construction clusters involves a number of stages that are not always similar to different regional clusters. It should be noted that the formation of a cluster begins at the initiative of the state after the development of appropriate policies in the corresponding region. In this, individual construction companies enter into a cluster relationship from bottom to top with a monand to government policy and with their own initiatives, and an integration process takes place.

**Analysis of thematic literature.** To analyze the results of the clustering of the construction industry in the construction materials industry, it is necessary, first of all, to evaluate the "initial" conditions for the development of the cluster process. The analysis of the capabilities of the educational cluster in the construction complex of the region begins with the study of the business environment of the region, the availability of successful, competitive networks in this area, the availability of local resources, the innovation activity of economic subects and the infrastructural saturation of the region.

As the researchers noted, investision processes gain richer content through innovation. From this point of view, the policy of state innovation plays an important role in the creation of regional construction clusters. "The policy of state innovation should be aimed not at supporting individual construction enterprises and industries, but at developing relations: between suppliers and consumers, end consumers and manufacturers, manufacturers themselves and public institutions, entrepreneurial subects and financial institutions, between enterprises, between the scientific and educational sphere, etc." [1]

In addition to the principles of economic development under consideration of construction enterprises within the framework of the cluster, the following principles of management of the construction cluster in the region can be distinguished [2]:

The principle of prioritizing long-term goals. The long-term nature of the cluster's activities and the high degree of uncertainty of the possible results of the introduction of innovations determine the need to see the long-term prospects for the development of the region, which in turn means the need to develop a strategy for the innovation development of the region's construction complex;

The principle of inter-network interaction. In the economy of the region, the strongest competitive advantages are formed in the conditions of the unification of various enterprises of the construction complex, which contributes to the growth of the competitiveness of all enterprises that are part of the cluster. The clustering of the construction industry is characterized by a high direction of innovation of the activities of enterprises of the industry, which allows them to quickly master the latest types of techniques and technologies for the production of construction products, which, ultimately, will help it reach new markets;

The principle of participation of the state. The state establishes the rules of interaction of participants in the construction cluster by creating a legal framework for the functioning of the cluster, improves the scheme of interaction between participants in the innovation process and increases the ability to introduce innovations, in particular, modern technologies;

the principle of the multiplier effect – "the introduction of innovations at the level of regional socio-economic systems should be aimed at obtaining economic, social, environmental, scientific and technical and other influences."

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In order for the regional construction cluster to be able to stand out positively from other forms of business cooperation, the members of the cluster should be oriented towards innovation. "The most successful clusters are formed where a breakthrough in the technical field is carried out or new market places are expected to be developed later. In this regard, it is necessary to actively use the cluster approach in the creation and regulation of regional innovation programs." [3]

Based on this, it is permissible to pay special attention to the innovations that ensure the long-term development of the construction complex. An important approach in the clustering of a building complex is expressed in the need to study the construction industry in interconnection with them, without considering it separately from other branches of the national economy.

It should be noted that the development of a regional construction cluster occurs as a result of a cluster initiative within the framework of the state cluster policy. "Cluster policy is the process by which state and public organizations promote the growth of clusters and cluster initiatives." [4] Rapid and effective results can be achieved only when cluster formation and development is a managed process.

"An important goal of cluster policy implementation is to initiate and encourage cluster initiatives, as well as create conditions for further development of the formed clusters. It provides for a strategy to stimulate demand, which involves the placement of public orders, either on a vector basis or by ensuring the transfer of technologies, aimed at creating sufficient conditions for the development of the cluster and establishing strong ties between the participants of the cluster". [5]

The practice of cluster formation and development in developed countries of a market economy shows that cluster policies are most effective if it is aimed at improving the state of key factors and regional cluster activities. The formation of demand in such conditions has the greatest impact on the implementation of cluster policies. A regional construction cluster, unlike a construction complex, is not a merger of enterprises created "from above" without explicitly specifying potential benefits by enterprises.

"The formation of a cluster implies, at least, the formation of a program of action by regional authorities. Often, the first stage of cluster creation continues on its own, influenced by many factors, among which the entrepreneurial initiative occupies a special place. As a basis for the development of the cluster, it can be called the possibility of using the common resources proposed by residents to create the cluster, among which it is possible to indicate technologies, advertising channels, a personnel training system, a system for the development of know-how". [6]

In the building materials industry, cluster-forming subjects have a number of distinctive features compared to their enterprises in other industries. Including: variety of production activities; operating on strictly defined standards; high level of capital expenditure.

Therefore, when creating a construction cluster, it is necessary to take into account the Basic Rules of the cluster concept, which include the following [7]:

- the construction and related enterprises that make up the cluster will be able to rationally distribute the costs incurred during the use of the same resources;
- the geographical proximity of enterprises helps to reduce transportation and communication costs;
- the concentration of enterprises in the region creates conditions for the spread of private knowledge in one enterprise to other enterprises, that is, the personal experience and knowledge of employees of firms in the cluster positively affects the quality of the activities of employees of other participating enterprises. By mastering this knowledge, each firm seeks to increase its competitiveness.

"The creation of a regional construction complex in a regional construction complex, reduces the level of transaction costs, increases the economic efficiency of interaction between participants in the complex and forms strategic prospects for the development of Cluster members. This makes it possible to ensure the effective use of the resource potential of enterprises of the construction industry for successful economic development, taking into account environmental factors. At the same time, the effectiveness of the development of the construction cluster also depends on the level of integration and corporate governance in industrial enterprises." [8]

In the conditions of clustering, when the production process is transformed into the activities of the enterprise, the types of property also change, the type of ownership is formed for the transfer of technologies from one network to another. "Due to the creation and development of clusters, the necessary basis for transfers is created, fundamental science, design and engineering developments and new high-tech productions are being combined. As a result, the prospects for Technical re-equipment of the industry are created, the optimal areas of investment investment are determined, and complex production and technological packages are formed for making investment decisions. There is an increase-the largest income is provided at the expense of funds invested in enterprises of related industries. [9]

The effectiveness of the formation and functioning of the construction cluster depends not only on the implementation of public policy in this regard, but also on the organization of a qualitatively new structure of relations between participants in the construction industry. "The synergistic effect of the effectiveness of construction clusters is expressed in investments in the development of innovation of production and the formation of new companies. As a result, export potential, increased employment and improved product quality, development of new technologies, competitiveness and efficiency of Cluster members are achieved; Due to cluster Relations, close ties between science and production, infrastructure are developed, the level of knowledge of employees is increased.[10]

Based on this, the determination of the economic potential of the formation of a regional construction cluster, as well as the development of a mechanism for state support for the unification of construction enterprises, is a prerequisite for the development of the construction complex of the region. "The difference between cluster analysis and traditional industrial analysis is that when analyzing clusters, the value-added formation, product production and sales chains are fully monitored, and all those involved in this structure stand out."[11]

Large enterprises, characterized by high competitiveness in the structure of the construction cluster, also stimulate the development of suppliers and customers. Small and medium-sized businesses are united on the basis of a combination of interests around a stable large subect. "Diversification of the production of central enterprises promotes the formation of new networks using the technologies of the main organizations."[12]

Local authorities of state authorities play an important role in the formation of cluster initiatives. They provide a detailed strategic analysis of the clustering potential of the region's economy and develop cluster programs for the development of individual sectors in the region, taking into account the interests of all participants in the regional cluster. Here they are worth considering the peculiarities of the regional economy, the potential of individual industries and the desire of participating enterprises to develop an integrative cooperative. So, "it will be necessary to include in the strategy of socio-economic development of the region the basics of scientific research and research work, which will stimulate the development of a cluster development program, the integration of educational and construction sectors."[13]

In the building materials industry, large participants in clusters attract suppliers to the cluster structure after consolidating their positions in the region and improving their recognition among consumers. At the

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same time or thereafter, they seek to establish cooperative relations with consumers in the region and with subjects that are previously connected with competitors. Typically, these subjects will consist of small and medium-sized enterprises in the region. This has a positive effect on strengthening the positions of all Cluster members and increasing its competitiveness.

In the regional economy, the functioning of the construction complex as clusters can become an important factor in the country's opportunities to develop a housing construction complex, increase the domestic market and increase international competitiveness.

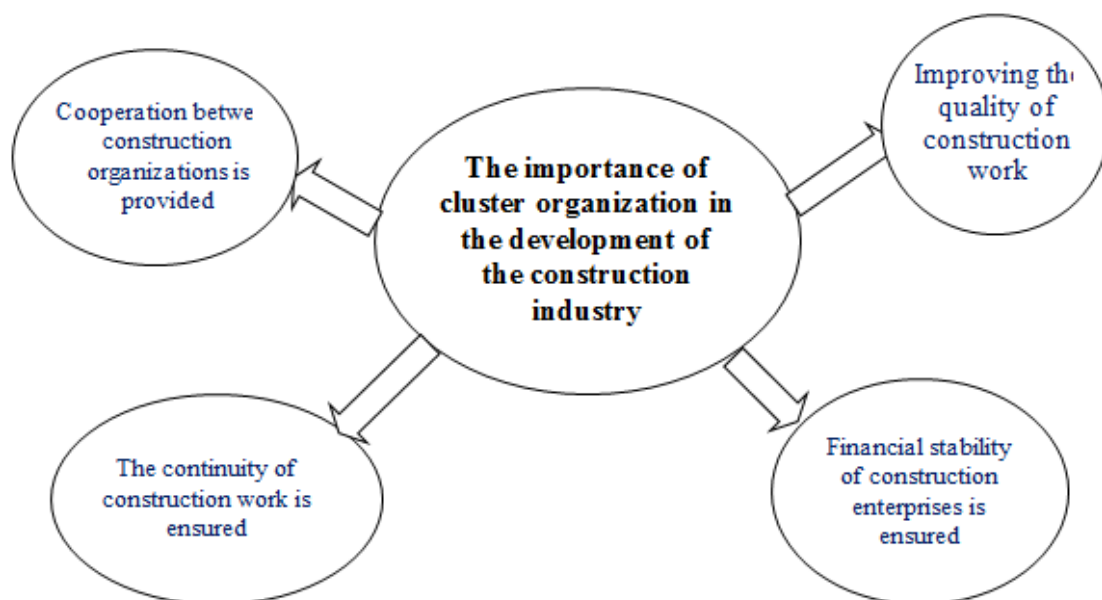
**Research methodology.** The article makes extensive use of comparative comparison of reforms in the construction materials industry regarding the organization of clusters, study and economic comparison and analysis of statistical data, logical reasoning, scientific abstraction, analysis and synthesis, induction and deduction methods.

**Analysis and results.** Modern economic science considers the formation of clusters as one of the important factors in the innovative development of the country. Based on the mechanisms of organization and management of regional construction clusters, cluster initiatives lie. At the moment, systems that require such science and are aimed at ensuring the rapid development of high-tech complexes have not yet been thoroughly researched in our country.

Based on this, it is very important to revise the methodological foundations of the creation of regional construction clusters and determine the most important principles for choosing certain enterprises in the field according to its composition, as well as clarify the rules of interaction between them and determine the socio-economic parameters for assessing the effectiveness of cluster participants.

At the same time, the formation and development of cluster structures is relevant, taking into account the study of the interests of unifying economic subjects such as owners of enterprises, investors, consulting companies and managers of educational institutions, as well as state authorities.

In order for the regional enterprises that make up the cluster to be ready for the unification process, it is necessary to take measures to improve the efficiency of their activities by adopting integrated measures to introduce innovations and improve their competitiveness.



**Figure 1. The importance of cluster organization in the development of the construction industry**

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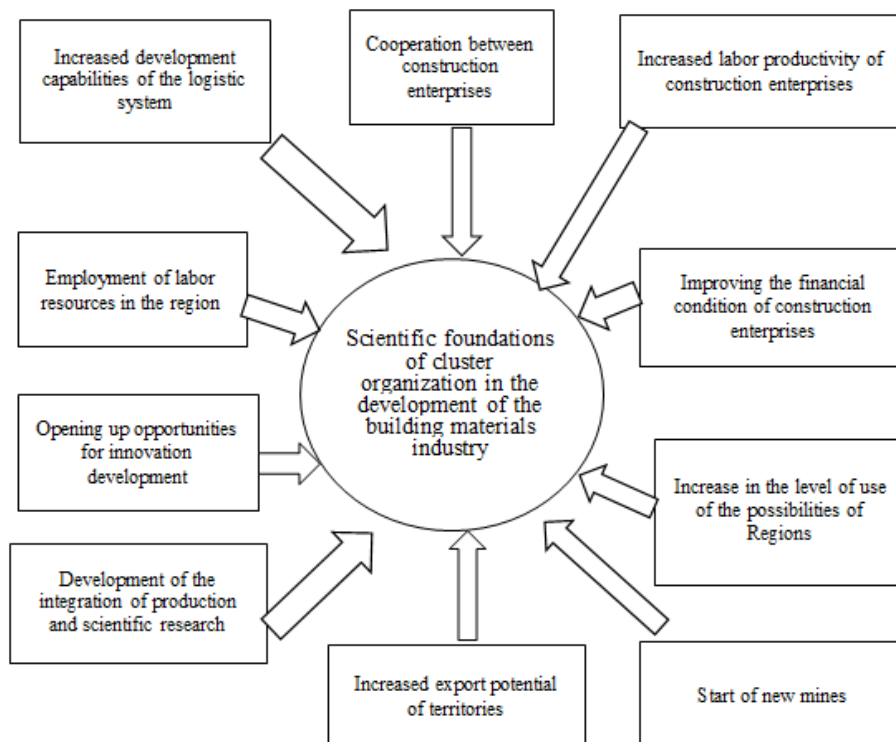


As recognized in the image above, by organizing clusters in the construction network, the following positive results are achieved: in the construction network, the uninterrupted and timely supply of building materials between enterprises is ensured; the quality of construction assembly work carried out by construction organizations increases; in enterprises in the construction network, the cases of idle stay of workers during

In our opinion, independent enterprises, construction firms and other organizations included in the regional construction cluster should have the following characteristics: geographically concentrated in one or more regions; have a specific specialization in the provision of construction services or the production of construction products; interact on the principles of partnership and competition; have official status.

Medium and small businesses play an important role in the formation of the construction cluster, which forms the basis of the construction industry. Given the huge positive effects from the integration of construction enterprises in the region, the process of creating and developing clusters in many countries of the world is encouraged.

Analysis has shown that the clustering of the construction complex in the region provides the following advantages: regional construction clusters give participants the opportunity to use new technologies, knowledge and carry out joint scientific research work; the cluster enterprise has the opportunity to create additional competitive advantages by introducing elements of innovation into its activities, developing internal specialization and reducing product cost due to; due to the presence of flexible entrepreneurial structures such as small and medium-sized businesses in the cluster, innovative points of development of economic growth in the region are formed faster; development of small businesses in the construction sector, facilitating their access to investment resources, providing the opportunity to exchange ideas and transfer knowledge from specialists to entrepreneurs; clustering a construction complex for.



**Figure 2. Scientific foundations of cluster organization in the development of the building materials industry**

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As can be seen from Figure 2, as a result of the creation of the scientific basis for the organization of the construction cluster, it is achieved to improve the employment of labor resources in the region, increase the level of utilization of the opportunities of the regions, develop the integration of production and scientific research, and, ultimately, increase the export potential of the territory.

Regional construction clusters, combining the efforts of the involved enterprises, are engaged in the sale of manufactured products, not only producing the most important construction products, which creates the necessary conditions for the introduction of new technologies, the development of high-tech production, which ultimately contributes to the stable development of the region's economy in competitive conditions. Regional clusters serve as a link in the implementation of large investment projects in the region. They combine regional development processes with the development of all sectors of the national economy, creating the necessary conditions for an optimal solution. In addition, cluster structures serve as the basis for the implementation of regional and priority projects at the regional and Republican levels.

So, the formation of the cluster begins with the initiative of individual construction companies to form and integrate clusters on the principle of "bottom-up", while it is carried out at the initiative of the state on the basis of the relevant regional policy of the state.

Conclusion. In most cases, this process involves a group of specialists called specialists in the field of cluster creation. These professionals can start developing the cluster if they are able to influence the existing network of construction companies or form strategic alliances between these companies and other organizations.

The conditions for creating a cluster can also be associated with the internationalization of production, the globalization of economic systems, the relevance of environmental problems, the needs of individual firms or organizations, or the results of the introduction of research and design work into production. They arise from the national and regional strategic goals of development, from amendments to legislation or the principles of entrepreneurial subjects. In the regions of the country, there are often significant differences in terms of economic specialization, competitiveness of construction companies and the volume of operation of construction tasks and facilities. It is a stable competitive advantage that can be created by combining internal and external resources at the local, regional, Republican or global level.

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