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<p>Shao Junling</p> <p>“Bir makon bir yo‘l” mintaqasi iqtisodiyotini sifat jihatidan rivojlantirishga ko‘maklashishda institutsional asoslarining tahlili</p> <p>Annotatsiya: “Bir makon, bir yo‘l” tashabbusi yangi bosqichga ko‘tarilganidan so‘ng uning asosiy maqsadi mintaqa iqtisodiyotini sifat jihatidan rivojlantirishga ko‘maklashish sifatida belgilandi. Xalqaro darajadagi iqtisodiy integratsiya bugungi kunda asosiy masalalardan biri sifatida belgilanmoqda. Ushbu masalalarning muhimligidan kelib chiqib maqolada “Bir makon, bir yo‘l” tashabbusini barqaror rivojlantirish yo‘nalishida hamkorlik mexanizmlari, barqaror rivojlantirishni qo‘llab-quvvatlash tizimini barpo etish imkoniyatlari tahlil etilgan.</p> <p>Kalit so‘zlar: "Bir makon, bir yo‘l", sifatli rivojlanish, institutsionallashtirilgan qurilish, mintaqaviy iqtisodiyot.</p>	<p>Ш а о Жу нли нг</p> <p>Анализ роли институциональных основ в содействии качественному развитию экономики региона «Один пояс – один путь»</p> <p>Аннотация: Инициатива «Один пояс, один путь» поднята на новый уровень и ее главной целью определено качественное содействие развитию региональной экономики. В настоящее время международная экономическая интеграция определена как одна из главных задач. Исходя из актуальности данного вопроса, в статье анализируются механизмы сотрудничества в направлении устойчивого развития инициативы «Один пояс, один путь», а также возможности создания системы поддержки устойчивого развития.</p> <p>Ключевые слова: «Один пояс, один путь», качественное развитие, институционализация, региональная экономика.</p>
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Kudratjon Bakhtiyorovich Dilmanov – Bukhara State University teacher, independent researcher

CHARACTERISTICS OF HUMAN POWER

Abstract: The article is devoted to the specific characteristics of human potential, and also affects the content of such concepts as potential, capital, human potential, human capital, labor force, intellectual capital, human resources, the axis of human potential in relation to them specific features are revealed.

Keywords: potential, capital, human potential, human capital, labor force, intellectual capital, human resources, cultural capital, social capital.

Introduction. Relevance of the topic. In the Address of the President of the Republic of Uzbekistan Shavkat Mirziyoyev to the Oliy Majlis on January 24, 2020: "Three years ago, we

started great work in order to raise the development of our country to a new level.

Relying on the intelligence, strength and potential of our people, we are achieving preliminary, but very important and significant results. Now we must strengthen these achievements and take bolder and bigger steps. "Because the process of reforms and changes in our country is entering a decisive phase, taking an irreversible turn."¹

This issue has not fallen off the agenda over time. Perhaps its importance is increasing day by day. In his next address to the Oliy Majlis and the people of Uzbekistan on December 20, 2022, the head of state also spoke about human potential: "A social state means, first of all, equal opportunities to realize human potential, creating the necessary conditions for people to live a decent life, and reducing poverty. Therefore, first of all, we will focus on supporting education, which is the biggest investment for New Uzbekistan,"² he noted. It can be seen from these that the relevance of the problems related to the improvement of human potential is increasing day by day.

Analysis of literature on the topic. Issues related to human potential are being studied by world scientists. But in this place, human capital, labor force, intellectual capital, human resources and its content have been theoretically little researched by our scientists. Taking these into account, we found it an objective necessity to systematically look at the content of these concepts. Because the employment of the world's population in the fields, their scientific and professional potential directly depends on the professional directions of the population, the quality and efficiency of education. Taking these into account, several studies are being conducted in this direction. Among these are some studies by A. Abdurakhmanov, S.S. Gulomov, N. Arabov, M. M. Muhammedov, M. Q. Pardaev, G. M. Shodieva, O. M. Pardaeva, Sh. O. Kuvandikov. aimed at solving these problems.

Research methodology. In the process of research, logical, comparative and comparative analysis, analysis and synthesis, induction and deduction methods were used to reveal the essence of concepts such as human capital, labor force, intellectual capital, human resources.

Analysis and results. Clarification of the theoretical issues of human potential and capital is one of the most important problems. Because in current economic literature, the concept of human potential is called human capital, labor force, intellectual capital. If we analyze them theoretically, it will be possible to make the following theoretical conclusions. For this, first of all, let's look at the explanation of the concepts of "authority" and "capital".

In the explanatory dictionary of the Uzbek language, the concept of "authority" is explained as follows. This word comes from the Arabic language and expresses the concepts "(fitness; authority, rulership; full power) ability, talent".³

Related to the use of this word, the word "competent" means "competent, having great ability; it is noted that it consists of "talented" concepts. So, the concept of potential is expressed in our fiction literature in a unique way. For example, Odil Yaqubov, one of the famous writers of the Uzbek people, said: "God, who has blessed this breed with such potential, there is no knowledge in the field of medicine that he does not know."⁴

So, potential means a person who has great abilities, is knowledgeable and, accordingly, talented.

The dictionary that mentions the same name explains the concept of "capital" as follows. This word is of German origin and has three interpretations. "1. from the point of view of the economy, wealth used for self-reproduction, which brings profit and income to its owner (securities, money, material property, etc.). 2. A large amount, a lot of money, wealth. Accumulation of capital in the hands of certain persons. 3. It is said that someone has great wealth,

¹ Ўзбекистон Республикаси Президенти Шавкат Мирзиёевнинг 2020 йил 24 январда Олий Мажлисига Мурожаатномаси. // “Халқ сўзи” газетаси. 2020 йил 25 январь. 19-сон. 1-4 бетлар.

² Ўзбекистон Республикаси Президенти Шавкат Мирзиёевнинг Олий Мажлис ва Ўзбекистон халқига 2022 йил 20 декабрдаги Мурожаатномаси. // <https://president.uz/uz/lists/view/5774>

³ Ўзбек тилининг изоҳли луғати: 80000 дан ортиқ сўз ва сўз бирикмаси. 3-том. Т.: “Ўзбекистон миллий энциклопедияси” Давлат илмий нашриёти, 2006. – 432 бет.

⁴ Ёқубов О. Кўҳна дунё. Роман. – Т.: “Ғофур Ғулом нашриёти”, 2004.

value, something important, something important.”¹

It seems that capital is not used at all in relation to man and all creatures. Because of this, calling a potential person "human capital" is somewhat controversial.

The theory of "human capital" calculates the amount of investments made in a person directly. It is appropriate to consider that this is not human capital, but an investment made to increase human potential. According to the current theory of the concept of human capital, there is an idea that investments in people lead to economic growth. This is a wrong view. An investment in a person does not pay off directly. No matter how much you invest in him, if he does not have the capacity to mobilize himself, the skills to perform the relevant work, the knowledge, such a theory may not be proven.

Some countries certainly spend money to produce more highly educated people for their people. The amount of these expenses is 2.0 billion. If so, the value of human capital cannot be estimated. These funds are used to increase the level of skills and knowledge of human potential, or rather, it is a directed investment. The amount of investment cannot be called human capital. Some theories use the term "human resources" instead of human capital. But this concept cannot be compared to human capital. It should be taken into account that in the current conditions all resources are sold, but human resources are not sold, and it is difficult to determine its value. Currently, employers hire and employ employees. He does not buy this with money, but receives a salary for working during his career. It is not the value of the employee, but a part of the value created due to his work is saved. If a person is skilled, educated and experienced, it will be of great benefit to the employers and the society as a whole. This benefit is not human capital, but the product of human labor with high potential.

There is a unique theory of K. Marx on human capital, which he calls human capital "labor power" and gives the meaning of human capital to the power of the worker. According to the theory of K. Marx, people in capitalist systems sell their labor power in exchange for income, i.e. wages. It is this sold labor power that is called human capital.²

There is one mistake here. The capital sold must pass from one person to another. But both the active employee and his potential, that is, the ability, remain with the employee himself. In this case, the selling process does not take place, but all the potential remains embodied in the person himself. If a person's skills and abilities were capital, capital could be sold like other capitals. But there is no way a person can sell it. These theoretical views also show that it is correct to call it human potential rather than human capital.

Many scientists have expressed their opinions on the theory of "human capital". In particular, according to the idea of Adam Smith, human capital was called "the acquired and useful abilities of all the inhabitants or members of society".³

Smith theorizes that wage differentials depend on the ability of the workers performing the tasks and suggests that they be evaluated based on the relative ease or difficulty of the tasks performed by them.⁴

It is worth noting that people (slaves) were sold during slavery. The price of these did not depend on his qualifications. If at that time people were called human capital, then the sale of people was stopped. With this, the human capital market was also ended. Now, after the sale of a human being is stopped, it is doubtful to call it capital. Therefore, the most correct interpretation, in our opinion, is the concept of "human potential".

In conclusion, it should be noted that, firstly, "human capital" does not fully express "Human potential". Instead of human capital, it is correct to use the phrase "human potential".

Second, each person creates something, performs work and provides services in the course of his activity. In this case, a person is not sold, but uses his potential and mobilizes himself. In this, a person does not sell himself, but only works.

¹ Ўзбек тилининг изоҳли луғати: 80000 дан ортиқ сўз ва сўз бирикмаси. 2-том. Т.: “Ўзбекистон миллий энциклопедияси” Давлат илмий нашриёти, 2006. – 316 бет.

² Маркс, Карл. Ишчи кучини сотиб олиш ва сотиш: 6-боб. Мархисц.орг

³ Смит, Адам (1776). Халқлар бойлигининг табиати ва сабаблари тўғрисида сўров. Муаллифлик ҳуқуқи 2007 МетаЛибре.

⁴ Ўша жойда.

Thirdly, due to the different potential of each person, the level of the products they create, the work they do, and the services they provide are also different. Due to this, the effectiveness of human potential is also different. Accordingly, he receives a salary from the employer. Wages are wages paid for work done, not the value of the worker.

Fourth, investment in education is currently called investment in "human capital". It is not an investment in human capital, but in the growth of human potential. The higher the potential of a person, the more a person can create a lot of quality things at the same time compared to a person without potential. It does not depend on the amount of value of the so-called "human capital".

One of the important features and characteristics of economics is to make more money by making money. To get something, you have to spend something. Those who claim to earn more will also have to spend more. In order for the spent funds to be more effective, the funds given to the workers should not only be wages, but should also be aimed at encouraging the development of the economy. This process, in turn, leads to the development of the field of business management. In this, along with "human capital", it is necessary to expand the management of "human resources". The theory of human resources, unlike human capital, is considered to be a controlled entity. However, this may vary in terms of resource capacity. This also cannot be equated with human capital or human potential.

Human resources can include the population of people who are able to work in the society. From the point of view of the enterprise, it includes employees who are employed in it. It is also natural that each of these has different potential. But from the point of view of purpose, all of them want to make a profit. To achieve this, workers really have to use their conscious abilities and their bodies (arms and legs). But their ability to do something varies in terms of volume, time and quality, they are not the same. The level of this depends on the scientific and professional potential of each person.

Human potential is used on the basis of a contract. For this, workers aim for a standard wage, while employers aim for a net profit from the process. In other words, workers spend their mental and physical labor while maintaining their labor potential, that is, labor power. They will need to work effectively for the result of this work to be at a high level. For this, it requires that its potential be high. The employer's expenses for wages should not exceed their income. If it is the opposite, the use of human capital will end in failure. This certainly does not allow to ensure sustainable progress and efficiency.

Conclusions and suggestions. In short, human potential is a unique concept, which differs from the concepts of human capital, labor force, intellectual capital, human resources, cultural capital, and social capital.

First of all, if we compare the human potential with the ordinary labor force, there are currently temporary unemployed people. They prefer to work temporarily for someone so that they do not waste their time. In this way they will have daily income. Such people do not sell their labor power, but do the assigned work and complete their work.

Second, in this process, they enter into mutually beneficial temporary contracts with employers to employ their skills in exchange for wages. Employers create products using the labor of employees. It is this product that can be sold. In the same way, farmers and other entrepreneurs sell their crops. In this sale, human potential is not sold, as it would be if it were capital.

Thirdly, one thing to note is that man was sold only during slavery. He could be evaluated as human capital only as a worker. Because they have become the property of people. Whoever put them in, owned and served him. To date, using the concept of human capital theoretically does not fully express its content. Therefore, it is appropriate to use the concept of human potential.

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Q.Dilmonov	К.Дильмонов
Inson salohiyatining o‘ziga xos xususiyatlari	Специфические характеристики человеческого потенциала
<p>Аннотасија: maqola inson salohiyatining o‘ziga xos xususiyatlariga bag‘ishlangan bo‘lib, unda salohiyat, kapital, inson salohiyati, inson kapitali, ishchi kuchi, intellektual kapital, inson resurslari kabi tushunchalarning mazmuniga ham to‘xtalib o‘tilgan, ularga nisbatan inson salohiyatining o‘ziga xos xususiyatlari ochib berilgan.</p> <p>Kalit so‘zlar: salohiyat, kapital, inson salohiyati, inson kapitali, ishchi kuchi, intellektual kapital, inson resurslari, madaniy kapital, ijtimoiy kapital</p>	<p>Аннотация: статья посвящена специфическим характеристикам человеческого потенциала, а также затрагивает содержание таких понятий, как потенциал, капитал, человеческий потенциал, человеческий капитал, рабочая сила, интеллектуальный капитал, человеческие ресурсы, ось человеческого потенциала и в их отношении выявлены специфические черты.</p> <p>Ключевые слова: потенциал, капитал, человеческий потенциал, человеческий капитал, рабочая сила, интеллектуальный капитал, человеческие ресурсы, культурный капитал, социальный капитал.</p>

Bekjon Shukurillayevich Musayev – SamISI, “Marketing” kafedrası dotsenti

OLİY TA’LİM XIZMATLARINI TARG’IB QILISHNING NAZARIY ASOSLARI

<p>Аннотасија: Ushbu maqola oliy ta’lim muassasalari o‘rtasida yuzaga kelgan raqobat sabablari, oliy ta’lim xizmatlarini iste‘molchilarga sotishda siljitish va targ‘ib qilishning ahamiyati, dolzarbligi va zaruriyati ilmiy asarlarda keltirilgan nazariy qarashlar asosida yoritib berilgan.</p> <p>Kalit so‘zlar: Oliy ta’lim, ta’lim xizmatlari, marketing, marketing-miks, internet marketing, raqamli marketing, siljitish va targ‘ib qilish, marketing kommunikatsiyalari, abiturent, talaba, ularning ota-onalari, professor-o‘qituvchilar.</p>
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Kirish. Mamlakatimizda so‘nggi yillarda amalga oshirilayotgan ijtimoiy-iqtisodiy rivojlanishning ustuvor yo‘nalishlari va mehnat bozori talablaridan kelib chiqib, OTMlari quyidagi muhim vazifalarni hal qilishga erishilmoqda. Jumladan:

- zaruriyatdan kelib chiqib, qabul kvotalarini shakllantirishga va oshirishga;
- oliy ta’lim xizmatlarini raqamlashtirishga;
- OTMlarida ta’lim sifatini oshirishga;
- iqtisodiyot soha va tarmoqlari uchun yuqori malakali kadrlar tayyorlashga va h.k.

Davlat OTMlari keltirilgan vazifalarni hal qilishda quyidagi 4 ta asosiy ustuvor yo‘nalishlarda faoliyat olib borayotganligini ko‘rishimiz mumkin:

Birinchi yo‘nalish – bosqichma-bosqich davlat oliy ta’lim muassasalari boshqaruv kengashlari rolini oshirish va kafedralar vakolatlarini kengaytirish.

Ikkinchi yo‘nalish – o‘quv jarayonini bozor talablariga moslashtirish, ishlab chiqarish bilan uzviyligini ta‘minlash va talabalarning o‘z ustida ishlashi uchun muhit yaratish.

Uchinchi yo‘nalish – oliy ta’lim muassasalarining ilmiy salohiyatini oshirish, ilm-fan va innovatsiyani rivojlantirish.

To‘rtinchi yo‘nalish – professor-o‘qituvchilar va talabalar uchun qog‘ozbozlikni kamaytirish, sohani raqamlashtirish orqali byurokratiya va korrupsiyani keskin qisqartirishdir.

So‘ngi yillarda mamlakatimizda mazkur yo‘nalishlarda ahamiyatga molik ishlar natijasi sifatida ko‘pgina davlat oliy ta’lim muassasalariga moliyaviy va akademik mustaqillik berilganligini, oliy ta’lim xizmatlari bozoriga xususiy sektorning kirib kelganligi natijasida oliy ta’lim muassasalari o‘rtasida sog‘lom raqobat yuzaga keldi. Bu esa, faoliyat yuritayotgan oliy