

**MANAGING THE ECONOMIC POTENTIAL OF CONSTRUCTION INDUSTRY
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Abstract :Each of the construction industry enterprises, first of all, pursues its own financial interests, including the state, which has assumed the functions of regulating, enforcing and licensing the activities of the enterprise within the framework of legislation, primarily pursues financial interests by taxing a part of the enterprise's income.

Key words : human interest , priority of interest, private property

The interest-based approach to assessing the economic potential of construction industry enterprises is beneficial for all entities participating in this process, and these entities can include not only the enterprise itself, but also the state, owners, investors, commercial banks, stock markets, production partners, product consumers and other interested organizations of the market infrastructure. That is, when assessing the digital economic potential, it is necessary to summarize general indicators and form single generalized indicators based on analytical study from both sides - external and internal. Investors and private owners, on the other hand, pursue the goal of obtaining income from their invested funds. Partner organizations, on the other hand, are interested in the timely execution of concluded contracts, ensuring long-term economic relations, and the stability of market prices for raw materials, materials, semi-finished products and finished products. Commercial banks are interested in the creditworthiness of the borrowing enterprise and its development prospects in developing its long-term financial strategy. Managers are interested in the effective management of financial cash flows and human resources. These interests should serve to increase the economic profit of the enterprise as a result of economic activity. Interest can be manifested in the following forms, including high wages, opportunities for professional growth and business career, a healthy working environment, favorable working conditions, etc.

Such types of interests can be divided into internal and external groups. In particular, internal interest groups, in turn, include individuals ranging from ordinary workers and employees to those engaged in management activities, while external groups can include consumers, employees of higher administrative bodies, including representatives of government bodies, tax authorities, law enforcement agencies, and others.

It should be noted that the level of economic potential of construction industry enterprises is formed under the influence of the environment in which they operate and the scope of work, external and internal factors affecting them. The formation of activities for managing the economic potential of construction industry enterprises should be based on the modern theory of enterprise management. In organizing the activities of construction industry enterprises, based on the assessment of internal and external factors, primarily the identification

of expected and unexpected external and internal influences, their measurement, and at the same time the assessment of the amount of losses resulting from such influences, the need for the concept of the potential potential of the enterprise is formed and the need for its measurement arises. When conducting such studies, it is necessary, first of all, to use new research methods for economic analysis based on the approach to the interest of the activity, the determination of the interest coefficient and interest indices. The interest-based approach to studying the impact of factors on the formation of the economic potential of construction industry enterprises, the determination of interest coefficients and interest indices, allows us to assess its qualitative and quantitative parameters and thereby analyze the consequences of their impact on the level of economic potential of the enterprise, as well as develop it.

In determining economic potential, it is important to take into account the interests of workers and employees, who are a component of labor potential. In this regard, we must deeply understand that the most important place in determining the economic potential of an enterprise is occupied by human resources, that is, labor potential. Only when human interests are fully determined and the qualities that constitute them are considered as elements of human interests, does it acquire the essence of a material object.

Such an approach, first of all, means that a broader interpretation of the concept of human interests, the identification of its specific features is of great importance today. However, the fact that a clear definition of the concept of human interests has not yet been given in the economic literature, and only some of its aspects have been highlighted, further increases interest in this term. From this point of view, we will try to approach the concept of human interests in a comprehensive way, to determine its impact on economic potential by highlighting its various aspects. Let's say, due to mistakes and negligence committed by a person, his mental state and health, psycho-emotional state and many other aspects that have not been taken into account in the production process to this day, a factor directly affects economic processes, including economic potential.

From an economic perspective, it would be appropriate to define the concept of human interests as the manifestation of the personal qualities, characteristics, and other similar aspects of people who are participants in economic processes under the influence of external factors (Figure 1.7).

The great economist A. Smith, in his book "An Inquiry into the Nature and Causes of the Wealth of Nations" (1776), ¹shows that the main incentive that activates a person is personal interest. At this point, it can be said that human interests are an important link that determines the future of economic development.

In our opinion, human interests are the sum of the relations expressed by man of things and phenomena that directly depend on man. Man is at the center of socio-economic processes in society, and all events and phenomena in it occur directly and indirectly with the participation of man. Human interests consist of a system of different classes, strata and groups that interact with each other, the activities and mutual relations of which ensure the progressive development of society. A one-sided study of the concept of human interests hinders the full disclosure of its economic content and essence. Because the fact that man is at the center of all

¹ Shodmonov Sh. and others Economy theory - T.: Finance , 2002. - B. 19.

things and phenomena in human society and that all adopted laws are aimed at the interests of man requires special attention to its economic essence.

However, we believe that human interests should be considered primarily as a person's attitude to external influences. As an explanation for this, we can say that all economic processes are manifested and carried out in the form of "predominance of interest". Such interests, in turn, can be divided into economic or material, social, spiritual, legal and other types. However, such a definition shows that there is no single economic law that reflects interest among economic laws. ²Knowing that a law is a necessary, important, stable, recurring relationship between phenomena, it shows that the economic law of "predominance of interest" must exist in terms of economic processes serving human interests. This is of great importance in the functioning of general economic processes. All people who have existed in the history of the development of society have organized their lifestyle based on a certain type of interest. In our opinion, such interests can be classified according to the scope of their influence as follows.

Personal, that is, individual interest, is understood as the action of a person, regardless of whether he is a worker or an employee, a manager or an employee, a buyer or a consumer, in all his activities as a subject of economic processes, to a certain extent, in the interests of his own personal interest. Personal interest, in turn, refers to the interests related to property, material wealth, health and spirituality belonging to a person. At this point, it should be noted that, taking into account that personal interest is aimed at protecting the right to personal property, the form of "personal property" should be included in the composition of forms of property in the legislation of our country. This further strengthens the right of a person to work, and at the same time creates the opportunity to guarantee the inviolability of property formed from wages. Because a person's ability to work belongs only to him, and it is appropriate that the property formed in exchange for income from labor is manifested as a form of personal property.

Group or family interest - in terms of living and working in a community, a person naturally acts in the interests of his family, loved ones, or teammates, with their interests taking precedence over the interests of others.

In addition, the constant activity of a person in society creates the need to act from the point of view of the interests of society and the state. Where there is no interest, there is no development, and it is this interest that fully manifests its essence in regulating the socio-economic system of the state, in carrying out socio-economic reforms. Thus, the interest of a person is economically manifested as the influence of a person on the economy. It is precisely this influence that is formed in the form of human interests and it is appropriate to bring it as the next factor among the political, legal, organizational factors affecting the economy. We can see this from the fact that although all economic processes serve a person, a person, as a consumer or producer, acts in the interests of his personal, group or society. This directly affects the quality of manufactured products and the increase or decrease in cash income.

When grouping human interests according to their purpose, we can divide them into economic or material interests, social interests, legal interests, spiritual or other types of

² Novikov D.A., Zakony, zakonomernosti i principy upravleniya. <http://www.mtas.ru/>



interests. In this case, each action or activity of a person purposefully pursues a certain type of interest. This refers to economic, social, legal, spiritual-cultural or other types of interests.

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