

INNOVATION SCIENCE AND TECHNOLOGY



Scopus || Electronic journal specializing in Scopus

ISSUE 3

 Acceptance of papers **March, 2026**



Acceptance of papers

Published monthly



Topics

economics, technology, social sciences



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JOURNAL **"INNOVATION SCIENCE AND
TECHNOLOGY"** HAS BEEN REGISTERED
UNDER THE NUMBER **C-5669633** BY THE
AGENCY FOR INFORMATION AND MASS
COMMUNICATIONS (AOKA) OF THE
REPUBLIC OF UZBEKISTAN, EFFECTIVE
FROM OCTOBER 9, 2024.

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The scientific electronic journal "Innovation Science and Technology" has been included in the list of scientific publications recommended for the publication of main scientific results of dissertations for the award of PhD and DSc degrees in economics and technical sciences, in accordance with the Resolution No. 370 of the Presidium of the Higher Attestation Commission of the Republic of Uzbekistan, dated May 8, 2025.

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STRATEGIES FOR ENHANCING INVESTMENT POTENTIAL

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Abstract: Mazkur maqolada investitsion salohiyatni oshirish uslubiyatining nazariy-metodologik asoslari hamda amaliy jihatlari tadqiq etilgan. Hozirgi global iqtisodiy sharoitda sanoat korxonalari, xususan yog‘-moy tarmog‘i subyektlarining barqaror rivojlanishi investitsion resurslarni samarali jalb etish va ulardan oqilona foydalanish darajasiga bevosita bog‘liqligi ilmiy asoslab berilgan. Tadqiqot jarayonida investitsion salohiyat tushunchasining mazmuni hamda uni shakllantiruvchi asosiy omillar — moliyaviy barqarorlik, innovatsion faollik, ishlab chiqarish quvvatlari, boshqaruv samaradorligi va institutsional muhit tizimli yondashuv asosida tahlil qilingan. Shuningdek, investitsion salohiyatni baholash va uni oshirishning samarali mexanizmlarini takomillashtirish bo‘yicha ilmiy xulosalar ishlab chiqilgan.

Key words: investitsion salohiyat, investitsion jozibadorlik, moliyaviy barqarorlik, innovatsion rivojlanish, investitsiya resurslari, integral baholash ko‘rsatkichlari, matritsali tahlil, strategik boshqaruv, sanoat korxonalari, samaradorlik, investitsiya muhiti, raqobatbardoshlik, kapital qo‘yilmalar, iqtisodiy o‘sish.

INTRODUCTION

Today, considerable attention is paid worldwide to scientific research aimed at the effective development of investment potential through the efficient use of existing opportunities and the improvement of investment and development mechanisms in accordance with market requirements. In this context, priority research focuses on attracting foreign direct investment to industrial sectors, mobilizing domestic resources to strengthen investment potential, and expanding the capacity of investment entities to utilize investment resources more effectively.

LITERATURE REVIEW

Theoretical approaches to the interpretation of the category of “investment” in economic literature began to evolve during the 1990s, in connection with the implementation of economic reforms and the transition of national economies to market-oriented relations. Within the framework of the administrative-planned economy, the term “investment” was rarely used; instead, the concept of “capital investments” was widely applied, referring to expenditures directed toward the reproduction, expansion, and modernization of fixed assets. In certain cases, investments were also defined as long-term capital expenditures allocated to sectors such as industry, agriculture, transport, communications, and other branches of the economy.¹

In economic literature, the issues of investment potential and investment activity have been extensively examined by numerous scholars. In particular, B. Samarkhodjaev emphasizes that investments play a key role in ensuring sustainable economic growth, expanding production capacities, and introducing modern technologies. According to the author, the effective organization of investment processes contributes significantly to enhancing enterprise competitiveness and strengthening the stability of the national economy. Similarly, F. S. Tumusov considers investment potential as a complex economic category that reflects the availability of financial resources, infrastructure, and institutional conditions necessary for attracting and effectively utilizing investments in the development of industries and regions.

RESEARCH METHODOLOGY

The methodology for the sustainable development of oil and fat industry enterprises is primarily aimed at ensuring the uninterrupted supply of oil and fat products to the market to consumers, maintaining the reliable and stable functioning of the industry, and strengthening the capacity of enterprises to effectively respond to both external and internal challenges. Based on the identified problems and analytical findings of the study, the proposed methodology for sustainable development—focused on enhancing the operational security and

¹ Тумусов Ф.С. Инвестиционный потенциал региона: теория, проблемы, практика. Москва, «Экономика», 1999, - 272 с.

stability of oil and fat industry enterprises—reflects the development policy and safe operation of the industrial enterprise complex operating under the “Uzyogmoysanoat” association. At the same time, it relies on the current state and projected trends of socio-economic development and is oriented toward meeting consumer requirements and market demands.

Within the framework of this research, the subject of the study is the system of institutional relations formed within the oil and fat complex. The object of the study includes individuals, departments, services, institutions, and sectoral bodies responsible for organizing and ensuring the supply of oil and fat products to regional consumers.

ANALYSIS AND RESULTS

The objectives of the proposed methodology are to ensure the stable and efficient functioning of the oil and fat production complex under modern market conditions, as well as to create favorable prospects for sustainable development and growth while strengthening the sector’s capacity to effectively respond to internal and external challenges. In this context, the methodology focuses on improving the financial efficiency, stability, and economic independence of the oil and fat industry association. It also emphasizes the modernization of equipment and technologies based on innovative approaches, the progressive development of the industry association, and the achievement of effective management supported by an optimal organizational structure.

At the same time, the methodology is aimed at strengthening the resilience of the association to internal and external influences, meeting regional demand for oil and fat products at affordable prices and with appropriate quality standards, and providing the sector with highly qualified personnel. In addition, it promotes a high level of environmental sustainability while minimizing environmental impacts, strengthens the legal protection of the association’s activities, and ensures a high level of automation and information support across all services. Furthermore, the methodology provides for the development and implementation of both short-term and long-term measures to prevent and mitigate potential risks, while ensuring the protection of capital, property, commercial interests, information resources, and human capital (Figure 1).

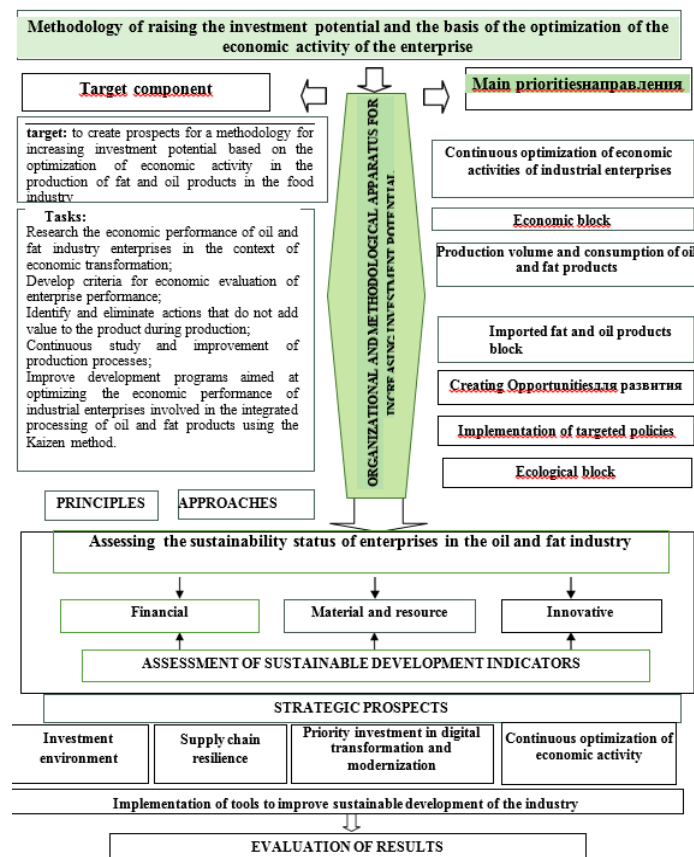


Figure 1. Methodology for increasing the investment potential of industrial enterprises based on optimizing their economic activities²

² Compiled and systematized by the author based on economic sources and academic literature.

The main components of the sustainable development methodology for enterprises operating under the Oil and Fat Industry Association are focused on creating favorable financial, economic, and organizational conditions for attracting investments into the sector. In this context, particular attention is paid to ensuring economically justified profitability of capital invested in the industry, which enhances the attractiveness of the sector for investors. The effective implementation of these objectives is closely linked with state support mechanisms and the rational use of public-private partnership instruments. In addition, support measures such as privileges and subsidies for producers of electricity and thermal energy that utilize oilseed products and renewable energy sources play an important role in strengthening the resource base of the industry. The formation and improvement of a comprehensive regulatory framework also represent a key foundation for implementing regional development strategies in the oil and fat industry. Such a regulatory system ensures stability, transparency, and consistency in the development of the sector and provides an effective legal environment for economic activity. Furthermore, state supervision of the activities of oil and fat industry enterprises contributes to the continuous optimization of their economic performance. An essential element of the development strategy is the comprehensive modernization and technical re-equipment of fixed assets, which involves the timely replacement of obsolete equipment and the introduction of modern technologies. This approach contributes to improving resource efficiency, preventing unnecessary losses, and ensuring the rational use of available resources.

The methodology for increasing investment capacity is aimed at strengthening the role of investments in enhancing the competitiveness of the national economy in the context of globalization and market-oriented development. The expansion of investment capacity is not limited solely to the growth of capital investments but also includes innovative development, the improvement of the institutional environment, and the strengthening of human capital. From this perspective, the development of a scientifically grounded methodology for increasing investment capacity represents an important and relevant task. Investment capacity is considered a complex economic category that integrates financial, institutional, human, and technological resources. The scientific and methodological framework for enhancing investment capacity involves several interconnected stages. Initially, diagnostic assessment plays a crucial role through the analysis of key indicators such as the share of gross capital investment in GDP, the volume of foreign direct investment, and the proportion of innovation expenditures, as well as through the identification of strengths, weaknesses, opportunities, and potential challenges using analytical instruments such as SWOT and PEST analysis. This stage is followed by strategic planning, which includes the development of investment strategies at national, regional, and sectoral levels and the application of portfolio diversification and risk management mechanisms. Another important stage is institutional reform, aimed at creating a favorable investment environment through tax incentives, legal guarantees, simplified administrative procedures, and the expansion of public-private partnership mechanisms.

In addition, innovative transformation measures play a significant role in strengthening investment capacity, particularly through the introduction of digital technologies, the expansion of investments in scientific research and experimental development (R&D), and the support of startup projects and technoparks. Financial mechanisms also contribute substantially to increasing investment potential through the development of capital markets, the expansion of initial public offerings and bond instruments, the strengthening of cooperation with national and international financial institutions, and the application of innovative financing tools such as venture capital and crowdfunding. The application of effective mechanisms for increasing investment potential contributes to sustainable economic growth, enhances competitiveness across economic sectors, creates the necessary infrastructure for the transition to an innovation-driven economy, and supports deeper international economic integration through the attraction of foreign capital flows. Overall, the enhancement of investment capacity represents a complex and multi-stage process that extends beyond the simple expansion of financial resources. The most effective results are achieved when financial growth is combined with innovative development, institutional reforms, and the strengthening of human capital. From a scientific and methodological perspective, this process requires the systematic implementation of interconnected stages, including investment capacity assessment, strategic planning, institutional transformation, innovative development, and continuous monitoring.

CONCLUSIONS AND RECOMMENDATIONS

According to the results of the study, the proposed methodology contributes to optimizing the economic activities of the oil and fat industry through an integrated approach and promotes the efficient utilization of production capacities, oil product reserves, financial resources, as well as material and technical assets. This approach expands the opportunities for the effective organization of resource allocation within enterprises, contributes to the reduction of production costs, and supports the creation of additional value.

Furthermore, the sustainable development methodology is aimed at the systematic improvement of the activities of oil and fat industry enterprises by ensuring a balanced level of production efficiency, financial stability, innovation activity, and management quality. As a result, the investment attractiveness of enterprises increases, their competitiveness is strengthened, and additional opportunities emerge for establishing a stable position in both domestic and international markets.

Overall, the developed methodology has significant scientific and practical value in supporting the long-term strategic development of oil and fat industry enterprises, strengthening their economic resilience, and promoting sustainable growth within the industry.

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Proofreader: Zokir ALIBEKOV

Layout and Designer: Oloviddin Sobir ugli

2026. № 3

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