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THE ROLE OF QUALITY MANAGEMENT SYSTEMS IN INCREASING THE COMPETITIVENESS OF NATIONAL GOODS AND SERVICES (IN PANDEMY)

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Abstract: In this article, the concept of competitiveness, further enhancing the competitiveness of industrial enterprises, the role of enterprise management system in producing quality products for the international market, significant changes in the scale and structure of external factors ensuring the competitiveness of national goods and services in the globalization process. technology-based processing industries, the macroeconomic environment, which is the main focus in determining the competitiveness of the country, the factors that determine the competitiveness of the enterprise are listed. In the current pandemic, important factors influencing the competitiveness of enterprises, indicators characterizing the competitiveness of enterprises and factors determining the competitiveness of enterprises in the market, the experience of developed countries and the activities of transnational corporations operating in them are analyzed.

Keywords: national brand, competitiveness, industrial enterprises, international market, pandemic, Action Strategy, market, transnational corporations, quality.

Introduction

The priorities set by the President of our country are aimed at saving costs and increasing the efficiency of their use in industrial enterprises, increasing the competitiveness of their products.

The continuous reduction of production costs is a law of the method of production in a market economy. It will be ensured by the steady growth of labor productivity, the raising of the cultural and technical level of workers, the rational use of material and labor resources, and the improvement of management methods. The importance of reducing production costs is increasing year by year, as each percentage of its reduction increases the absolute volume. In other words, by reducing the cost of production by 1%, the company will save a lot of financial resources and increase the competitiveness of the product. This is one of the most pressing issues facing any business. It should be noted that the efficient use of all resources at the disposal of enterprises to increase competitiveness is one of the most pressing issues.

Implementation of these tasks will identify and mobilize existing reserves to reduce

the cost of production in the industrial sector, equip production with modern materials and energy-saving equipment, make full use of available capacity, unreasonably reduce the cost of raw materials and ancillary services. It is necessary to take measures such as limiting the growth of the economy by economic means, strengthening industrial cooperation and localization of the production of imported raw materials and components.

The high financial condition of the enterprise plays an important role in reducing the cost of production in enterprises. It is well known that when exporting companies export products, production is not always the same. Under such conditions, the money for the sale of products may not arrive on time, or the demand for the product may increase, or as a result of lack of equipment and technology to produce more products, enterprises may temporarily stop production or fail to produce the required amount. . In this case, the provision of soft loans by banks will be a great help for businesses.

Acquisition of modern technology, which is necessary for the production of products by enterprises, increases the quality and volume of products and brings a lot of positive results. The

most important of these is labor productivity. Because one of the biggest costs in manufacturing today is the cost of labor. It is very important for the company to use its employees effectively, increase their production and improve product quality. As a result, the cost of production of the enterprise is further reduced.

The method of calculating depreciation on long-term assets in the enterprise is also important. In today's fast-changing market economy, the accelerated method of calculating depreciation has its own advantages. The use of accelerated depreciation in the production of goods, on the one hand, increases the cost of production of temporary products, but as a result of depreciation, the company receives a lot of money. In the early years, the cost of the product increases as a result of calculating large amounts of depreciation in an accelerated manner, in subsequent years, the depreciation of the product is calculated and the cost of the product decreases.

Main part

The allocation to the social insurance fund, which is part of the cost of production, is one of the main costs for the enterprise and is directly proportional to the cost of labor. If the enterprise achieves the efficiency of labor costs, in turn, it achieves the efficiency of these costs.

This means that in any case, enterprises can increase the quality and volume of products, rationally use the benefits provided by different countries, reduce the cost of production as a result of more efficient use of labor by workers and employees. This will further increase the economic stability and competitiveness of the enterprise.

It is known that the level of competitiveness of enterprises is determined by four integral indicators:

- 1) product quality;
- 2) product price;
- 3) operating costs of the product;
- 4) quality of service and mobility of factors.

“The main condition for competitiveness is the production of quality food products and lower prices than competitors.

In our opinion, the concept of competitiveness is inextricably linked with the concept of "quality". While quality parameters are usually determined by the interests of the manufacturer, the parameters of competitiveness are determined primarily by the interests of consumers. If the quality and technical level of a product is determined by the modern requirements of the manufacturer, the level of transformation of the industry, its competitiveness is assessed in comparison with the level of development of needs.

The role of the enterprise management system in increasing the competitiveness of industrial enterprises and the production of quality products for the international market is of particular importance. It is necessary to adapt the enterprise management system to the production of a fully competitive product, to achieve high efficiency by developing the capacity and motivation of each employee. At the same time, the introduction of a competitive management system for enterprises is a more effective mechanism.

Competitiveness management should be regulated through a management mechanism based on a strategic approach. An organizational and economic management mechanism is a system used to manage competitiveness and ensure the end results that an enterprise needs to achieve. The establishment of a competitive management mechanism in the enterprises of the industry requires working with the factors that affect the improvement of product quality. Competitiveness management is the search for opportunities for the company to constantly increase its comprehensive advantage among similar enterprises, the implementation of innovative and diversified activities. It is also necessary to pay attention to issues related to the quality of raw materials, staff skills, modernization of equipment and technology, the establishment of effective marketing services. It is also necessary for industrial enterprises to pay serious attention to issues related to the storage of goods.

The main purpose of the mechanism is to develop and implement a specific system for managing the competitiveness of industrial

enterprises. It is proposed to open a department of competitive management in the structure of the enterprise. The department will have the following functions:

- development of various strategies for the enterprise;
- Supervise the regular conduct of marketing research and identify gaps in their activities; research of the market share of the enterprise;
- Comparative study of the level of product quality control;
- Continuous study of the activities of competing companies.

Therefore, it is recommended that industrial enterprises use a strategic management system in conjunction with an operational management system, using a variety of competitive methods. An important change in the dynamics of industrial development in the structure of the economy is the implementation of profound structural changes and diversification in industry on the basis of modernization of enterprises and production, technical and technological renewal.

Particular attention is paid to improving the quality of institutional reforms and opening the way for entrepreneurship as a key priority in industrial policy. It focused on the modernization and diversification of industrial production, support for enterprises in the real sector of the economy, the implementation of program measures for the development of industry in the medium and long term.

The Action Strategy calls for further modernization and diversification of the industry through the transfer of high-tech processing industries, especially to a qualitatively new level, aimed at the rapid development of production of high value-added finished products based on deep processing of local raw materials. highlighted.

In the process of globalization, there will be significant changes in the scale and structure of external factors that ensure the competitiveness of national goods and services. External factors of competition include the macroeconomic environment, the choice of innovative ways of development, the state of

national institutions and infrastructure, the quality of human capital, the level of regional and sectoral balance of the national economy, which have a variable impact on internal factors. Increasing internal and external competitiveness at all stages of market reforms in Uzbekistan has been a priority of structural reforms. In the current context, the urgency of addressing this issue has increased, and it is seen as an ongoing strategic direction to ensure competitiveness through economic liberalization and industrial transformation.

The main focus in determining the competitiveness of the country is the created macroeconomic environment (inflation rate, tax burden, access to credit, knowledge of the dynamics of the national currency and its relevance to the interests of producers of exported products), the quality of public institutions, the level of development of infrastructure, the quality of human capital and the education system, the business environment, the development of commodity, financial and labor markets. The existence of a stable correlation between a favorable macroeconomic environment and product competitiveness is consistent with the basic tenets of modern economic theory and has been proven by numerous applied studies.

For example, high inflation depletes existing sources of investment in the economy, limits the pace of modernization of production, adversely affecting the quality of products, increases producer costs and reduces price competitiveness. Commodity competitiveness is also negatively affected by high budget deficits and tax burdens, exchange rate instability, high material capacity of production and capital capacity of economic growth.

The competitive advantage of Uzbekistan is focused on the development of infrastructure, in which the development of the railway system plays a key role, and another advantage is the level of coverage of the population with primary and secondary education, one of the highest in the world. is calculated. All levels of economic competition (at the macro level) are interconnected. The underdevelopment of one of them has a negative effect on the others. For

example, innovation cannot be realized without a well-developed higher education system that adapts to the use of high technology, and without an effective financial system that finances development and research. Lack of fair competition and underdeveloped goods market do not provide stable demand for innovative products and incentives to improve the quality of products, as well as the underdevelopment of national innovation systems and infrastructure, commercialization of scientific and technological developments to reach the end consumer. does not allow.

In our opinion, in order to increase the long-term competitiveness of the Uzbek economy in the industrial sector, it is necessary to focus efforts and resources in the following areas:

- Ensuring a stable high level of economic growth through the modernization of the economy and the deepening of structural changes, increasing the innovative factors of economic growth, the transition of the country's economy to a qualitatively new level by halving the material and energy capacity of GDP ;

- The priority object of modernization of industrial enterprises will be the content capable of meeting the demand for innovative products, compliance with state educational standards, a favorable investment climate and other elements of sustainable economic growth necessary for the development of innovation infrastructure 'should be;

- increasing the competitiveness of domestic goods in foreign markets through the development of new products and high technologies;

- Introduction of energy and water-saving technologies based on the application of new discoveries in industrial production, biotechnology, computer science and nanotechnology, and with great potential in many sectors and industries of the national economy;

- Diversification of the export structure by increasing the share of competitive finished products in foreign markets in order to deepen the integration of the national economy into the

world financial and economic system, reduce its dependence on foreign economic markets;

- Strengthening and improving the fuel and energy balance of the country, the active development of promising energy-saving technologies and international exchange, extensive use of alternative energy sources, as the share of natural gas in the energy supply of the economy is much higher than normal .

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In the process of globalization, there will be significant changes in the scale and structure of external factors that ensure the competitiveness of national goods and services. External factors of competition include the macroeconomic environment, the choice of innovative ways of development, the state of national institutions and infrastructure, the quality of human capital, the level of regional and sectoral balance of the national economy, which have a variable impact on internal factors. Increasing internal and external competitiveness at all stages of market reforms in Uzbekistan has been a priority of structural reforms. In the current context, the urgency of addressing this issue has increased, and it is seen as an ongoing strategic direction to ensure competitiveness through economic liberalization and industrial transformation.

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dynamics of the national currency and its relevance to the interests of producers of exported products), the quality of public institutions, the level of development of infrastructure, the quality of human capital and the education system, the business environment, the development of commodity, financial and labor markets. The existence of a stable correlation between a favorable macroeconomic environment and product competitiveness is consistent with the basic tenets of modern economic theory and has been proven by numerous applied studies.

- Factors determining the competitiveness of the enterprise:

- The analysis of the competitive situation of the enterprise, including the identification of its strengths and weaknesses, also includes factors influencing the attitude of consumers to the enterprise. According to economists such as A.Ollive, A.Dayan and R.Urse, as an enterprise faces international and domestic competition, it will need to be able to provide itself with competitiveness on the following eight factors.

- The idea of products and services that determine the activities of the enterprise;

- a high level of quality, determined by surveys and comparative experiments, as well as the products of leading companies in the market;

- the price of the product, with a future premium;

- personal and borrowed financial sources;

- trade arising in terms of commercial methods and activities;

- after-sales service, providing the company with a constant flow of customers;

- foreign trade activities of the enterprise, which allow for positive management of government, media and public opinion;

- after-sales training that can see the future needs of consumers and create unique opportunities to meet these needs.

Our national economists have expressed similar views. In particular, the "key factors of market success" include:

- financial condition of the enterprise;

- Availability of modern technology;

- level of highly qualified personnel;

- operate in accordance with the product (and price);

- Availability of sales network and experienced sales specialists;

- maintenance status;

- the effectiveness of advertising and the existence of a system of public relations;

- creditworthiness of key consumers.

According to the authors, the analysis of the selected factors not only allows to identify the strengths and weaknesses of the company, but also competitors, as well as to avoid the most intense view of the competition and its advantage over competitors. Ilash.

Factors are events and processes that take place in the production and economic activities of the enterprise and the socio-economic life of society, causing changes in the magnitude of absolute and relative costs of production, and, consequently, the level of competitiveness of the enterprise. 'leads to change.

According to M. Porter, the factors of competitiveness are directly related to the factors of production. He cites a number of large groups of factors that determine the competitive advantages of an enterprise and companies in the industry:

Human resources - the amount, skills and cost of labor.

Material resources - quantity, quality and value of land, water resources, minerals, forest resources, hydropower sources, fisheries, climatic conditions and geographical location of the country where the enterprise operates

Knowledge resources are the sum of scientific, technical, and market data that affect the competitiveness of products and services available in universities, public research institutes, private research laboratories, market research databases, and other sources.

Cash resources are the amount and value of capital that can be used to finance an industry or an individual enterprise. Of course, capital comes in many forms. It has unsecured debt, secured debt, stocks, speculative securities and other forms. Each of these forms has its own operating conditions. Given their flow in different countries, it significantly determines

the nature of economic entities in different countries.

The type, quality and usability of the infrastructure that affects the competitive nature of the infrastructure. These include the country's transport system, communication system, postal services, remittances within and outside the country, the health and culture system, the housing stock and its attractiveness in terms of living and working.

The characteristics of the network can vary significantly depending on the structure and content of the factors used. M. Porter suggests that there are several types of factors that affect the competitiveness of the enterprise:

The main factors are natural resources, climatic conditions, geographical location of the state, unskilled and semi-skilled labor force.

Advanced factors include modern information exchange infrastructure, highly qualified personnel and high-tech institutes.

Paying attention to these factors will give the company an advantage in the competitive process and increase the competitiveness of the company.

In the current pandemic, the competitiveness of enterprises is becoming an important issue. It is known that in today's economic pandemic, ensuring the competitiveness of enterprises is one of the most pressing and important issues in the study of their ways out of the crisis. According to the World Economic Outlook, the Covid-19 pandemic has hurt the economies of developed countries. Their average damage rate was 5.8 percent. The biggest recession in Europe, the crisis period, lost 12.8 percent, the U.S. economy, which according to IMF forecasts, lost 4.3 percent, and Japan lost 5.3 percent.

As the President of the Republic of Uzbekistan Sh. Mirziyoyev noted, "The state regulation of prices for 37 types of goods and services has a negative impact on free competition. With that in mind, we should no longer focus on pricing, but on lowering prices and improving quality by ensuring healthy competition between businesses."

- Therefore, it is important to conduct research through the experience of

various developed countries to create a favorable competitive environment for enterprises operating in our national economy, to ensure their effective operation in the context of economic pandemics and to increase their competitiveness.

- The rapid development of the national economy, of course, depends on the competitiveness of enterprises operating in leading industries, their ability to adapt to real life, as well as reforms and technological modernization to improve product quality. There are a number of factors that affect the competitiveness of enterprises today, and of course, one of the most pressing issues is to analyze them and increase their effectiveness. It is the increase in the competitiveness of enterprises that, along with the impact on the development of the national economy, leads to its rapid growth and the creation of new innovative products and innovative services.

- Businesses use a number of competitive strategies to increase their competitiveness. It is known that the theoretical aspects of conducting competition strategies have been studied by foreign economists F. Edgeworth and A. Cournot.

- In the middle of the twentieth century, the concept of competition and its recognition as the driving force of the economy, as well as four models of competition emerged: modern, monopoly competition, oligopoly and pure monopoly.

- considered as. As a result of Porter's research, he put forward five concepts of competition:

- emergence of new competitors;
- the emergence of substitute products;
- economic potential of suppliers;
- economic potential of buyers;
- Competition between existing competitors.

It should be noted that today a number of factors affect the competitiveness of enterprises. This can be clearly seen from the cited sources. Based on the above, we study the factors that affect the competitiveness of enterprises, today their influence is growing, the organization of the production of new products, the

development of strategies by companies to discredit competitors, marketing research over the years. leads to.

The indicators that characterize the competitiveness of enterprises and the level of use of labor, material and financial resources that determine the competitiveness of enterprises in the market. But the competitiveness of enterprises is a broader concept, and in addition to the performance indicators related to production, it is also directly related to the external activities of other enterprises. These include marketing, management, financial policy, product policy, branding opportunities, communications, transportation, logistics policy, and more. This, in turn, suggests that the competitiveness of enterprises is directly affected by the strategies of enterprises, both internal and external.

If we analyze the experience of developed countries today and the activities of transnational corporations operating in them, most of their activities are due to the development of information and communication technologies, which ensure the competitiveness of many enterprises, ie software. emerging as a leading factor. Amazon Com, which controls most of the world's markets, sells its products and services through an online marketing system. It is noteworthy that the company has allowed leading companies to place their products and services to ensure competitiveness in the network. In this way, the company has created a competitive environment in the network. Surprisingly, the Internet provides an opportunity to analyze the strategies of the company, first of all, by rival companies. Second, the network has expanded the ability to monitor and analyze changes in consumers' interest in a product, what types of services it is growing, and their behavioral strategies for the product as a whole.

As you know, given that the XXI century is the "Age of Intellectual Property", in our opinion, the following should be done today in the formation of a modern innovative economy and ensuring the competitiveness of enterprises:

First, analyze the internal capacity of enterprises. This includes the technological

conditions of the enterprise, its modernization, the production process, the qualification of staff and more.

Second, businesses have chosen the path they have chosen, namely its innovation strategies. These include product, production, technology, and sales strategies.

Further modernization and diversification through the transformation of industry, the transition to a qualitatively new stage aimed at the rapid development of high-tech processing industries, primarily the production of high value-added finished food products based on deep processing of local raw materials The formation of an effective competitive environment for industries and the gradual reduction of monopolies in the market of products and services, the development of fundamentally new types of products and technologies, on this basis to ensure the competitiveness of national goods in domestic and foreign markets. and is one of the priorities.

An in-depth analysis of the development of the world economy, a realistic assessment of the needs of the population of our country, our resources and capabilities, a clear strategic goal - to increase GDP by at least 2 times by 2030. moqda. Given the importance of this issue, the President of the Republic of Uzbekistan Shavkat Mirziyoyev said that "by 2030 we must achieve a more than twofold increase in GDP."

The strength of industrial enterprises in the market is measured by the competitiveness and competitiveness of their products. One of the most important tasks facing manufacturers today, who export their products to world food markets, is to assess and accurately determine the level of competitiveness of products. The issue of competition is becoming one of the most hotly debated topics today. As the competitive environment in the domestic and foreign markets has intensified day by day, the boundaries of competition have expanded from inter-firm competition to the scope of industries, countries and regions.

In recent years, competition theory has been studied by many world-renowned scientists, among whom the contribution of American economist Michael Porter to the

theory of competition is unparalleled and he is considered the greatest scientist in the field. One of the tools proposed by M. Porter in the field in determining the level of competition within the network is the five power models he put forward in 1979. According to Porter, the level of competition is influenced not only by the actions of direct competitors, but also by the external environment of the firm. There are five main factors that affect the level of competition, and they are:

1. The risk of new competitors in the market.
2. The power of buyers in the market.
3. The risk of the emergence of substitute goods in the market.
4. Market power of resource providers.
5. Competitive competition between competitors in the market.

In Porter's theory of competition, the "consumer value chain"

The concept is important. According to him, one of the main factors in ensuring competitiveness is to take advantage of the competitive advantage of products in the market.

There are two approaches to ensuring a competitive advantage: The first approach is to reduce the cost of production through the use of "scale efficiency" in production and the use of the best technologies, and thus to provide a competitive advantage by lowering the price of the product over competitors. The second approach is to achieve a competitive advantage for the buyer by increasing the desirability and value of the product (consumption characteristics, usefulness, quality, design, packaging, pre-sales and after-sales service, warranty, etc.).

The ideas put forward in Michael Porter's theory of competition play an important role in analyzing the competitive environment for industries and in creating an effective competitive environment. and the gradual reduction of monopolies in the market of goods and services, the development of fundamentally new types of products and technologies, and thus the competitiveness of national goods in the domestic and foreign markets are also

among the most important and priority tasks in this direction.

In our opinion, competitiveness reflects the quality of the products offered in the market. A product is considered competitive only if the combination of consumption and value indicators ensures its commercial success. A competitive product is a product that differs from other similar products in its quality and socio-economic characteristics.

Creating an effective competitive environment for industries and the gradual reduction of monopolies in the market of products and services, the development of fundamentally new types of products and technologies, thereby ensuring the competitiveness of national goods in domestic and foreign markets, Porter's theory of competition can serve as a theoretical and methodological basis for the export to markets and the study of world food markets.

Conclusion

There is no single approach in the economic literature to cover the methodology and system of indicators for determining the competitiveness of food products. Based on the research, we believe that it is advisable to determine the competitiveness of products in the following stages.

Based on the study of the scientific literature, it can be concluded that one of the most important factors in ensuring competitiveness today is the use of the competitive advantage of industrial products in the market.

The theory of competitive advantage, which regularly occupies a central place in developed Western countries, in particular, in the World Economic Forum, is repeatedly confirmed today in the example of Uzbekistan. According to the theory of competitive advantage (M. Porter, Dj Saks, P. Krugman) the competitiveness of industrial enterprises in the international market is assessed not by the fact that the country is dominated by factors of production, but by what economic institutions and mechanisms the state creates opportunities for this company .

In our opinion, in order to increase the long-

term competitiveness of the Uzbek economy in the industrial sector, it is necessary to focus efforts and resources in the following areas:

- Ensuring a stable high level of economic growth through the modernization of the economy and the deepening of structural changes, increasing the innovative factors of economic growth, the transition of the country's economy to a qualitatively new level by halving the material and energy capacity of GDP ;

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- Strengthening and improving the fuel and energy balance of the country, the active development of promising energy-saving technologies and international exchange, the widespread use of alternative energy sources, as the share of natural gas in the energy supply of the economy is much higher than normal .

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