

IJORCES

**INTERNATIONAL JOURNAL
OF CONFERENCE SERIES ON EDUCATION
AND SOCIAL SCIENCES.**

**PUBLISHER: ÇORUM: O CERINT -INTERNATIONAL
ORGANIZATION CENTER OF ACADEMIC RESEARCH**

IJORCES

**International journal of conference series on education
and social sciences. (Online)**

September 2024

Science Editor: **Cetin Avcı**
(*Kadir Has University*)

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Available at ijorces.org

Published:

Çorum: Ocerint -International Organization Center of Academic Research

ISSN 2717-7076

Bursa

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PRINCIPLES AND PECULIARITIES OF STATE MANAGEMENT OF SMALL BUSINESS AND PRIVATE ENTREPRENEURSHIP SUPPORT INFRASTRUCTURE

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According to the results of our study, the goals of state management of the infrastructure of support for small business and private entrepreneurship (infrastructure of support for small business and private entrepreneurship) should not contradict the development of regions and the economic policy of the state as a whole. Therefore, when developing the concept of state management of the NSC in any region, two main objectives should be taken into account:

1. Priorities of regional development;
2. Increasing the efficiency of small business entities through effective state management of small business and private business infrastructure.

Within the framework of the goal of state management of infrastructure support for small business and private entrepreneurship in the region it is recommended to allocate the following tasks:

- creation of an optimal and developed system of infrastructure to support small business and private entrepreneurship. The formed infrastructure should adequately meet the modern needs of small business and private entrepreneurship (price, industry needs, territorial location, volume of infrastructure services, etc.);
- regional coordination of all small business and private enterprise support structures located on the same territory, ensuring rational and efficient use of available property to achieve regional development goals;
- cooperation at the level of the national economy and with the infrastructure of support for small business and private entrepreneurship of other regions. Because it is important to use the resources of both the state and public associations, large corporations, scientific institutions to create infrastructure facilities to support small business and private entrepreneurship;
- cooperation with the infrastructure to support small business and private entrepreneurship at the republican and local levels;
- creation of unified standards and models of infrastructure services;
- creation of a network of ITFs subordinated to the center of the regional state administration, providing them with comprehensive support on the principle of "one window";
- providing financial support (subsidies and grants, budget loans, credits, state and local guarantees, reimbursement of interest rates on loans, sureties, preferential leasing);
- utilization of preferential tariffs and terms of connection to property, energy resources and engineering networks;
- conducting marketing research;
- provision of consulting services (legal, accounting, tax, financial);
- personnel training and selection;
- developing the regional regulatory and legal framework, creating a favorable environment in local conditions by providing tax and fiscal incentives, protecting the rights and freedoms of entrepreneurs.

- provision of new goods and services to the markets;
- formation of a positive attitude towards business activities in the society;

In our opinion, the implementation of the mechanism of state management of infrastructure support for small business and private entrepreneurship at the regional level should be based on the following principles:

- targeting, the infrastructure of support for small business and private entrepreneurship should have a certain dimension and criteria as a direction of public management;
- systematicity. Systematicity implies a multitude of elements that are interconnected and form a certain whole. A system becomes more stable and effective when there are a large number of interactions and their strength;
- Complexity (providing financial, economic, organizational, property, information and other types of support). Because the result cannot be achieved only by unilateral business support, and therefore this process must acquire a complex meaning;
- definition of authority. On the one hand, small business and private entrepreneurship should be comprehensively supported at all levels of government at the national, regional and local levels, and on the other hand, all the powers of these structures should be clearly defined. Tasks performed by the infrastructure supporting small business and private entrepreneurship at one level should not be duplicated or overlapped with another. They should also fill mutual gaps, meet emerging and previously unmet needs in the region;
- long-term relations, allowing the development of mutual trust and loyalty;
- Integration, i.e. combining the capabilities of existing and newly created structures of infrastructure support for small business and private entrepreneurship;
- digitalization, i.e. the organization of the activities of infrastructure structures supporting small business and private entrepreneurship based entirely on modern ICT methods and tools;
- interactivity, i.e. the system's operation in the mode of continuous information exchange between the participants of the process;
- flexibility (adaptability to changes when conditions change);
- balance of structures, which implies interstructural links of the infrastructure of support for small business and private entrepreneurship, volumes of infrastructure services and proportional satisfaction of their needs in all regions;
- evaluation of the activity of the subjects of infrastructure support for small business and private entrepreneurship through a monitoring system based on feedback and sociological surveys;
- rationality and efficiency. Making rational decisions with mandatory assessment of their effectiveness in the design and creation of new infrastructure facilities.

In our opinion, the implementation of the above principles will allow the infrastructure of small business and private entrepreneurship support to fulfill the tasks of public administration, among which the following can be distinguished:

- Regulatory task - the activity of subjects as institutions of small business support. Due to this task, the infrastructure of support for small business and private entrepreneurship works within the set indicators and criteria;
- control task - it is carried out by controlling the managed object of small business and private entrepreneurship support infrastructure in order to ensure its optimal functioning, and in case of deviation from the established criteria - by taking appropriate management decisions;
- function of support and encouragement, assumes the continuity of the process of reproduction of institutions of infrastructure support for small business and private

entrepreneurship, including financing, property support, etc. It also provides incentives for the subjects of infrastructure support of small business and private entrepreneurship to long-term and effective activity, creation of new institutional structures, modernization of existing ones;

- coordination function - provides the distribution of activities, tasks and responsibilities of the regional center of management of support for small business and private entrepreneurship, which allows to establish strong vertical and horizontal links that ensure the interdependence and harmony of the work of subjects, objects and processes within spatial boundaries and time intervals;

- consulting task - consulting managers on a wide range of issues: legal, environmental, accounting, investment, commercial, technical, technological, etc.;

We believe that the full realization of the above tasks of state management of infrastructure support for small business and private entrepreneurship at the regional level is a necessary condition for the development of small business and private entrepreneurship, which gives the opportunity to develop not only small business and private entrepreneurship subjects, but also the whole territory, region, and as a consequence allows to develop the economic potential of the country.