ORIGINAL ARTICLE

INTERNATIONAL JOURNAL OF ARTIFICIAL INTELLIGENCE

ISSN: 2692-515-x, Impact Factor: 9.23

**American Academic publishers, volume 6, issue 01,2026**

Journal: https://www.academicpublishers.org/journals/index.php/ijai

# METHODOLOGICAL FOUNDATIONS FOR IMPROVING THE COMPETITIVENESS AND EFFICIENCY OF TRANSPORT SERVICES

***Olimov Odiljon Xamza ugli***

*Independent researcher at Samarkand Institute of Economics and Service*

**Abstract.** This article examines the methodological foundations of improving the competitiveness and efficiency of transport services. In the course of the research, scientific approaches aimed at creating a competitive environment in the transport services market, efficient use of resources, optimization of logistics processes, and improving the quality of services are analyzed. The interrelationship of economic, organizational, and institutional factors in assessing the efficiency of transport services is also revealed. Based on the results of the research, methodological recommendations are developed to strengthen the competitive advantage of transport enterprises and improve the efficiency of service provision.

**Keywords:** transport services, competitiveness, efficiency, methodological approaches, logistics processes, service quality, resource utilization, market competition, transport infrastructure.

In determining the competitiveness and efficiency of transport services, material and labor standards in force in other industry enterprises, the results of their analysis are the initial basis for the calculations of the transport service sector. They include standards and norms for the use of materials, fuel, energy consumption, production (service) and labor, repair and maintenance equipment, etc. The organization of labor at the enterprise is based on the organization of individual jobs. Therefore, the effectiveness of the organization of jobs depends on the system of organizational-technical, technological-social measures, technological foundations and methods of labor organization, planning and equipping the workplace, and improving working conditions at workplaces.

Words such as “competition”, “competitiveness”, “competitive advantage”, “competitive potential”, “competitive position” have already passed from the scientific and research lexicon into the subject of daily debate.

It should be noted that the fundamental changes taking place in the minds and thinking of our people due to the large-scale reforms being carried out in our country have led to the formation of a new generation of independent and innovative thinkers who meet the demands of the times. Great attention is paid to using their potential in the development of entrepreneurship. Therefore, competition has become an everyday process for them. Competition is the driving force behind entrepreneurship and the economy for them. Today's generation has a wealth of knowledge in doing business compared to previous generations, and the desire to outdo competitors has become their main goal.

Since the formation and development of competitive advantages contributes to accelerating economic growth, increasing the well-being of the population, and more efficient and rational use of the resource potential of the region, competitiveness has become the main condition for ensuring the stability of socio-economic systems, including regional systems.

A high level of regional development can be achieved in two ways:

the first is through external support and redistribution of centralized funds between regions and based on internal reserves;

the second is through the full mobilization of potential.

ISSN: 2692-515-x, Impact Factor: 9.23
**American Academic publishers, volume 6, issue 01,2026**
Journal: https://www.academicpublishers.org/journals/index.php/ijai

Competition is the most important factor in mobilizing and activating additional internal forces to achieve set goals.

In the scientific literature, there are different approaches and views on clarifying the content and essence of the concept of competition. Various authors rightly emphasize that competition is an integral part of a market economy, “the basis of the existence and functioning of the market”, “the form of existence of capital”, “competition is the main driving force of the development of the modern economy”.

The theory of competition was developed by Adam Smith, and it was widely discussed in his famous work “An Inquiry into the Nature and Causes of the Wealth of Nations” (1776). The uniqueness of A. Smith’s theory of competition was that he was the first to explain the concept of competition as a mutual struggle, shed light on the mechanism of competition, and, having clarified the main conditions for effective competition, developed a model for the development and strengthening of competition.

According to the functional approach, the subject of research is the effect achieved by the economy or a specific market as a result of the competition between economic entities (growth of the country's economy, "cleansing" of economically inefficient and ineffective enterprises, increasing production efficiency in the industry, creating and introducing innovations, reducing costs, improving product quality, etc.).

M. Mukhammedov “Competition is a conflict of economic interests of market entities, which means a struggle between them for higher profits and greater profitability. A. Olmasov “Competition is a struggle of market economy participants with each other to realize their interests, their mutual competition”. M. Yusupov “Competition is a struggle of economic activity participants with others to fully realize their interests, that is, to earn a good income, strengthen their position, demonstrate their abilities and gain an image (reputation)”. U. Normurodov “Competition is understood as a set of actions of market entities operating in all sectors and industries, directly and indirectly using all the legitimate elements of competition (price, quality, advertising, service), and ultimately to introduce innovations for the development of the economy in order to obtain high profits”.

According to the functional approach, competition is a mechanism that implements such economic functions of the market as regulation, motivation, distribution and control. Its socio-economic essence is manifested in the following functions:

Regulatory function. In order to win the competition, producers must produce products that consumers prefer. It follows that the factors of production and prices are directed towards those sectors where they are in high demand.

Motivational function. For entrepreneurs, competition is both a threat and an opportunity. That is, an entrepreneur offers a quality product at the lowest cost and has the opportunity to make a profit and stimulate economic development;

An entrepreneur ignores customer demand or violates the rules of competition. As a result, he suffers losses or becomes the cause of the application of certain restrictions and fines by the state.

Distribution function. Competition increases the income of producers who are operating efficiently. It distributes income between producers and households.

Control function. Competition limits and controls the power of each market participant. For example, a monopolist can set a price, but competition offers the consumer the opportunity to buy products from several sellers. The more perfect the competition, the more fair the price is set.

ORIGINAL ARTICLE
INTERNATIONAL JOURNAL OF ARTIFICIAL INTELLIGENCE
ISSN: 2692-515-x, Impact Factor: 9.23
**American Academic publishers, volume 6, issue 01,2026**
Journal: https://www.academicpublishers.org/journals/index.php/ijai

Conducting a policy of supporting competition allows competition to fully fulfill its functions. As a result, innovations are introduced under the influence of competition, technical progress is rapidly introduced in relation to goods and services. Adaptation occurs under the influence of competition, enterprises try to adapt to market conditions and consumer behavior under the influence of competition.

Friedrich von Hayek (1899-1992) is one of the prominent representatives of the Austrian economic school, and as the founder of modern monetary theory, he founded the neo-Austrian school of economic theory. Laureate of the Nobel Prize in Economics (1974), von Hayek is one of the major theorists of neoliberalism, who advocated the principles of maximum freedom, competition, free enterprise, and complete non-interference of the state in the work of the market mechanism in the economy. In relation to the market mechanism, he used the special term "catallactics". According to von Hayek, the growth of scientific knowledge in human society is absolutely equivalent to the development of a market economy based on free competition, personal initiative and creative risk-taking of citizens.

According to F. Hayek, if it were clear in advance who would win in a competitive struggle, it would be meaningless. Competition is significant in that its outcome and consequences are unknown to anyone, each participant consciously strives for it or tries to strive for it. In addition, although the consequences of competition are effective, they also cause certain expectations, actions and disappointments. It is also impossible to know competition in advance through empirical observation. The main thing is that in a society based on competition, the intended goals are ultimately achieved. This is also confirmed by human civilization.

F. Hayek believes that the results of the processes taking place in the market should be reflected in the results and indicate what information is most necessary. Unlike socialism, where society's needs are clearly defined, market relations require the activity and knowledge of all members of society.

F. Hayek believed that with the existence of the division of labor, the distribution of information and knowledge occurs in society, state intervention in the economy is not necessary, and he showed that centralized planning and management are ineffective. According to F. Hayek, a centralized system is not able to process a huge amount of information or make decisions for it. Because information is created in a certain space and time and in a short time loses its significance and becomes unsuitable for future use.

The scientist was more interested in the moral aspects of competition. He was convinced that there is no freedom in competition, but the restriction of freedoms by the state is manifested not through artificial barriers, but as a result of the moral rules that arise spontaneously in the evolution of socio-cultural society (appropriation of other people's property, generalization, collectivization of production, transformation of private property into common property). If these moral rules were to be followed, economic competition would be replaced by the principle of “for all, but for none.”

Austrian scientist F. Hayek, winner of the Nobel Prize in Economics in 1974, emphasizes that competition is a process by which people acquire knowledge and transfer this knowledge to each other. In his opinion, only through competition do all things that are abstract in the market become transparent.

In the textbook “Economic Theory”, prepared by the team of the “Economic Theory” department under the leadership of Professor M.M.Muhammedov, it is defined as “Competition is a clash of economic interests of market entities, which means a struggle between them for higher profits and greater utility.”

ORIGINAL ARTICLE

INTERNATIONAL JOURNAL OF ARTIFICIAL INTELLIGENCE

ISSN: 2692-515-x, Impact Factor: 9.23

**American Academic publishers, volume 6, issue 01,2026**

Journal: https://www.academicpublishers.org/journals/index.php/ijai

According to A. Olmasov and A. Vakhobov, "Competition is the struggle of market economy participants with each other to realize their interests, their mutual competition." A similar definition was given by M.A. Yusupov and Sh.D. Ergashkhodjaeva, who recognized that "Competition is the struggle of economic activity participants with others to fully realize their interests, that is, to earn a good income, strengthen their position, demonstrate their abilities and gain an image (reputation)." In the above definitions, the concept of competition is considered as a struggle to realize their interests.

Another group of scientists says that "Competition means the provision of equal economic freedom in the conflict of economic interests of economic entities in order to sell more products (works, services), receive higher profits and achieve profitability."

Article 4 of the Law of the Republic of Uzbekistan "On Competition", which came into force in 2012, defines: "competition is the competition of economic entities (competitors), in which their independent actions exclude or limit the possibility of each of them to unilaterally influence the general conditions of commodity circulation in the commodity or financial market."

At first glance, this definition fully expresses the meaning of the term competition. However, in our opinion, there is room for further improvement:

First, it refers only to "commodity circulation in the commodity or financial market." However, business entities are not limited to these, but also perform work and provide various services during their activities. They are not reflected in this definition;

Secondly, the main goal of competition is the struggle for more sales and profit, but this important aspect is not reflected in this definition either;

In our opinion, the essence of competition is fully revealed through such concepts as competitive advantage (low cost, well-known brand, high quality of manufactured goods, new unique products, use of new technologies, highly qualified personnel, use of innovations, etc.), competitive strategy, competitive potential and goes into a somewhat improved category of competitiveness. Competitiveness, in turn, fully reflects the internal characteristics of a specific entity, and at the same time indicates the place of this entity in the system of general market relations.

**References**

1. Rahmonov G. TEMIR YO'L TRANSPORTIDA XIZMAT KO'RSATISH SAMARADORLIGINI OSHIRISHDA XORIJ MAMALATLARINING TAJRIBASI VA QO'LLASH DARAJASI // Экономика и социум. 2024. №6-2 (121). URL: https://cyberleninka.ru/article/n/temir-yo-l-transportida-xizmat-ko-rsatish-samaradorligini-oshirishda-xorij-mamalatlarining-tajribasi-va-qo-llash-darajasi
2. Eshqobilova, N. . (2024). TRANSPORT-LOGISTIKA XIZMATLARI SAMARDORLIGINI O'ZBEKISTONDA QO'LLASH IMKONIYATLARI. Наука и инновации в системе образования, 3(12), 98–102. извлечено от https://inlibrary.uz/index.php/sies/article/view/51107
3. Карриева Y., Карриева B., & Карриев K. (2023). O'zbekistonda transport-logistika klasteri bo'yicha xorij tajribalaridan foydalanish masalalari. Направления развития благоприятной бизнес-среды в условиях цифровизации экономики, 1(02), 145–158. https://doi.org/10.47689/TSUE2022-pp145-158
4. https://yashil-iqtisodiyot-taraqqiyot.uz/journal/index.php/GED/article/view/1940/2010