

individual academic discipline will continue in the form of proliferation and there are a huge number of problems that can not be effectively solved by any other science. Therefore, there will always be problems that can be effectively solved only by physics, quantum mechanics, astronomy, biology, cytology, endocrinology, family medicine, art, demography or economics separately. However, if the focus completely shifts from disciplinarity to interdisciplinarity, then effective links between disciplines will be impossible at all. Thus, the conceptual core of each academic discipline is the basis both for specific disciplinary problems solving and for interdisciplinarity integration with other disciplines.

Economics is a clear example of "strong" and effective disciplinary and interdisciplinarity components. Strong correlations with dozens of different scientific fields help to solve problems related to the complex and ramified economic realm. Most of the disciplinary economic knowledge is contained in economic dictionaries, economic textbooks, monographs of world-renowned economists, as well as in scientific articles in specialized economic journals. At the same time, no enterprise, organization and even individual can do without the use of economic knowledge in the real world. Human nature, as well as the way of human society is organized, translate some economic categories into the field of ontology.

The most important thing in working with interdisciplinarity issues is to set priorities correctly. The №1 priority is still the development of the disciplinary sphere of a particular discipline. Priority №2 is to clarify and strengthen interdisciplinarity integration between various academic disciplines. If disciplinarity disappears, interdisciplinarity will have nothing to rely on. In addition, it is unlikely that there will be a large number of scholars who believe that interdisciplinarity is more important than their specialization. On the contrary, the self-development of the theory of interdisciplinarity is increasingly conceptualizing "interdisciplinarity studies" as a disciplinary field of knowledge and a university subject.

Conclusions. Summarizing all the above, we must keep in mind the following: the main task of both

disciplinary and interdisciplinarity approaches is to solve real-world problems effectively. To specify, the task of Ukrainian scientists is to solve real problems specific to Ukraine. If we take into account the Ukrainian economics, the high quality of economic research, as well as effective university economic education are the main tasks of academic economists. The interdisciplinarity component of Ukrainian economics will increase the harmony of cooperation and synchronize the efforts of scientists from different fields. In other words, it increase the effectiveness of solving complex real problems that are interdisciplinarity.

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WAYS TO DEVELOP REAL SECTOR ENTERPRISES THROUGH INVESTMENT PROGRAMS

Abstract. This article addresses the issues of increasing the attractiveness of the investment climate in Fergana region and the investment activity of real sector enterprises.

Key words: investment activity, investment environment, real sector enterprises, manufacturing,

Uzbekistan is a country with huge economic and investment opportunities. The share of gas condensate reserves is 74%, 31% of oil, 40% of natural gas and

55% of coal in Central Asia. It has a huge potential of hydropower resources and huge reserves of mineral resources.

Uzbekistan is one of the main producer of cotton and cotton products, fruits and vegetables. The republic also has great potential for tourism development. All this will allow for the further development of the economy, in addition to the implementation of various investment projects and programs.

The realization of these opportunities will require, firstly, a certain amount of time, and secondly, new resources, especially investment resources. In this case, the higher level of management, the wider scope and complexity of the tasks to be performed accordingly, and vice versa.

For example, if the introduction of resource and labor-saving technologies at the micro level, the competitiveness and quality of products, the macro-level investment strategy and capital investment will improve intra-sectoral and inter-sectoral ratios, eliminate mistakes in the location of productive forces. It serves for improvement of the appearance.

Therefore, investment activity, well-thought-out investment policy and properly chosen priorities are not only important components of the investment strategy, but also create a favorable environment for future economic growth and people's livelihoods.

Undoubtedly, the investment policy and investment strategy pursued in our country are based on these and similar preconditions. Based on the above considerations, In pursuance of the Decree of the President of the Republic of Uzbekistan dated October 17, 2017 No F-5084 "On measures to develop the regional investment program of Fergana region for 2018", as well as to ensure the rapid comprehensive development of the region on the basis of efficient use of available raw materials Resolution No. 978 of December 12, 2017 "On approval of the regional investment program of Fergana region for 2018" the following investment program for the next three years for Fergana region has been approved, which includes the following areas: additional medium and large investment projects of strategic importance at the national level (8 worth 171.2 billion soums); additional investment projects in the Kokand Free Economic Zone and small industrial zones (7 worth 304.6 billion soums); additional investment projects implemented by family and private businesses (133 small ones totaling 706.5 billion soums); It is also planned to implement a total of 1708 projects in the region under the regional investment program for 2019-2021 (Table 1).

Table 1

Aggregate indicators of the projects of the regional investment program of Fergana region for 2019-2021 [12]

№	Name of city and district	Number of projects	hence:			Project cost, mln. sum	Number of new jobs
			industry	service	agriculture		
Regional total:		1 708	732	629	347	9 967 288	26 980
1	Margilan city	70	58	12		398 767	2445
2	Fergana city	204	28	133	43	2 914 824	1598
3	Quvasoy city	68	28	22	18	1 358 900	876
4	Kokand city	299	122	177		2 450 288	4405
5	Baghdad district	49	28	9	12	186 000	1059
6	Besharik district	58	30	13	15	206 680	1066
7	Buvayda district	113	27	41	45	324 461	2106
8	Dangara district	42	24	5	13	43 345	323
9	Yazyovan district	97	36	34	27	89 350	584
10	Altiariq district	38	18	10	10	132 348	748
11	Rishtan district	60	23	18	19	110 530	601
12	Sokh district	54	29	12	13	57 980	675
13	Toshloq district	56	36	6	14	213 750	810
14	Uchkuprik district	69	63		6	310 500	1856
15	District of Uzbekistan	62	30	14	18	656 530	1801

Information on medium and large investment projects of strategic importance, initiated at the national level [12]

Name of city and district	Number of projects	Total cost of the project (million soums)	New jobs
Total		6 133 567,3	9 452
Uzbekistan Railways Joint Stock Company	2,00	72 000,0	50,0
Uzavtosanoat Joint Stock Company	1,00	11 340,0	16,0
Uzkimyo sanoat Joint Stock Company	2,00	1 160 200,0	485,0
Uzstroy materialiy Joint Stock Company	5,00	575 930,0	530,0
Association of Textile Industry	15,00	744 154,7	2 410,0
Private Enterprise "Uzbekiston Holding"	8,00	136 233,0	410,0
Uzbekcharpoyabzali Association	6,00	75 210,0	290,0
Private Enterprise "Uzbekvinsanoatholding"	2,00	127 200,0	140,0
Uzpakhtayog Joint Stock Company	2,00	14 916,0	18,0
Uzdonmahsulot Joint Stock Company	1,00	13 600,0	2
Pharmaceutical Agency under the Ministry of Health	1,00	172000,00	400,00

Industrial production averaged 7.7 percent over the forecast years, HIT production an average of 10.1 percent, agriculture 6.5 percent, total investment 0.5 percent, foreign investment 12.5 percent, retail trade turnover 14, 9 percent, services - 17.5 percent, paid services - 12.5 percent, employment - 2.2 percent, exports - 2 percent.

The volume of investments in fixed assets is expected to increase by 3.25 times by 2025 compared to 2017, and the level of labor productivity by 2.3 times. This requires measures to ensure the targeted use of investments in sectors of the economy.

Based on the results of the research, a model of effective investment marketing policy is proposed in three main blocks: directions aimed at ensuring investment attractiveness; directions aimed at creating the infrastructure necessary to ensure investment attractiveness; areas that ensure the active participation of business entities operating in the region in investments.

The main directions of investment marketing policy in Fergana region are the formation of the region's image, enhancing the image of national brands, developing investor services, expanding tourism opportunities, organizing economic development models based on the principles of marketing elements "10P" and "10S".

Also, the main tasks of investment marketing control will be: - to assess the impact of investment projects on the formation of a competitive environment in the region; - Regular collection of market information, the formation of their database; - to determine the interest of investors in the region; - control of the justifications of investment projects and their assessment in relation to the level of economic development of the region, and a number of other marketing activities.

In general, the Fergana region has wide opportunities to further increase the efficiency of

investment projects through an active investment marketing policy.

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