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**“GLOBAL RAQAMLI INTEGRATSIYALASHUV:
2030-YILGACHA YASHIL IQTISODIYOTGA O'TISHDA
TEXNOLOGIK VA INDUSTRIAL SANOATNI RIVOJLANTIRISH
ORQALI MIKRO VA MAKROIQTISODIY BARQAROR
O'SISHNI TA'MINLASH DOLZARBLIGI”**

**“GLOBAL DIGITAL INTEGRATION: THE RELEVANCE OF
ENSURING MICRO AND MACROECONOMIC SUSTAINABLE
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DEVELOPMENT IN THE TRANSITION TO A GREEN
ECONOMY BY 2030”**

**«ГЛОБАЛЬНАЯ ЦИФРОВАЯ ИНТЕГРАЦИЯ:
АКТУАЛЬНОСТЬ ОБЕСПЕЧЕНИЯ УСТОЙЧИВОГО
МИКРО- И МАКРОЭКОНОМИЧЕСКОГО РОСТА ЧЕРЕЗ
РАЗВИТИЕ ТЕХНОЛОГИЧЕСКОЙ И ИНДУСТРИАЛЬНОЙ
ПРОМЫШЛЕННОСТИ В ПЕРЕХОДЕ К ЗЕЛЁНОЙ
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- 05.01.00 – Axborot texnologiyalari, boshqaruv va kompyuter grafikasi
- 05.01.01 – Muhandislik geometriyasi va kompyuter grafikasi. Audio va video texnologiyalari
- 05.01.02 – Tizimli tahlil, boshqaruv va axborotni qayta ishlash
- 05.01.03 – Informatikaning nazariy asoslari
- 05.01.04 – Hisoblash mashinalari, majmualari va kompyuter tarmoqlarining matematik va dasturiy ta'minoti
- 05.01.05 – Axborotlarni himoyalash usullari va tizimlari. Axborot xavfsizligi
- 05.01.06 – Hisoblash texnikasi va boshqaruv tizimlarining elementlari va qurilmalari
- 05.01.07 – Matematik modellashtirish
- 05.01.11 – Raqamli texnologiyalar va sun'iy intellekt
- 05.02.00 – Mashinasozlik va mashinashunoslik
- 05.02.08 – Yer usti majmualari va uchish apparatlari
- 05.03.02 – Metrologiya va metrologiya ta'minoti
- 05.04.01 – Telekommunikatsiya va kompyuter tizimlari, telekommunikatsiya tarmoqlari va qurilmalari. Axborotlarni taqsimlash
- 05.05.03 – Yorug'lik texnikasi. Maxsus yoritish texnologiyasi
- 05.05.05 – Issiqlik texnikasining nazariy asoslari
- 05.05.06 – Qayta tiklanadigan energiya turlari asosidagi energiya qurilmalari
- 05.06.01 – To'qimachilik va yengil sanoat ishlab chiqarishlari materialshunosligi
- 05.08.03 – Temir yo'l transportini ishlatish
- 05.09.01 – Qurilish konstruksiyalari, bino va inshootlar
- 05.09.04 – Suv ta'minoti. Kanalizatsiya. Suv havzalarini muhofazalovchi qurilish tizimlari
- 10.00.06 – Qiyosiy adabiyotshunoslik, chog'ishtirma tilshunoslik va tarjimashunoslik
- 10.00.04 – Yevropa, Amerika va Avstraliya xalqlari tili va adabiyoti
- 08.00.01 – Iqtisodiyot nazariyasi
- 08.00.02 – Makroiqtisodiyot
- 08.00.03 – Sanoat iqtisodiyoti
- 08.00.04 – Qishloq xo'jaligi iqtisodiyoti
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- 08.00.06 – Ekonometrika va statistika
- 08.00.07 – Moliya, pul muomalasi va kredit
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- 08.00.09 – Jahon iqtisodiyoti
- 08.00.10 – Demografiya. Mehnat iqtisodiyoti
- 08.00.11 – Marketing
- 08.00.12 – Mintaqaviy iqtisodiyot
- 08.00.13 – Menejment
- 08.00.14 – Iqtisodiyotda axborot tizimlari va texnologiyalari
- 08.00.15 – Tadbirkorlik va kichik biznes iqtisodiyoti
- 08.00.16 – Raqamli iqtisodiyot va xalqaro raqamli integratsiya
- 08.00.17 – Turizm va mehmonxona faoliyati

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IMPROVEMENT OF MANAGEMENT MECHANISMS FOR INCREASING THE INVESTMENT ATTRACTIVENESS OF REGIONS



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Abstract. This article examines the improvement of management mechanisms for increasing the investment attractiveness of regions. It analyzes the role of investment attractiveness in economic development, the factors influencing capital attraction to regions, and the challenges observed in the existing management system. The article also considers legal, economic, institutional, and infrastructural mechanisms aimed at improving the investment climate. Based on the study, scientific and practical proposals are developed to increase the investment potential of regions and enhance the efficiency of regional management.

Keywords: regional economy, investment attractiveness, management mechanisms, investment environment, economic development, investment policy, public-private partnership, infrastructure, digital governance, investment, economic stability, regional development, investment risk, capital flow, modernization.

Abstract. This article examines the improvement of management mechanisms for increasing the investment attractiveness of regions. It analyzes the role of investment attractiveness in economic development, the factors influencing capital attraction to regions, and the challenges observed in the existing management system. The article also considers legal, economic, institutional, and infrastructural mechanisms aimed at improving the investment climate. Based on the study, scientific and practical proposals are developed to increase the investment potential of regions and enhance the efficiency of regional management.

Keywords: regional economy, investment attractiveness, management mechanisms, investment environment, economic development, investment policy, public-private partnership, infrastructure, digital governance, investment, economic stability, regional development, investment risk, capital flow, modernization.

Annotatsiya. Mazkur maqolada hududlarning investitsion jozibadorligini oshirishning boshqaruv mexanizmlarini takomillashtirish masalalari yoritilgan. Investitsion jozibadorlikning iqtisodiy rivojlanishdagi o'rni, hududlarga kapital jalb etish jarayoniga ta'sir etuvchi omillar hamda mavjud boshqaruv tizimidagi muammolar tahlil qilingan. Shuningdek, investitsiya muhitini yaxshilashga qaratilgan huquqiy, iqtisodiy, institutsional va infratuzilmaviy mexanizmlar ko'rib chiqilgan. Tadqiqot natijasida hududlarning investitsion salohiyatini oshirish va boshqaruv samaradorligini kuchaytirishga qaratilgan ilmiy-amaliy takliflar ishlab chiqilgan.

Kalit so'zlar: hududiy iqtisodiyot, investitsion jozibadorlik, boshqaruv mexanizmlari, investitsiya muhiti, iqtisodiy rivojlanish, investitsiya siyosati, davlat-xususiy sheriklik, infratuzilma, raqamli boshqaruv, investitsiyalar, iqtisodiy barqarorlik, hududiy rivojlanish, investitsion risk, kapital oqimi, modernizatsiya.

Аннотация. В данной статье рассматриваются вопросы совершенствования механизмов управления повышением инвестиционной привлекательности регионов. Проанализированы роль инвестиционной привлекательности в экономическом развитии, факторы, влияющие на привлечение капитала в регионы, а также проблемы существующей системы управления. Кроме того, рассмотрены правовые, экономические, институциональные и инфраструктурные механизмы, направленные на улучшение инвестиционного климата. По результатам исследования разработаны научно-практические



предложения по повышению инвестиционного потенциала регионов и эффективности управления региональным развитием.

Ключевые слова: региональная экономика, инвестиционная привлекательность, механизмы управления, инвестиционная среда, экономическое развитие, инвестиционная политика, государственно-частное партнёрство, инфраструктура, цифровое управление, инвестиции, экономическая стабильность, региональное развитие, инвестиционный риск, поток капитала, модернизация.

INTRODUCTION

Increasing the investment attractiveness of regions is one of the most important directions of economic development today. Investments play a decisive role in expanding production, creating new jobs, introducing innovative technologies, and increasing the economic potential of regions. Therefore, the formation of a favourable investment environment in each region and its effective management remain among the priority tasks of state economic policy.

In the context of intensifying globalization processes and growing international competition for investment, the investment attractiveness of regions is becoming an important factor in attracting not only domestic but also foreign investment. In this process, improving the management mechanisms that shape the investment climate, addressing existing barriers, and creating stable and reliable conditions for investors are of urgent importance.

To develop investment activity in the regions of the country, it is necessary to strengthen the legal, economic, and institutional frameworks, modernize infrastructure, and widely introduce digital management systems. At the same time, the development of public-private partnership mechanisms also contributes to increasing the efficiency of investment processes.

The relevance of this topic is explained by the direct dependence of regional economic development on investment, the need to improve existing management systems, and the possibility of achieving sustainable economic growth by increasing investment attractiveness. In this context, the purpose of this study is to examine management mechanisms for increasing the investment attractiveness of regions and to develop scientific and practical proposals for their improvement.

In this study, a range of methods was applied to examine both the theoretical and practical aspects of the research. First, the factors influencing investment processes were analyzed using analysis and synthesis, comparison, logical generalization, and statistical analysis. Through empirical analysis, the current state of investment activity under conditions of economic transformation was assessed, existing challenges were identified, and their causes were examined. In addition, based on economic modelling and a systems approach, prospective directions for the effective management of investment processes were developed. During the research, national and foreign sources, official statistical data, government decisions, and advanced international experience were analyzed.

The investment attractiveness of regions is one of the key factors in ensuring the sustainable growth of a country's economy. Investment attractiveness refers to a set of economic, legal, infrastructural, and institutional conditions created to attract capital to a region. The more favourable and stable these factors are, the higher the investment inflow to the region.

Today, amid increasing global competition, enhancing the investment attractiveness of regions remains one of the priority areas of state economic policy. Improving management mechanisms is of particular importance in this process, since the formation and development of a favourable investment climate directly depend on an effective management system.

To increase regional investment attractiveness, it is first necessary to improve legal and institutional mechanisms. Stable legal guarantees for investors, protection of property rights, reliable enforcement of contracts, and an effective integrity and compliance system serve as key factors in investment decision-making. Therefore, ensuring openness and transparency in the activities of public administration bodies is an important task.

Second, the development of regional infrastructure is one of the main directions for increasing investment attractiveness. The development of transport and logistics systems, energy supply, water supply, and communication networks reduces production costs and makes the region more favourable for investors. At the same time, the development of industrial zones and free economic zones also contributes to increasing investment inflows.

Third, the digitalization of management mechanisms plays an important role in accelerating investment processes and improving their efficiency. Simplifying the procedures for issuing permits, registering investment

projects, and monitoring their implementation through digital platforms reduces bureaucratic barriers and creates greater convenience for investors.

It is also necessary to improve the system of strategic planning of regional investment policy. Investment priority areas should be determined based on a thorough analysis of each region’s economic potential, resource base, and labour market opportunities. This approach ensures the efficient use of resources and a higher return on investment.

In addition, the development of public-private partnership mechanisms is an important factor in increasing investment attractiveness. Through this mechanism, it is possible to implement large-scale infrastructure and industrial projects, which can have a positive impact on regional economic development.

Increasing the investment attractiveness of regions is a complex and multifaceted process based on the interdependence of several key areas. The balanced development of legal, economic, infrastructural, and management mechanisms is of great importance in improving the investment climate. The table below presents the main areas influencing the increase in regional investment attractiveness, their content, and expected results (Table 1).

Table 1
Directions for increasing the investment attractiveness of regions

Direction	Contents	Expected result
Improving the legal environment	Protecting investors' rights, simplifying legislation	Confidence increases, investment flow increases
Developing infrastructure	Improving roads, energy, logistics and communications	Costs decrease, the region becomes more attractive
Digital governance	Electronic services and online permit systems	Bureaucracy decreases, speed increases
Public-private partnership	Implementing joint projects	Large investments are attracted
Investment policy	Strategic planning by region	Resources are used effectively

Source: author’s work

According to the analysis presented in the table, increasing the investment attractiveness of regions depends on the effective interaction of several key areas. Among these, improving the legal environment and developing infrastructure are particularly important, as they enhance investor confidence and reduce operational costs. Digital governance, in turn, accelerates administrative processes and minimizes bureaucratic barriers, thereby creating a more favourable business environment. Public-private partnership mechanisms facilitate the attraction of large-scale investments, while a well-designed strategic investment policy ensures the efficient allocation and utilization of resources.

Overall, the integrated implementation of these measures can significantly enhance the investment attractiveness of regions and strengthen their competitive position. In conclusion, improving the management mechanisms aimed at increasing regional investment attractiveness requires a comprehensive and coordinated approach. By harmonizing legal, economic, infrastructural, and digital governance systems, it is possible to increase investment inflows into the regions, accelerate economic growth, improve regional competitiveness, and contribute to the long-term well-being of the population.

CONCLUSIONS AND RECOMMENDATIONS

Increasing the investment attractiveness of regions is one of the key strategic directions for ensuring the stable and balanced development of a country’s economy. The attraction of investment creates opportunities for expanding production capacity, generating new employment opportunities, modernizing infrastructure, and enhancing the economic potential of regions.

The findings of this study indicate that the level of investment attractiveness depends directly on several interrelated factors, including the strength of legal guarantees, the transparency of the institutional environment, the quality of infrastructure, and the effectiveness of management systems. Therefore, improving existing management mechanisms aimed at enhancing the regional investment climate remains an important priority.

The study demonstrates that the widespread adoption of digital technologies, the simplification of investment procedures, the reduction of administrative barriers, and the strengthening of public-private partnership



mechanisms are among the most effective directions for improving investment management. These measures can create more favourable conditions for investors and contribute to increased capital inflows into the regions.

Investment efficiency can also be enhanced through the improvement of strategic regional investment planning, the efficient utilization of available resources, and the establishment of a continuous monitoring and evaluation system for investment projects. Such measures contribute to the sustainable development of regional economies and improve the effectiveness of investment policy implementation.

Based on the findings of the study, the following recommendations are proposed:

Strengthen legal and institutional guarantees for investors by improving regulatory transparency and ensuring the effective protection of property rights.

Accelerate the development and modernization of regional infrastructure, particularly in the areas of transport, logistics, energy supply, and digital connectivity.

Expand the use of digital governance platforms to simplify investment-related procedures and enhance the efficiency of public services.

Promote public-private partnership projects as an effective mechanism for financing large-scale infrastructure and industrial initiatives.

Improve strategic investment planning by identifying priority sectors based on regional competitive advantages and development potential.

Establish a comprehensive monitoring and evaluation system to assess the effectiveness and sustainability of investment projects.

In conclusion, improving management mechanisms for increasing the investment attractiveness of regions is of significant importance for accelerating economic growth, enhancing regional competitiveness, attracting sustainable investment flows, and improving the overall standard of living of the population.

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