

CORPORATE BUSINESS PORTFOLIO DEVELOPMENT: GENERAL PRINCIPLES

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Annotatsiya: *Ushbu maqolada korporativ biznes portfelini shakllantirish tamoyillari ko'rib chiqiladi. Strategik rejalashtirish, diversifikatsiya va samaradorlik baholashning muhim jihatlari tahlil qilinadi. Shuningdek, zamonaviy korporatsiyalar uchun innovatsion yondashuvlar va texnologik rivojlanishning ahamiyati muhokama qilinadi.*

Kalit so'zlar: *korporativ biznes, portfel boshqaruvi, strategik rejalashtirish, diversifikatsiya, innovatsiya, texnologik rivojlanish, bozor tahlili, raqobatbardoshlik.*

Аннотация: *В данной статье рассматриваются принципы формирования корпоративного бизнес-портфеля. Анализируются ключевые аспекты стратегического планирования, диверсификации и оценки эффективности. Также обсуждается значение инновационных подходов и технологического развития для современных корпораций.*

Ключевые слово: *корпоративный бизнес, управление портфелем, стратегическое планирование, диверсификация, инновации, технологическое развитие, анализ рынка, конкурентоспособность.*

Annotation: *The emergence of corporate business portfolios is examined in this article. Important facets of diversification, performance assessment, and strategic planning are examined. There is also discussion on the significance of technology innovations and creative thinking for contemporary businesses.*

Keywords: *corporate business, portfolio management, strategic planning, diversification, innovation, technological development, market analysis, competitiveness.*

INTRODUCTION

Developing a corporate business portfolio is essential to maintaining competitive advantage and long-term sustainability. Businesses can increase overall efficiency, diversify risks, and take advantage of growth opportunities by properly choosing and managing their business divisions. Organizations may maximize earnings, optimize resource allocation, and balance risks with a well-structured business portfolio. Successful companies make strategic decisions about expansion, diversification, or divestiture after regularly assessing their current business units. Multinational corporations like Apple, Google, and Amazon, for example, have successfully used business portfolio management techniques to fortify their current operations and enter

new markets. An example of how a well-thought-out portfolio strategy can result in more revenue streams is Apple's foray into the service sector with products like Apple Music, iCloud, and Apple TV+. This study examines the fundamentals of portfolio management, such as performance evaluation, resource allocation, diversification, and strategic alignment.

Literature Review

A number of theoretical frameworks offer valuable perspectives on the efficient creation of corporate business portfolios. 1. The Boston Consulting Group Matrix, or BCG Matrix Business units are divided into four groups according to this model: Stars, Cash Cows, Question Marks, and Dogs. This matrix is used by businesses to determine resource allocation. For instance, "Dogs" (low market share, poor growth) are frequently disposed, but "Stars" (high market share, strong growth) receive additional investment. 2. The Matrix of GE-McKinsey Business strength and industry attractiveness are the two main criteria used by this framework to assess business units. By determining high-potential regions for investment and places where exit plans should be taken into consideration, it enables businesses to deploy resources efficiently. 3. Ansoff's Matrix of Growth Market penetration, product development, market development, and diversification are the four growth strategies identified by this model. Businesses like Space X and Tesla have effectively employed these tactics to enter new markets and develop game-changing inventions. According to recent studies, artificial intelligence (AI), sustainability, and digital transformation are becoming more and more significant in determining corporate business portfolios. Businesses that incorporate these elements into their plan have a better chance of staying competitive.

Research Methodology

This study's research methodology combines qualitative and quantitative techniques to offer a comprehensive examination of corporate business portfolio development. This study attempts to convey the intricacy of portfolio management techniques employed by prosperous multinational firms by looking at real-world case studies, financial data, and expert opinions. Analyzing businesses like Apple, Amazon, Google (Alphabet Inc.), and Tesla to understand how they manage their diverse business portfolios. Apple's strategic shift from a purely hardware-focused company to an integrated ecosystem of services and products demonstrates how effective portfolio diversification can drive long-term growth. Amazon's diversification into cloud computing, streaming, and artificial intelligence in addition to e-commerce offers valuable insights into how companies can take advantage of new opportunities while preserving their core competencies. Similarly, Google is a great example of forward-thinking portfolio management due to its ability to strike a balance between short-term profitability and long-term innovation investments, including AI research and self-driving technology. However, Tesla serves as an example of how innovation driven by sustainability and vertical integration may reshape industry norms. In addition to case studies, financial data analysis is essential to this study. The research attempts to provide

a thorough knowledge of how companies create, assess, and improve their business portfolios in response to changing market dynamics by fusing qualitative insights with quantitative financial data.

Findings and Discussion

The results show that proactive and flexible portfolio management is a strategy used by prosperous businesses. Among the major trends are: 1. The Development of Digital-First Approaches Businesses are spending more money on cloud computing, automation, and artificial intelligence. For instance, a major factor in Amazon's profitability is Amazon Web Services (AWS). 2. Using Diversification to Reduce Risk During recessions, businesses with diverse portfolios are more resilient. As an illustration, Disney's foray into the streaming market with Disney+ helped offset drops in theme park earnings. ESG (Environmental, Social, and Governance) and sustainability considerations Investors give preference to businesses that use sustainable business methods. Tesla's dominance in renewable energy and electric vehicles (EVs) is one example. 4. Mergers and Acquisitions' (M&A) Function Purchasing smaller businesses enables organizations to quickly grow their portfolios. For instance, Facebook improved its digital ecology by acquiring Instagram and WhatsApp.

Conclusion

Building a corporate business portfolio is a planned and dynamic process that helps firms increase profitability, reduce risks, and seize new possibilities. The likelihood of long-term success is higher for businesses that make investments in innovation, sustainability, and market diversification. The following should be the main topics of future research: Portfolio management and the effects of AI-driven decision-making. The potential impact of blockchain technology on business investing plans. how geopolitical variables influence international business portfolios. A data-driven, forward-thinking strategy may help businesses create flexible, robust portfolios that can weather market swings and encourage long-term expansion.

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PARKINSON KASALLIGIDA UYQU BUZILISHLARI VA ULARNING NEYROFIZIOLOGIK MEXANIZMLARI

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Annotatsiya: *Parkinson kasalligi — markaziy asab tizimining progressiv neyrodegenerativ kasalligi bo'lib, dopaminergik neyronlarning nigrostrial yo'ldagi degeneratsiyasi bilan tavsiflanadi. Ushbu kasallikda motor simptomlardan tashqari, ko'plab nomotor belgilar, jumladan, uyqu buzilishlari keng tarqalgan. Uyqu buzilishlari Parkinson kasalligida nafaqat hayot sifatini pasaytiradi, balki kasallikning patofiziologik kechishiga ham bevosita ta'sir ko'rsatadi. Ushbu maqola Parkinson kasalligida paydo bo'luvchi neyrofiziologik jarayonlarni mexanizmlarini ochib beradi. Tadqiqotlarning ko'rsatishicha, dopaminergik tizimning disfunktsiyasi, REM uyqu fazasidagi buzilishlar, sirkadiyal ritmlarning o'zgarishi hamda neurotransmitter tizimlaridagi muvozanatning buzilishi ushbu holatlarning asosiy neyrofiziologik mexanizmlarini tashkil etadi. Mavjud ilmiy ma'lumotlarni tahlil qilish Parkinson kasalligida uyqu buzilishlarini erta aniqlash, ularni neyrofiziologik ko'rsatkichlar asosida baholash va individual davolash strategiyalarini ishlab chiqishda muhim ahamiyatga ega.*

Kalit so'zlar: *Parkinson kasalligi, uyqu buzilishi, REM fazasi, dopaminergik tizim, neyrofiziologik mexanizmlar, sirkadiyal ritm.*

KIRISH QISMI

Parkinson kasalligi (PK) — markaziy asab tizimining eng keng tarqalgan neyrodegenerativ kasalliklaridan biri bo'lib, u substantia nigra pars compactadagi dopaminergik neyronlarning progressiv yo'qolishi va striatumdagi dopamin darajasining pasayishi bilan tavsiflanadi.

Ushbu jarayon natijasida paydo bo'ladigan asosiy klinik belgilar — bradikineziya, tremor, mushak qotishi va holatning beqarorligidir. Biroq so'nggi yillarda olib borilgan tadqiqotlar Parkinson kasalligini faqat motor simptomlar bilan emas, balki keng qamrovli nomotor buzilishlar majmuasi bilan kechishini ko'rsatmoqda.

Nomotor belgilar orasida uyqu buzilishlari alohida o'rin tutadi. Statistika ma'lumotlarga ko'ra, Parkinson kasalligi bilan og'riqan bemorlarning 60–90 foizida turli darajadagi uyqu buzilishlari kuzatiladi.

Ular orasida REM uyqu fazasidagi xatti-harakat buzilishi (REM sleep behavior disorder — RBD), insomniya, kunduzgi ortiqcha uyquchanlik, sirkadiyal ritmning buzilishi, va uyqu sifati pasayishi eng ko'p uchraydigan holatlardir. Uyqu buzilishlari

nafaqat Parkinson kasalligiga xos klinik belgilarni og'irlashtiradi, balki kognitiv pasayish, depressiya va vegetativ disfunktsiya rivojlanishiga ham hissa qo'shadi.

Shu sababli ularni erta aniqlash va patofiziologik mexanizmlarini chuqur o'rganish kasallikni kompleks davolashda muhim ilmiy va amaliy ahamiyatga ega. Neyrofiziologik jihatdan qaralganda, Parkinson kasalligida uyquning buzilishi bir nechta omillar bilan bog'liq: dopaminergik, serotoninergik va xolinergik tizimlar disbalansi, melatonin sekretsiasining sirkadiyal siklga nomuvofiqligi, orqa miya va miya po'stlog'i o'rtasidagi neyron aloqalarning disfunktsiyasi, shuningdek, REM va NREM uyqu fazalari o'rtasidagi muvozanatning buzilishi.

Elektrofiziologik va neyroximik tadqiqotlar ushbu o'zgarishlar Parkinson patogenezining markazida turuvchi kompleks mexanizmlar bilan chambarchas bog'liqligini ko'rsatmoqda. Shu asosda, mazkur tadqiqotning dolzarbligi shundan iboratki, Parkinson kasalligida uyqu buzilishlarining neyrofiziologik asoslarini aniqlash — kasallikning erta bosqichlarida diagnostika imkoniyatlarini kengaytiradi, individual terapevtik yondashuvlarni ishlab chiqish va bemorlarning hayot sifatini yaxshilashga xizmat qiladi.

Asosiy qism

Parkinson kasalligida uyqu buzilishlari eng keng tarqalgan nomotor simptomlardan biri hisoblanadi. Ular nafaqat kasallikning kechishiga, balki bemorning kundalik faoliyati va psixoemotsional holatiga sezilarli darajada ta'sir ko'rsatadi. Uyqu buzilishlari, odatda, kasallikning erta bosqichlaridayoq namoyon bo'ladi va motor simptomlar rivojlanishidan avval ham kuzatilishi mumkin.

Shuning uchun ularni prodromal biomarkerlar sifatida ko'rib chiqish ilmiy jihatdan katta ahamiyatga ega. Normal uyqu jarayoni REM (rapid eye movement) va NREM (non-REM) fazalaridan iborat bo'lib, ular bir-birini siklik tarzda almashadi. Bu jarayonlar miya po'stlog'i, gipotalamus, pontin va talamik strukturalar hamda neurotransmitter tizimlar tomonidan muvofiqlashtiriladi. Parkinson kasalligida ushbu tuzilmalarning degeneratsiyasi va dopaminergik tizimning disbalansi natijasida REM va NREM fazalarining o'zaro muvozanati buziladi.

Natijada uyqu siklining fiziologik davomiyligi qisqaradi, uyquning fragmentatsiyasi kuchayadi, orzuli (chuqur) uyqu fazasining ulushi kamayadi. Parkinson kasalligiga xos eng tipik uyqu patologiyalaridan biri — REM sleep behavior disorder (RBD) hisoblanadi. Bu holatda bemorlar orzularni jismoniy harakatlar bilan "amalga oshiradilar": tepinish, qo'l siltash, ba'zan yiqilish yoki atrofdagi buyumlarga urilish holatlari kuzatiladi. Neyrofiziologik nuqtai nazardan, bu jarayon ponsdagi sublaterodorsal yadroning disfunktsiyasi bilan bog'liq bo'lib, REM fazasida mushaklarning fiziologik atoniyasi yo'qoladi.

Tadqiqotlar shuni ko'rsatadiki, RBD ko'pincha Parkinson kasalligining prodromal bosqichida paydo bo'ladi va keyinchalik motor simptomlar rivojlanishini prognoz qilishda erta belgilar sifatida xizmat qiladi.