

УДК 338.439.02(470.1)

JEL Classification: D23; L22

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PRODUCTION AND EXPORT RESOURCES OF THE REGION AND THEIR USE

DOI: 10.32620/cher.2021.4.12

Formulation of the problem. The article substantiates the directions of increasing production and exports in the East Zangezur region on the basis of a green economy model, shows the ways of introducing new resources into the economy, examines ways to provide various sectors of the domestic market with food and other goods. *The purpose of the article* is to characterize the use of production and export resources of the region. *The subject of the research* is the process of managing the production and export resources of the region. *Research hypothesis.* Agriculture plays a leading role in the employment of the population of this region. In accordance with this tradition, agriculture is being created in the regions on the basis of a modern material and technical base and new production management technologies based on the new structure of the green economy model. *Presentation of the main material.* Effective use of the country's export potential plays an important role in strengthening Azerbaijan's integration into the world economy. From this point of view, the effective use of the economic potential of the territories opens up new horizons in increasing the production and export potential of the republic and creating an alternative export sector. *Originality and practical significance of the research.* On the basis of the proposed model, special attention is paid to the production of environmentally friendly products in developing regions. This approach is due to the fact that Azerbaijan ranks 10th in the world for the production of environmentally friendly products. *Conclusions of the study.* The rich natural resources of the Republic of Azerbaijan in some areas should be re-evaluated, and the results of the assessment should be promoted in international advertising channels, posting them on the website of the World Tourism Organization. It is advisable to assess, first of all, the mineral and natural landscape resources of the republic.

Key words:

green economy, resources, economic zone, agriculture, domestic demand, world market, social development, export potential.

ВИРОБНИЧІ ТА ЕКСПОРТНІ РЕСУРСИ РЕГІОНУ ТА ЇХ ВИКОРИСТАННЯ

Постановка проблеми. У статті обґрунтовано напрями збільшення виробництва та експорту у Східно-Зангезурському регіоні на основі моделі зеленої економіки, показано способи впровадження нових ресурсів в економіку, досліджуються способи забезпечення різних секторів внутрішнього ринку продуктами харчування та іншими товарами. *Метою статті* є характеристика використання виробничих та експортних ресурсів регіону. *Предмет дослідження* – процес управління виробничими та експортними ресурсами регіону. *Гіпотеза дослідження.* Сільське господарство відіграє провідну роль у зайнятості населення цього регіону. Відповідно до цієї традиції у регіонах створюється сільське господарство на базі сучасної матеріально-технічної бази та нових технологій управління виробництвом на основі нової структури моделі зеленої економіки. *Виклад основного матеріалу.* Ефективне використання експортного потенціалу країни відіграє важливу роль у посиленні інтеграції Азербайджану до світової економіки. З цієї точки зору ефективне використання економічного потенціалу територій відкриває нові горизонти у збільшенні виробничого та експортного потенціалу республіки та

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створенні альтернативного експортного сектора. *Оригінальність та практичне значення дослідження.* На базі запропонованої моделі приділено особливу увагу виробництву екологічно чистої продукції в регіонах, що розвиваються. Такий підхід зумовлений тим, що Азербайджан займає 10-те місце у світі з виробництва екологічно чистої продукції. *Висновки дослідження.* Багаті природні ресурси Азербайджанської Республіки в деяких областях мають бути переоцінені, а результати оцінки слід просувати в міжнародних рекламних каналах, розміщуючи їх на веб-сайті Всесвітньої туристичної організації. Доцільно проводити оцінку, передусім, мінеральних та природних ландшафтних ресурсів республіки.

Ключові слова:

зелена економіка, ресурси, економічна зона, сільське господарство, внутрішній попит, світовий ринок, соціальний розвиток, експортний потенціал.

ПРОИЗВОДСТВЕННЫЕ И ЭКСПОРТНЫЕ РЕСУРСЫ РЕГИОНА И ИХ ИСПОЛЬЗОВАНИЕ

Постановка проблемы. В статье обоснованы направления увеличения производства и экспорта в Восточно-Зангезурском регионе на основе модели зеленой экономики, показаны способы внедрения новых ресурсов в экономику, исследуются способы обеспечения различных секторов внутреннего рынка продуктами питания и другими товарами. *Целью статьи* является характеристика использования производственных и экспортных ресурсов региона. *Предмет исследования* – процесс управления производственными и экспортными ресурсами региона. *Гипотеза исследования.* Сельское хозяйство играет ведущую роль в занятости населения этого региона. В соответствии с этой традицией в регионах создается сельское хозяйство на базе современной материально-технической базы и новых технологий управления производством на основе новой структуры модели зеленой экономики. *Изложение основного материала.* Эффективное использование экспортного потенциала страны играет важную роль в усилении интеграции Азербайджана в мировую экономику. С этой точки зрения эффективное использование экономического потенциала территорий открывает новые горизонты в увеличении производственного и экспортного потенциала республики и создании альтернативного экспортного сектора. *Оригинальность и практическое значение исследования.* На базе предложенной модели уделено особое внимание производству экологически чистой продукции в развивающихся регионах. Такой подход обусловлен тем, что Азербайджан занимает 10-е место в мире по производству экологически чистой продукции. *Выводы исследования.* Богатые природные ресурсы Азербайджанской Республики в некоторых областях должны быть подвергнуты переоценке, а результаты оценки следует продвигать в международных рекламных каналах, размещая их на веб-сайте Всемирной туристской организации. Целесообразно проводить оценку, прежде всего, минеральных и природных ландшафтных ресурсов республики.

Ключевые слова:

зеленая экономика, ресурсы, экономическая зона, сельское хозяйство, внутренний спрос, мировой рынок, социальное развитие, экспортный потенциал.

Formulation of the problem. The development of territories forces us to approach the use of these lands from a new point of view. This approach is primarily due to the fact that these lands are rich in natural resources. At the same time, the strategic importance of the liberated regions, their location at the junction of important roads, historical monuments, water sources, favorable conditions for the development of tourism, mining, agriculture, etc. It is one of the most diverse regions in terms of development benefits. Taking into account all these and other advantages we have mentioned, President Ilham Aliyev has set a completely new approach to the restoration of the liberated regions, and work in this direction is being carried out.

Analysis of recent research and publications. Among the measures implemented on the basis of the model of the "green" economy of the regions, unique tasks will be solved in the country.

As you know, Lachin, Kelbajar, Shusha, Zangilan, Gubadly and Jebrail districts were part of our republic, where agriculture has been developing since ancient times.

Agriculture plays a leading role in the employment of the population of this region. In accordance with this tradition, agriculture is being created in the regions on the basis of a modern material and technical base and new production management technologies based on the new structure of the green economy model.





It should be noted that the economic zone of East Zangezur has very favorable conditions for the development of grain growing, tobacco growing, livestock, sheep and beekeeping, which are important areas of agriculture. These areas are also rich in formoconiosis plants, i.e. medicinal plants. [1, p. 215]. According to statistics, there are 1.1 million hectares of summer pastures in the Eastern Zangezur economic zone, which is an invaluable basis for the development of sheep breeding.

The purpose of the article is to characterize the use of production and export resources of the region.

Presentation of the main material. Undoubtedly, most of the products produced in these regions with great natural potential will be sold on the domestic market to meet domestic demand, and the rest of the food will be exported to the world market. As a result, the inflow of foreign currency from our country to foreign markets for grain imports, which accounts for a large share in the republic's imports, will be significantly reduced. It should also be noted that, based on the new model, attention should be paid to the production of environmentally friendly products in developing regions. This approach is due to the fact that Azerbaijan ranks 10th in the world for the production of environmentally friendly products. However, the republic is not represented among the countries that differ in this direction in the production of environmentally friendly products.

It can make millions by selling organic products from the East Zangezur Economic Zone to the international market, especially in the markets of Saudi Arabia, the United Arab Emirates and Malaysia.

The structure of Azerbaijan's imported products shows that a large number of tobacco products are supplied to our domestic market every year. There is an opportunity to create large tobacco plantations in the regions of the East Zangezur economic region. By developing tobacco growing, it is possible to achieve progressive progress in the structure of imports and exports of goods in our country. In this regard, serious attention should be paid to the construction of fermentation facilities, which play an important role in the development of the industry, so that the raw materials do not deteriorate and do not lose their quality. It is known that high-quality tobacco cigarettes are quickly bought by consumers. Based on our personal observations, we would like to note that

tobacco products produced in Azerbaijan, Great Britain and other countries are sold faster in the markets. This shows that in order to export agricultural products to the world market, which are developing on the basis of a green economy model, marketers must conduct some research and study the situation in international markets.

The East Zangezur economic region has very favorable conditions for the development of animal husbandry, especially sheep breeding. As a rule, mutton and wool are used in our country. Hundreds of thousands of slaughtered sheep skins are supplied by Turkish companies and sent to Turkish cities for finishing. After processing, millions of sheep skins are exported to the markets of Germany and other European countries. In our opinion, an integrated approach to the development of sheep breeding in the context of a green economy model can become a source of additional currency for our country.

Strengthening the production and export potential of the region

Since agriculture is the backbone of the green economy development model, there is a need to pay serious attention to the development of additional subsectors. It will be more effective if grain growing prevails in the East Zangezur economic zone. The development of poultry farming will solve the problem of providing the domestic market with eggs and chicken meat and exporting these products to international markets.

One of the characteristic features of the East Zangezur economic zone is that its flora is very favorable for the development of beekeeping. Considering that this region is very rich in terms of tourism development, then you can be sure that the directions we have studied play an important role in the world market. It can be very useful for our republic to use the experience of Bulgaria and other European countries in this area.

Providing the same service to tourists and guests visiting the East Zangezur economic region in our republic, the initial conditions will be created for bringing Kelbajar honey to the world market as an Azerbaijani brand.

The fact that the East Zangezur economic region is in a more advantageous position in terms of tourism development is associated with increased government concern for the development of social infrastructure and logistics. Thus, the opening of the international airport in Fizuli on the initiative of President I.G. Aliyev will become a more interesting place for foreign tourists with nature, historical monuments and

mineral springs of the region. In our opinion, the organization of excursions to the East Zangezur region, especially to the historical monuments of Shushi, will allow attracting more tourists in the coming years.

The construction of modern highways in the region, the construction of modern hotels with the support of local and foreign companies will help to make this region of Azerbaijan more famous in the world. One of the main conditions for accelerating the tourist flow to the region is the relatively low cost of transport for tourists. Solving the problem will also help attract labor to other areas.

Azerbaijan 2030: National Priorities for Socio-Economic Development In accordance with the decree of President Aliyev I.Kh. From February 2, 2021, there are potential opportunities for the development of winter tourism in Shusha, Kelbajar, Lachin and other areas of the East Zangezur economic region. ...

Undoubtedly, the attraction of these resources will turn Azerbaijan into a superpower in the South Caucasus. In our opinion, the construction of modern sanatoriums for recreation and treatment of tourists near the hot springs in Kelbajar can be of great benefit. We believe that such a sanatorium as a medical sanatorium, organized on the "Salt Mountain" of Nakhchivan, will soon attract not only domestic but also foreign tourists to the region.

The introduction of a green economy model should focus on increasing crop and livestock production in order to provide the population living in the liberated areas with essential food. Considering that at present, most of the population's demand for many products of the domestic market of Azerbaijan, including corn and sunflower oil, is met through imports and foreign sources. In this regard, in order to reduce imports and minimize the inflow of foreign exchange, Kelbajar, Lachin, Gubadli and other regions, especially Tatar, Khakari, etc. It is possible to mitigate the consequences in meeting the population's demand for these products by planting corn, sunflower and a number of vegetables on suitable lands around rivers. The development of the processing industry in the region will allow avoiding losses, primarily due to the processing of manufactured products. Secondly, it will create new jobs and solve the problem of employment in the region; thirdly, it will significantly reduce the migration of the population from rural to urban areas, and fourthly, it will create conditions for the development of

productive forces. For this, the construction of production infrastructure facilities for storing corn, sunflower and other products in the region in post-production refrigeration chambers and their activities should be coordinated within a single management system. We believe that as the production of food products increases, their development will meet the needs of the population at low prices in the domestic market, and conditions will be created for the export of surplus products to foreign markets. Thus, conditions will be created for the development of an alternative export sector in our country by increasing the production of agricultural products. At the same time, the inflow of foreign currency from Azerbaijan will significantly decrease due to the import of vegetable oils.

The development of industrial exports in the region will lead to an increase in the share of manufacturing in GDP, which characterizes the country's macroeconomic level. It should be noted that in most countries of the world, manufacturing accounts for 20 to 25 percent of GDP. In our country, this figure is 5-6 percent. In accordance with the requirements of green economy models in the liberated territories, the organization of the production of sunflower and corn oils as the first stage in the production and processing of vegetable oils can be applied in the field of horticulture in the future. In this case, it may be effective to rely on innovative technologies rather than traditional production methods. The facts show that the agricultural sector of our country has a great potential for innovative development, but the costs for these purposes are small, and their use is not encouraging.

Currently, there are machines and equipment for processing wool and making carpets, the use of which not only increases productivity, but also simplifies the work process. The development of carpet weaving will allow the restoration of ancient carpets that existed in the region and have no analogues in the world market, and their export to foreign markets as an Azerbaijani brand. At the same time, the production of ancient Azerbaijani carpets will regain the lost glory among the most valuable exhibits of museums.

For the dynamic development of this sector, its uninterrupted supply of raw materials, it is necessary to widely use state support and a stimulating economic mechanism [2, p. 93]. Because the older generation knows the secrets of making high-quality carpets. It should be noted



that the quality of the carpet is characterized not only by the good harmony of its colors. Quality and competitive carpets are valued in the number of knots per meter. Thus, the greater the number of knots per meter of woven carpet, the higher the quality of the carpet. Ancient Karabakh carpets were known in the world for this indicator, description of nature and shades of color. Taking this factor into account, the efficient use of sufficient raw materials for the production of carpets in the region will help to increase the export of products in the region.

The Karabakh region, especially the Kelbajar, Lachin, Gubadli regions, are distinguished by their forests. In general, it should be noted that 64% of the territory of Azerbaijan is forests. Most of the existing forests in the country are located in the East Zangezur economic region. Also, the forests in this region are distinguished by their diversity. We believe that the expansion of the scale of construction work, which is planned to be carried out in the near future after the complete restoration of the transport infrastructure in the region, will make the development of the building materials industry an objective necessity. Furniture produced by building materials enterprises using innovative technologies will play an important role in meeting the needs of the local population for these products and providing the domestic market with furniture.

It is impossible to attract and use these potential opportunities without attracting foreign investors. This does not require giving up the investment opportunities of transnational corporations and loans from international financial and economic organizations. Because the external debt of the Azerbaijani state is only \$ 17.4 billion. To increase the efficiency of the green economy model in practice, the state should take measures to improve the investment provision of various enterprises producing agricultural products in the region. These measures include increasing tax breaks, subsidizing fuel and energy prices at a higher level than in other regions, and so on. should think about it. Meeting the needs of the forms of entrepreneurship that will be created in the region, both for domestic and foreign investment, is important from the point of view of improving effective economic indicators that reflect economic activity. In particular, the full satisfaction of the needs of agricultural entrepreneurs in foreign investment protects them from the threat of bankruptcy. In general, in a

market economy, each entrepreneur acts in conditions of free competition, which makes the possibility of bankruptcy of commodity producers as a whole in a market environment an objective reality. In other words, with the current investment deficit, commodity producers cannot work in conditions of large-scale reproduction, especially intensive large-scale reproduction, which is reflected in their financially strained activities.

To avoid such a situation, attracting investment in the agricultural sector plays a leading role in preventing bankruptcy. At the same time, increasing investment security creates favorable conditions for increasing the share of local production and increasing competitiveness in the domestic food market.

Entrepreneurs working in agriculture, especially in mountainous and foothill areas, are less profitable than other sectors of the economy and depend on natural and climatic conditions [4, p. 318]. For this reason, the level of economic entities working in agriculture is higher than in other sectors of the economy. This is due to the fact that the efficiency of agricultural entrepreneurs is much lower than in other areas. It is this factor that negatively affects the increase in the investment attractiveness of agricultural entrepreneurship as an important and strategic sector of the economy in agriculture and other related areas. It should be noted that the change in the environment surrounding agricultural producers is due to two factors. The first of them is implemented by the state through adjusting the influence of objective factors. The second is to improve the factors of the internal environment in the development of agricultural production. This process is regulated by the manufacturers themselves. Thus, the measures taken to change the current situation have macro- and microeconomic aspects. The environment that benefits from the macroeconomic aspect is economic policy, as well as the policy of attracting foreign investment, which is implemented within the framework of the forms and methods of government regulation. Changes to be made by producers who will produce products based on the green economy model are based on the improvement of internal factors of development.

In our opinion, for a more efficient use of foreign investments in our country, it is necessary to improve the methodology for their distribution by industry. The use of foreign investment should be directed not only to the manufacturing sector,

but also to new structures of processing, social and industrial infrastructure.

The green economy model will lead to the creation in the region of a wide network of production facilities in various directions, as well as processing, trade, transport, service, in short, production and social infrastructure. The development of various forms of entrepreneurship in the region through the implementation of state support will soon create a powerful incentive for economic development. In our opinion, along with peasant, peasant and other forms of property in the region, it is advisable to create export-production cooperatives in the liberated regions. During the peak of agricultural production in the summer, export-production cooperatives will be able to export their products to foreign countries, as well as to the domestic market in the winter months, supplying products grown both on their own and on private farms. In order to accelerate the efficient operation of export-production cooperatives in a green economic model, the state and the Central Bank will provide them with long-term loans with a soft and low interest rate, tax incentives, and a temporary cancellation of export and import duties. There should be such a flexible organizational and economic mechanism for the functioning of various forms of ownership in the region, which will increase the attractiveness of the region for both domestic and foreign investors.

It should be noted that in Kelbajar there are sources of mineral water "Hot Water", which is of medical importance, and until the beginning of the 90s our republic met the needs of the population and was exported to the markets of the CIS countries. The sources of "Hot Water" of Kalbajar, which had been under occupation for more than 30 years, were trampled by the enemy, and our enemies renamed this water and sold it on international markets, earning large sums of money. Our country, which won the 44-day World War II, did not return the Istu Su springs in Kelbajar to its ownership. And now, thanks to domestic and foreign investments, he has provided this healing water to our people.

Стаття надійшла

до редакції : 25.10.2021 р.

Undoubtedly, in order to sell Ista Suyu in the domestic market and export, our state and various advertising agencies must promote its export in large volumes through advertising.

Undoubtedly, sufficient funds are needed for the planned development of the industry. To solve the above problems, it is necessary to mobilize the financial capabilities of the state and private financial structures of the republic.

Conclusions and prospects for further research. We believe that the rich natural resources of the Republic of Azerbaijan in some areas should be reassessed, and the results of the assessment should be promoted in international advertising channels, posting them on the website of the World Tourism Organization (WTO). In our opinion, it is advisable to assess, first of all, the mineral and natural landscape resources of our republic.

The application of the green economy model will contribute to positive development in tourism, production, supply, trade, processing and consumption of agricultural products in our country. As a result, the liberated territories should use the green economy model as soon as possible and effectively use the potential of the East Zangezur economic zone.

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Стаття прийнята

до друку: 30.12.2021 р.

Бібліографічний опис для цитування :

Aliyev V. Production and export resources of the region and their use / V. Aliyev // Часопис економічних реформ. – 2021. – № 4 (44). – С. 86–91.

