

CURRENT STATUS AND CHARACTERISTICS OF THE GLOBAL THERMAL POWER PLANT MARKET

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Already in the second decade of the 21st century, the pace of industry and production in the history of mankind is surpassing the records of previous times. Introducing new types of products and services to the market and their popularization, Internet and social networks becoming an integral part of people's lives are among the specific development trends of the modern lifestyle.

An important point here is that a stable supply and reserve of electricity is one of the mandatory conditions for the continuous and high-quality operation of all this. One of the signs of development of all countries is that cities and villages in the country are provided with all resources.

One of the most important of them is the electrification of all areas, its continuity and constant stable voltage.

Based on the literature studied in the field of economic empowerment in energy companies, the classification of factors influencing it is based on ten principles:

1. Objective and subjective.

Objective factors that do not depend on the activities of companies include: price changes, basic resources (gas, coal, fuel oil), natural-climatic conditions and industrial factors.

Subjective factors directly depend on the activities of energy companies.

2. Tangible and intangible assets.

Tangible assets include factors that have a decisive impact on the economy.

All other factors are intangible assets: brands, the investment policy of the enterprise, the potential of the organization, the legislation of the country, the situation in the region, etc.

3. Has and does not have a quantitative indicator.

The following factors are quantified: share of production and sales, electricity and thermal energy in foreign markets, financial and entrepreneurial risks, human resources, development of the innovative state of the energy market in general. Non-quantifiable include: employee retraining, climate risk, company image, employee motivation.



4. Permanent and temporary.

Constant factors act continuously during the study period. Temporary factors (climatic conditions) are for a certain period.

5. Intensive and extensive.

Intensive factors are development related to the most effective application of scientific and technical achievements and use of resources to ensure the development of the economy based on the improvement of labor productivity.

Extensive factors are the additional involvement of companies and resources related to the expansion of the material and technical base of energy.

6. General and special.

Common factors operate throughout the national economy.

Special factors operate directly in energy companies (natural resources, intangible assets, labor resources).

7. Simple and complex.

Simple factors are the result of a single cause.

Complex factors arise under the influence of a complex of reasons (effective management),

8. Direct and indirect.

The effect of direct factors is determined without special calculations.

Indirect effects are measured using special methods.

9. Positive and negative.

Positive factors include innovation, structure of fuel resources. Negative factors include business risks and climate risks.

10. Internal and external.

External factors affecting the economic potential of energy companies directly affect the activities of energy companies and their business processes

- consumers-consumers of electricity (insolvency);
- banks and credit organizations (delayed payments due to the bank's fault);
- state and departmental bodies (illegality of actions of third parties).
- environmental factors - adverse weather conditions, natural events;
- decrease in economic production, inflation rate, bank interest rate and money supply, employment rate, foreign trade volume, bankruptcy of debtors;
- the political imperfection of legislation in the field of economic law, the international situation regulating export and import conditions;



- the level of development of science and technology, outdated technologies, insufficient capital investments, production, etc.
- attitude of the state, life values and traditions.

Internal factors include:

- state of property and financial resources;
- lack of own working capital;
- imperfection of the mechanism for determining the actual costs and sales prices of products, low contract discipline;
- investment policy;
- internal risks (including the growth of receivables of energy companies).

At this point, the country's power generation potential, facilities and their technical-technological condition, availability of qualified personnel are one of the most important issues.

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