

**KICHIK BIZNES SUB'EKTLARINI "YASHILLASHTIRISH" (GREENING)
JARAYONINING O'ZIGA XOS XUSUSIYATLARI VA OMILLARI**

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Аннотация.

Mazkur maqolada zamonaviy iqtisodiyotda kichik biznes va xususiy tadbirkorlik sub'ektlarini "yashillashtirish" (greening) jarayonining mohiyati, o'ziga xos xususiyatlari va unga ta'sir etuvchi omillar tadqiq etilgan. Korxonalarning ekologik mas'uliyatini oshirish, resurs tejamkor texnologiyalarni joriy etish va "yashil" mahsulotlar ishlab chiqarish strategiyalari tahlil qilingan. Kichik biznesning yirik korxonalardan farqli jihatlari, duch kelayotgan to'siqlari va ularni bartaraf etish usullari tizimlashtirilgan. Tadqiqot natijasida kichik biznes va xususiy tadbirkorlik sub'ektlari faoliyati uchun ekologik transformatsiya modeli hamda tegishli tavsiyalar ishlab chiqilgan.

Аннотация.

В данной статье рассматриваются сущность, особенности и факторы, влияющие на процесс "экологизации" малого бизнеса и частного предпринимательства в современной экономике. Анализируются стратегии повышения экологической ответственности предприятий, внедрения ресурсосберегающих технологий и производства «зеленой» продукции. Систематизируются различия между малым и крупным бизнесом, препятствия, с которыми они сталкиваются, и методы их преодоления. По результатам исследования разработана модель экологической трансформации деятельности малого бизнеса и частного предпринимательства и соответствующие рекомендации.

Abstract.

This article examines the essence, specific features, and factors influencing the process of "greening" small businesses and private entrepreneurship in the modern economy. Strategies for increasing the environmental responsibility of enterprises, introducing resource-saving technologies, and producing "green" products are analyzed. The differences between small businesses and large enterprises, the obstacles they face, and methods for overcoming them are systematized. As a result of the study, a model of ecological transformation for the





activities of small businesses and private entrepreneurship and relevant recommendations are developed.

Kalit so'zlar: kichik biznes, yashillashtirish, barqaror rivojlanish, yashil omillar, ekologik menejment, resurs tejamkorlik.

Ключевые слова: малый бизнес, экологизация, устойчивое развитие, экологические факторы, управление окружающей средой, ресурсосбережение.

Key words: small business, greening, sustainable development, green factors, environmental management, resource saving.

Introduction

Today, global climate change, depletion of natural resources, and the aggravation of environmental problems are placing new demands on the world economy. In achieving the Sustainable Development Goals (SDGs), not only large industrial giants but also small business entities, which are considered the drivers of the economy, play an important role.

Greening small businesses is the process of transforming their production and service processes into a system that reduces their negative impact on the environment, saves energy and resources, and is focused on creating environmentally friendly products. Although small businesses are adaptable, their limited financial and human resources create unique characteristics and barriers to the introduction of green technologies. Therefore, it is important to study and systematically analyze the factors affecting this process.

Literature review

The concept of “greening” the economy and entrepreneurship and its models are being widely studied by foreign and domestic scientists.

P.Hawken (Paul Hawken) in his work “The Ecology of Commerce” emphasizes the need to create harmony between business and nature. According to the scientist, the business of the future must be based on waste-free technologies.

E.Cline has proven that small businesses, due to their high adaptability, can adopt “green” innovations faster than large corporations. However, H. Schmid in his research shows that the main obstacles for small businesses are lack of capital and insufficient awareness of environmental legislation. Although Uzbek scientists B.Salamov and Sh.Mustafayev assessed the resource-saving factors in the development of entrepreneurship in our country, the motivational and institutional factors of “greening” small businesses have not yet been fully studied as a holistic system.



Methodology

The research used a systematic approach, comparative analysis, expert questionnaires, and logical generalization methods. In order to determine the level of adoption of the principles of the "green" economy by small business entities, an anonymous survey was conducted among 120 small business entities in early 2026. Based on the survey results, internal and external factors influencing ecological transformation were grouped.

Analysis and results

As a result of the conducted research and surveys, the factors affecting the process of "greening" of small business were divided into two main blocks: external (institutional) factors and internal (motivational) factors. Table 1 shows these factors and their impact on small businesses.

Table 1
A system of factors affecting the process of “greening” of small business¹

A group of factors	Elements	Level of influence	The main mechanism of action
External factors	State environmental policy and tax incentives	High	Subsidies and fines for "green" technologies
	Consumer demand and market conditions	High	Increasing demand for environmentally friendly products
	Competitive environment	Medium	The desire not to lag behind competitors
Internal factors	Ecological culture of the leader	High	Personal values and social responsibility
	Availability of financial resources	High	Opportunity to invest in innovation
	Qualification of employees	Medium	The speed of acceleration of new technologies

Conclusions and recommendations

“Greening” small businesses is not just about protecting the environment, but also a strategic necessity that ensures the long-term competitiveness of

¹ Formed on the basis of a survey and research conducted by the author.





enterprises. The specific feature of small businesses in this regard is their financial fragility, but their agility in decision-making.

To accelerate the process, it is recommended to implement the following measures:

- ✓ Expand the system of providing preferential and low-interest loans ("Green loans") to small businesses for the purchase of "green" technologies through commercial banks;

- ✓ Institutional support: Establish free advisory centers for small entrepreneurs on environmental management and certification (for example, ISO 14001);

Tax incentives: Introduce a mechanism for temporarily reducing property and land tax rates for enterprises using energy-efficient and zero-waste technologies

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