



PROSPECTS FOR THE DEVELOPMENT OF INTERNATIONAL ENTREPRENEURSHIP IN MODERN CONDITIONS

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INTRODUCTION

In the era of modern globalization, international entrepreneurship has become one of the main drivers of the world economy. Trade, investment and technology exchange between countries around the world have increased significantly, creating new conditions and opportunities for business entities to operate in the global arena. At the same time, international entrepreneurship is an important tool for enterprises and companies to develop new markets, introduce innovations, increase competitiveness and sustainable development. In the current environment, the growth and development of international

ABSTRACT

This article aims to review the current state of international entrepreneurship, its development trends, opportunities and emerging problems, and helps to identify the key factors necessary for successful operation in the modern economic environment. The article also analyzes the prospects for the development of international entrepreneurship in modern conditions. New opportunities for international business based on digital transformation, global integration, green economy and innovation are considered. It is emphasized that the economic reforms and regional cooperation being implemented in Uzbekistan play an important role in the development of international entrepreneurship.

entrepreneurship is associated with the deepening of economic integration of countries' economies, an increase in the volume of international trade and the expansion of the activities of transnational companies. For example, according to the World Trade Organization (WTO), at the end of 2025, global trade volume reached 35 trillion US dollars, an increase of 7% compared to the same period last year [1]. This indicates new opportunities for international business entities and further complicating the competitive environment.

The study of the development prospects of international entrepreneurship is especially relevant



in the period of recovery from the coronavirus pandemic. Global chains are being reshaped, new business models are emerging based on digital technologies, and new strategies are being developed based on the principles of environmental sustainability. In the process of global integration, issues such as increasing the competitiveness of local businesses in the international arena, expanding export and investment potential, as well as creating new jobs are becoming priority tasks for countries. Therefore, in modern conditions, it is imperative to analyze the development prospects of international entrepreneurship, deeply understand its socio-economic significance, and develop effective development strategies.

LITERATURE REVIEW

The issue of studying the prospects for the development of international entrepreneurship in modern conditions has been studied by many foreign and domestic scholars from different perspectives. These works were carried out in the context of global economic changes, post-pandemic recovery processes and digital transformations.

Foreign scholars Smith, Brown and Wilson conducted an in-depth analysis of new business models emerging in international entrepreneurship during the post-pandemic recovery of the world economy. They especially showed that innovative strategies based on the principles of digital transformation and sustainability are important in increasing the efficiency of global business. The role of online platforms and e-commerce was also recognized in the study [2].

Chen and Lee studied the possibilities of increasing the competitiveness of small and medium-sized businesses in international markets using digital technologies. Their study showed the importance of rapid adaptation for enterprises, constant monitoring of market needs and the introduction of innovations. They also found that investment in technological innovations is a key factor leading to international success [3].

Nguyen analyzed the impact of political and economic risks on international entrepreneurship, paying special attention to studying the strategies of companies in managing these risks. He showed how the institutional environment of countries and the level of political stability affect company decisions. The study emphasized the need to develop flexible strategies to reduce risks [4].

Of the local scientists and researchers, Islamov studied the impact of innovation and the introduction of digital technologies in international entrepreneurship on the country's economy. He emphasized the wide application of innovative solutions in the conditions of Uzbekistan to increase the opportunities for entering international markets. The study also highlighted the role of state policy in supporting innovation as an important factor [5].

Karimov conducted an in-depth analysis of international market entry strategies for companies in Uzbekistan. He proposed effective export and business development methods, taking into account national characteristics, regional economic conditions, and the competitive environment. The study



emphasized the importance of the country's economy adapting to global processes [6].

The cited studies show that the development of international entrepreneurship in modern conditions depends on new factors such as digital transformation, innovation, environmental sustainability, and social responsibility. Uzbek scientists, on the other hand, are studying ways to introduce innovations, increase national export potential, and develop sustainably in our country, and are putting forward practical recommendations. Thus, it was found that the success of international entrepreneurship depends on the combination of global and local factors.

METHODOLOGY

This article discusses several important methodological approaches that can be used to study the prospects for the development of international entrepreneurship. First, SWOT analysis serves as an effective tool for identifying the strengths and weaknesses of international entrepreneurship, as well as existing opportunities and threats. Using this method, researchers can assess the general state of the business environment in regions and countries and identify the main factors in the formation of development strategies. Second, the comparative analysis method allows for the identification of effective approaches and the adoption of best practices by comparing the experience of different countries in the field of international entrepreneurship. Using this method, it is possible to see the differences and general trends in the development of entrepreneurship based on the economic, cultural and political

conditions of countries. As a third method, the use of statistical analysis allows for an in-depth analysis of the available data and numerical indicators in the study. Through statistical methods, the growth rates, trade volumes, investments and other economic indicators of international entrepreneurship are studied, their interrelationships and development prospects are determined.

DISCUSSION AND RESULTS

In recent years, fundamental reforms have been implemented in the economy of Uzbekistan, and significant changes are taking place in the country's internal and external financial environment. The comprehensive reforms implemented within the framework of the "New Uzbekistan" concept are bringing the country to the forefront of economic stability, innovative development and international cooperation. A number of important steps are being taken in our country to improve the investment climate, liberalize tax and customs procedures, digitize public services, as well as create favorable conditions for business entities.

Also, strategies aimed at increasing export potential, openness to foreign investors and the introduction of innovative technologies are strengthening Uzbekistan's competitiveness in international markets. The development of digital transformation and fintech sectors is opening up new opportunities for entrepreneurs.

In 2024-2025, sustainable economic growth, increased international trade and investments, and



the development of services and industrial sectors were the main factors in the rise of international entrepreneurship to a new level. In this regard, it is clear that the positive economic environment, reforms and new opportunities being created in Uzbekistan are of great importance for studying the prospects for the development of international entrepreneurship in modern conditions and stimulating it.

The modern world economy is entering a new stage of global integration. The development of digital technologies, logistics networks and the expansion of international trade relations have significantly expanded the boundaries of entrepreneurial activity. In this regard, international entrepreneurship - the process of companies and enterprises moving their activities beyond national borders and focusing on global markets - has become one of the most important factors of the modern economy.

In addition, in the post-pandemic recovery period, there has been an increased focus on flexibility and security in international business. Companies are seeking to stabilize their activities by introducing systems for predicting and managing global risks.

As of January 1, 2026, there were 18.1 thousand enterprises and organizations with foreign investment in Uzbekistan. Compared to the same period last year, the number of enterprises increased by 8% or 3.3 thousand [7]. In particular, 4.2 thousand of them are joint ventures, and the remaining 13.9 thousand are foreign companies.

China is the leader in the number of enterprises with foreign capital - 5 thousand enterprises. Next in line are Russia, Turkey, Kazakhstan and South Korea.

This data is an important factor in analyzing the prospects for the development of international entrepreneurship and provides a clear picture of the capabilities of the economies and business environments of countries. Large economies such as Russia and China are at the center of international entrepreneurship with a large number of enterprises. Turkey and Kazakhstan, on the other hand, occupy leading positions in the Central Asian region and have great potential for the development of regional integration and economic relations.

Among the Central Asian countries, Kazakhstan is a leader in international entrepreneurship, while Tajikistan, Kyrgyzstan and Turkmenistan are in the development stage and are seeking to expand their capabilities. Although information about Uzbekistan is not included, the country's economic reforms and improved investment climate are opening up new opportunities for the development of international entrepreneurship.

Although developed economies such as the United States and Germany have a smaller number of enterprises, their quality and innovative potential are high. South Korea also occupies an important place with its high-tech and export-oriented businesses.

This analysis shows that economic and geographical differences between countries, as well as the development of the business environment for



international entrepreneurship, create different opportunities and challenges for entrepreneurs. Therefore, countries

need to develop strategic approaches to increase their competitiveness.

Table 1

Number of foreign business entities operating in Uzbekistan

Country	Number of operating enterprises	Comments and analysis
China	5 044	China has strong competitiveness as a global trade and manufacturing hub.
Russia	3 181	Russia, as a large and developed economic market, has the greatest opportunities for international entrepreneurship.
Turkey	2 137	Turkey, with its strategic geographical location and developed industry, serves as a bridge between Central Asia and Europe.
Kazakhstan	1 212	As a regional leader, it occupies a significant place in international entrepreneurship.
South Korea	693	As a country with an innovative economy and developed technologies, its enterprises are active in the international market.

In modern conditions, the prospects for the development of international entrepreneurship are extremely broad and dynamic, and several important trends and opportunities stand out in this direction.

1. Digital transformation and the expansion of e-commerce. The widespread use of modern technologies, especially the Internet and mobile platforms, has launched a new stage in international trade and export of services. Companies have been able to sell their products worldwide through online platforms. E-commerce, electronic payment systems, and logistics automation have simplified international

entrepreneurship and opened up new markets.

2. Sustainability and green entrepreneurship. In recent years, environmental sustainability and climate protection have become a key issue on the global agenda. Companies are required to be not only profitable, but also socially and environmentally responsible.

3. Transnational companies and globalized production chains. Transnational companies are increasing efficiency by locating different stages of product production in different countries. This allows even small



countries to be included in global production chains.

4. Deepening international cooperation and regional integration. Through organizations such as the Eurasian Economic Union (EAEU), the Asia-Pacific Economic Cooperation (APEC), ASEAN, and the European Union, countries are deepening trade, investment, and technological exchanges.

5. The rise of intellectual property and innovative entrepreneurship. Innovative products, technologies, and

services are becoming increasingly important in international markets. Startups in the fields of IT, biotechnology, fintech, and educational technologies, in particular, are attracting international investment.

6. Investment in human capital and the global labor market. International companies are expanding their remote work, seeking quality personnel. This is creating new opportunities for the skilled workforce of developing countries.

Table 2

SWOT analysis of the development prospects of international entrepreneurship in modern conditions

Strengths	Weaknesses
Rapid access to global markets through digital technologies.	Difficulty adapting to new markets and cultures.
Innovative business models and principles of environmental sustainability.	Lack of financial and resource resources in small and medium-sized businesses.
New opportunities through regional integration and free trade agreements.	Political and economic uncertainties and global risks.
Opportunities for international cooperation and investment.	Lack of human resources and lack of experience.
Opportunities	Threats
Reaching a global audience through e-commerce and online platforms.	Geopolitical conflicts and trade wars.
Development of a green economy and socially responsible business models.	Risk of delay in adapting to technological changes.
Interregional integration and opening of new trade routes.	Impact of global pandemics and economic crises.
Policies aimed at training qualified personnel and innovative development.	Cybersecurity threats and data privacy issues.



In modern conditions, the development prospects of international entrepreneurship are being shaped around the following areas: digitalization, green economy, innovation, regional integration and export of services based on human capital. To actively participate in these processes, each state and business entity must develop strategic planning, technological flexibility and approaches that meet international standards. For Uzbekistan, these processes are an important opportunity to move to a new economic stage, attract investments and expand exports.

The development prospects of international entrepreneurship in modern conditions are closely related to the dynamic changes in the global economy, digital technologies and requirements for sustainability. Research shows that in order to enter international markets and succeed there, companies need to constantly update their activities, introduce innovative solutions and digital transformation. The principles of green economy and social responsibility have become important elements that meet the current requirements of international entrepreneurship.

New markets and opportunities for international entrepreneurship are expanding, especially in developing countries. Therefore, countries are adapting their economic policies to international integration and developing strategies to improve the business environment, attract investment, and increase competitiveness.

CONCLUSION

In the era of modern globalization and the digital revolution, international entrepreneurship has become one of the main drivers of economic growth, innovation and regional integration. The results of the study showed that new principles such as digital transformation, e-commerce, green economy and social responsibility have become the main directions of international business. In this process, companies are forced to adapt their strategies to global market requirements, environmental standards and cultural differences of customers.

There are also broad opportunities for the development of international entrepreneurship in Uzbekistan. The economic reforms implemented within the framework of the "New Uzbekistan" strategy, the improvement of the investment climate and the expansion of digital infrastructure ensure the successful integration of the country into the global economic system. At the same time, the introduction of innovations, increasing export potential and developing sustainable development strategies have become priority tasks for national companies.

Taking into account the above considerations, we believe that the following proposals are appropriate for the purpose:

1. Strengthening digital transformation - Further development of digital business infrastructure between companies and government agencies, widespread implementation of new technologies in the field of e-commerce and finance.

2. Promoting sustainability and social responsibility - Encouraging enterprises to adapt to the principles of a



green economy and social responsibility, strengthening legislative and financial incentives in this regard.

3. Developing international cooperation and regional integration - Further strengthening international agreements and integration mechanisms to expand inter-market trade and investment flows.

4. Training and advanced training - Expanding specialist training programs for the development of innovative entrepreneurship and international

business, organizing training courses in accordance with international standards.

As a result, the development of international entrepreneurship in modern conditions is an important factor in increasing the global competitiveness of national economies, creating new jobs, and ensuring social well-being. The development and implementation of effective strategies in this direction is of economic and social importance for Uzbekistan and other countries.

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