

SPECIAL FEATURES OF AN EXPERT METHOD IN RATING THE QUALITY OF PRODUCTS IN FOOD MANUFACTURING COMPANIES

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Annotation *The article discusses the process of managing the quality of products in food processing plants and explores various types of expert evaluation methods for assessing product quality. Specifically, the types of expert evaluation methods used in food processing plants to assess product quality and their characteristics are analyzed.*

Key words: *food, industry, product quality, quality assessment, rating assessment, graded assessment*

The intensification of globalization processes in the world has led to increased competition from foreign competitors for domestic economic sectors, primarily for food industry enterprises. This has resulted in a deepening of competition against the pressure of external competitors. Therefore, it is necessary to strengthen measures to produce high-quality products at low prices by food industry enterprises that are produced according to national or international quality standards. Therefore, it is required to give priority to measures taken by the head of the enterprise to produce quality products at low prices.

Issues of quality management in the countries of the Commonwealth of Independent States have been studied by modern researchers such as M.M. Kane, B.V.Ivanov, V.N.Koreshkov, and I.I.Mazur¹⁹. In Uzbekistan, local researchers such as R.Ismatullaev, Sh.Turaev, N.Khalilov, and other scientists have conducted scientific research on improving quality management in general²⁰.

In countries that have developed in the world, the current establishment of a three-level expert method for managing the quality of products in food industry

¹⁹ Кане М. М., Иванов Б. В., Корешков В. Н., Схиртладзе А. Г. Системы, методы и инструменты менеджмента качества: Учебное пособие. — СПб.: Питер, 2008. — 67 с., Мазур И.И. Управление качеством: Учебное пособие для студентов вузов. - М.: Омега-Л, 2012. - 216 с.,

²⁰ Исмаилов Р. Сифат менежменти тизими ва уни сертификатлаш. Дарслик, Т.: Сано-стандарт, 2014. – 336 б., Тураев Ш. Разработка методик и алгоритмов управления качеством продукции предприятий химической отрасли на основе международных стандартов (на примере Кокандского суперфосфатного завода). Диссертация на соискание ученой степени кандидата технических наук, Т.:2011, – 166 с., Халилов Н.



enterprises has been introduced. In the process of gradually improving the quality management practice in the enterprise, adapting it to international standards is considered important due to the fact that the evolutionary method of adapting to international standards has been developed. In addition, as a result of the continuous development of the quality management practice from the first to the third level, the implementation of requirements set by international standards at each stage allows for the reduction of the level of risk in quality management.

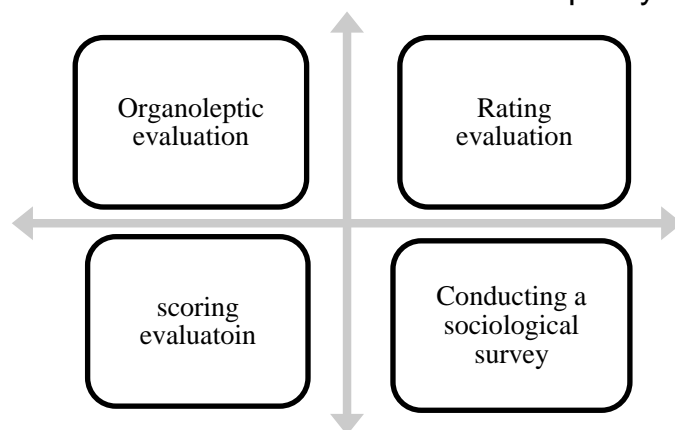


Figure 1. The types of expert methods for evaluating product quality in food industry enterprises²¹


Nowadays, in food industry enterprises, the management of quality is widely using organoleptic, rating, scoring, and sociological survey methods for expert evaluation (see figure 1). The organoleptic evaluation method captures characteristics that can be perceived by sensory organs such as taste, smell, and external appearance of products produced by the enterprise²². In most developed countries, products produced by food enterprises are subjected to organoleptic expert evaluation by the "tasters" group of the enterprise. In this case, it is required that the responses received regarding the evaluation results based on the organoleptic characteristics of the product should be accepted with an accuracy of over 55 percent. This method is usually widely used in the process of producing new types of food products or improving their usage characteristics.

In the method of rating evaluation, it is possible to evaluate the quality of products in the enterprise by reworking the indicators related to the economic-

Маҳсулотлар рақобатбардошлигини оширишда сифатни бошқариш тизимини такомиллаштириш (Анджон вилояти саноат корхоналари мисолида). Иқтисодиёт фанлари бўйича фалсафа доктори (PhD) диссертацияси автореферати, Т.:2020.– 24 б.,

²¹ Муаллиф томонидан тузилган

²² Экспертные методы управления качеством. [Электронный ресурс]. URL: https://spravochnik.ru/upravlenie_kachestvom/ekspertnye_metody_upravleniya_kachestvom/



mathematical methods. In this case, the results are evaluated based on the quality indicators of products sold by the enterprise, such as volume or revenue volume, and the impact of measures taken to manage quality is assessed.

Another method of expert evaluation is the scoring system. In this method, the quality of products produced by the enterprise and the measures taken to manage product quality in the production process are evaluated on a scale of 0-10 or 0-100.

Another method of expert evaluation widely used in the world practice is conducting sociological surveys. In this case, the possibility of evaluating the situation where the quality management process is organized based on the quality indicators of products produced by the food industry itself is assessed by developing questionnaire surveys. Based on the conducted survey, a database of collected information is reworked using economic-mathematical methods²³.


The methods of expert evaluation mentioned above can be used in our country's practice, and they are related to the financial capabilities of the company to use them. For example, the expert evaluation method that requires the highest cost is considered to be conducting sociological surveys. In this case, a separate fee is paid for each completed questionnaire during the interview process. Therefore, the process of reworking the collected information also requires additional costs. In countries that have made progress, the process of conducting surveys is carried out by marketing service companies when using their services. The rating evaluation method, on the other hand, is characterized by lower cost requirements compared to other types of expert evaluation methods. In this case, reworking information related to the company's activities is sufficient.

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²³ Экспертные методы управления качеством. [Электронный ресурс]. URL: https://spravochnick.ru/upravlenie_kachestvom/ekspertnye_metody_upravleniya_kachestvom/





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