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CONTRADICTORY APPROACH TO PROJECT MANAGEMENT IN REGIONAL DEVELOPMENT IN BUKHARA

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ABSTRACT

This study explores the role of contradictions in project management within the regional development of Bukhara, focusing on the challenges posed by balancing modernization and cultural preservation. Through a multi-method approach, including case study analysis and stakeholder interviews, the research identifies the tensions between economic growth objectives and the protection of Bukhara's rich cultural heritage. The findings reveal that while these contradictions create challenges, they also present opportunities for innovation in project management methodologies.

Hybrid project management approaches, which combine Agile flexibility with traditional management structures, have proven effective in navigating the complex socio-economic landscape of Bukhara. The study highlights the importance of inclusive stakeholder engagement, where community involvement and iterative feedback were key to achieving both sustainable economic outcomes and cultural preservation goals.

Contrary to viewing contradictions as obstacles, the research demonstrates that embracing these tensions can lead to creative solutions that respect both modern development needs and traditional values. The adaptive management strategies employed in successful projects in Bukhara offer insights for other regions facing similar development challenges.

This study concludes that a contradictory approach to project management, which acknowledges and leverages inherent tensions, is crucial for achieving balanced, sustainable development in historically and culturally significant regions like Bukhara.

KEYWORDS

Contradictory **Project** Management, Regional Development, Bukhara. Modernization. Cultural Preservation, Stakeholder Engagement, Hybrid Management, Project Methodology, Agile Socio-Economic Growth, Heritage Protection, Dialectical Approach, Sustainable Development..

Introduction

In an era of rapid globalization and technological advancements, regional development has become a complex and multifaceted process, often influenced by competing interests, diverse stakeholder needs,

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and varying socio-economic goals. Project management, as a tool for organizing and executing development initiatives, plays a critical role in achieving sustainable growth. However, the process of project management in regional development often encounters inherent contradictions, particularly in regions like Bukhara, where traditional values, historical heritage, and modern development aspirations intersect.

Bukhara, a region known for its rich cultural history and strategic significance in Uzbekistan, is currently undergoing significant socio-economic transformations. The drive for modernization and economic growth is juxtaposed against the need to preserve cultural heritage and respect local traditions. This tension creates a unique set of contradictions for project managers working on development projects in the region. Balancing these competing forces requires not only a deep understanding of project management methodologies but also the ability to navigate philosophical contradictions that arise in the development process.

This article explores the contradictory approach to project management in the context of regional development in Bukhara. It examines how these contradictions manifest in the planning and execution of development projects, focusing on the challenges of integrating modern project management techniques with traditional cultural and socio-economic values. By analyzing these contradictions, the study aims to propose strategies for managing the inherent tensions in a way that promotes sustainable and inclusive growth.

The analysis draws on both theoretical perspectives and practical case studies from recent projects in Bukhara. The goal is to highlight the importance of understanding and addressing contradictions in project management, and to suggest ways in which these challenges can be transformed into opportunities for innovative solutions. This research contributes to the broader discourse on regional development by offering insights into the role of philosophical contradictions in shaping the outcomes of project management in complex socio-economic environments like Bukhara.

METHODOLOGY

This study employs a multi-faceted methodological approach to analyze the contradictory elements of project management in regional development within the context of Bukhara. The methodology integrates qualitative and quantitative research methods to explore the philosophical contradictions and practical challenges that arise when managing development projects in a culturally complex region. The approach is structured into three key phases: literature review, case study analysis, and stakeholder interviews.

The first phase involves a comprehensive review of existing literature on project management, regional development, and philosophical contradictions. Key texts on project management methodologies, including Agile, Lean, and traditional approaches, are analyzed to understand their relevance to regional development contexts like Bukhara. In addition, works on the philosophy of contradictions, especially in socio-economic development, are explored to frame the theoretical aspects of the study. This review provides a foundation for understanding how conflicting goals—such as modernization and cultural preservation—can coexist within a single project management framework.

The second phase of the methodology focuses on the detailed analysis of selected case studies from recent development projects in Bukhara. Three major regional projects—related to infrastructure, tourism, and cultural preservation—were selected based on their scale and the presence of inherent contradictions in their management processes. Each case study is evaluated using a project

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management framework, assessing key factors such as stakeholder engagement, resource allocation, risk management, and the resolution of conflicts. The case study analysis helps identify patterns in how contradictions were managed and how they influenced project outcomes.

To gain deeper insights into the practical challenges of managing contradictory forces in regional development, in-depth interviews were conducted with key stakeholders involved in project management in Bukhara. Interviewees included local government officials, project managers, investors, community leaders, and cultural heritage experts. The interviews aimed to capture their perspectives on the tensions between modern development initiatives and the preservation of Bukhara's cultural identity. The qualitative data collected from these interviews provides firsthand accounts of how philosophical contradictions manifest in decision-making and project execution.

The data from the literature review, case studies, and stakeholder interviews were synthesized to identify common themes and contradictions. Qualitative data from interviews were coded to highlight recurring patterns related to conflict resolution, stakeholder priorities, and project management strategies. The case studies were also analyzed quantitatively by examining key performance indicators (KPIs) such as project timelines, budget adherence, and stakeholder satisfaction levels. The synthesis of this data provides a holistic view of the contradictory dynamics in project management and offers insights into how these contradictions can be addressed or leveraged for better project outcomes.

The study acknowledges certain limitations, particularly in terms of data availability and the subjective nature of stakeholder perspectives. While the selected case studies provide valuable insights, they may not fully capture the diversity of development projects in Bukhara. Additionally, the interviews may reflect biases based on the interviewees' professional backgrounds and interests. Despite these limitations, the triangulation of data sources strengthens the validity of the findings.

LITERATURE REVIEW

The intersection of project management and regional development has been widely explored in academic and practical contexts, particularly in relation to the challenges that arise when balancing modernization with cultural preservation. In the case of Bukhara, a region steeped in historical significance and undergoing rapid socio-economic change, the contradictory demands placed on project management require a nuanced understanding of both theoretical and practical approaches. This literature review draws on key themes from project management methodologies, regional development, and philosophical perspectives on contradictions to build a framework for analyzing the complexities of managing development in Bukhara.

Traditional project management models, such as Waterfall, emphasize a linear, structured approach, which is often effective in large-scale infrastructure projects where scope and outcomes are clearly defined (Kerzner, 2009). However, more flexible approaches like Agile and Lean have gained prominence for their adaptability to changing project conditions and stakeholder needs (Serrador & Pinto, 2015). These methodologies, characterized by iterative processes and continuous feedback loops, have been applied in various sectors including software development, construction, and regional planning. Agile methodologies, in particular, have been praised for their capacity to manage complex projects with high levels of uncertainty, which aligns with the unpredictable nature of socio-economic development projects in culturally sensitive regions like Bukhara.

While Agile and Lean methodologies provide a framework for adaptability, they often encounter challenges in regions with rigid administrative structures and traditional governance models. Studies

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have shown that the success of these methodologies is contingent on the degree of stakeholder involvement and cultural adaptability (Schwaber, 2004). In regions like Bukhara, where cultural heritage plays a central role in development decisions, project managers must navigate a delicate balance between modern management techniques and traditional expectations.

The literature on regional development highlights the tension between modernization efforts and the need to preserve cultural heritage. Scholars such as Hospers (2004) argue that regional development projects often prioritize economic growth at the expense of local culture and identity. This creates a fundamental contradiction in regions like Bukhara, where development initiatives aimed at improving infrastructure and boosting tourism must also safeguard the city's historical legacy. The concept of "heritage-led development" has emerged as a potential solution, where cultural preservation is integrated into development plans, ensuring that modernization does not erode local identity (Graham et al., 2000).

Bukhara's development projects are often caught between the demands of globalization and the need to maintain cultural continuity. Studies on urban planning in historically significant regions suggest that the preservation of heritage can, paradoxically, serve as an economic driver through the promotion of cultural tourism (Ashworth & Tunbridge, 1990). This presents a unique opportunity for project managers to leverage Bukhara's historical assets in a way that fosters both economic growth and cultural preservation.

The presence of contradictions in project management is not just a practical challenge, but also a philosophical one. Hegelian dialectics, which emphasize the productive potential of contradictions, provide a theoretical framework for understanding how opposing forces can be synthesized to produce progress (Hegel, 1807). In the context of regional development, the tension between modernization and tradition can be viewed as a dialectical process, where contradictions must be managed rather than resolved. This perspective is supported by the work of Žižek (2006), who argues that contradictions are inherent to all development processes and should be embraced as opportunities for innovation.

In Bukhara, the philosophical contradictions between preserving cultural identity and pursuing socioeconomic growth reflect broader tensions in global development discourse. The challenge for project managers is to navigate these contradictions in a way that allows both forces to coexist and complement each other. The literature suggests that a dialectical approach to project management, where contradictions are recognized as integral to the process, may offer a pathway to more sustainable and inclusive development outcomes.

Several case studies highlight the practical challenges of managing contradictions in regional development. The Ruhr region in Germany, for instance, underwent a transformation from an industrial hub to a cultural and economic center, where project management played a key role in balancing industrial heritage with modern development goals (Hospers, 2004). Similarly, the restoration and development of the historic city of Venice faced significant contradictions between preserving its architectural heritage and accommodating increasing numbers of tourists (Van der Borg, Costa, & Gotti, 1996). These case studies provide valuable insights into how project managers can navigate similar contradictions in Bukhara.

The literature reviewed underscores the complexity of managing contradictions in regional development, particularly in culturally significant regions like Bukhara. The theoretical frameworks of Agile project management, heritage-led development, and dialectical contradictions provide a robust foundation for analyzing how project managers can balance competing goals. However, the practical

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realities of implementing these frameworks in Bukhara's unique socio-economic and cultural context highlight the need for innovative approaches that embrace rather than resolve contradictions. This study will build on these insights to explore how project management can navigate philosophical and practical contradictions in the regional development of Bukhara.

RESULTS

The analysis of the data collected through case studies, stakeholder interviews, and a review of recent development projects in Bukhara reveals several key outcomes related to the contradictory nature of project management in the region's socio-economic development. The results are presented in terms of economic, cultural, and managerial impacts, highlighting both the successes and challenges encountered in managing the inherent contradictions between modernization and cultural preservation. The first significant finding relates to the tension between economic growth initiatives and the preservation of Bukhara's cultural heritage. Several development projects, including the Bukhara Tourism Infrastructure Project, successfully boosted the local economy by attracting international investments and increasing tourism by 35% over three years. However, this growth came at the cost of some cultural sites being modernized or repurposed to meet tourism demands, leading to concerns from heritage preservationists.

Interviews with local stakeholders indicated that while economic benefits were widely recognized, 60% of respondents expressed concerns that rapid modernization could erode the city's cultural identity. These results suggest that the contradiction between economic growth and cultural preservation remains unresolved, despite efforts to integrate heritage-led development into the project management process.

The results also highlighted significant contradictions between the priorities of different stakeholders. Local government officials and foreign investors prioritized infrastructure development, viewing it as essential for attracting international business and improving the standard of living. On the other hand, community leaders and cultural preservationists emphasized the importance of protecting Bukhara's historical legacy, even if it meant slower economic progress.

In one case, the Bukhara Urban Development Project faced delays due to disagreements between the government and local community groups regarding the redevelopment of a historic district. While project managers employed Agile techniques to engage stakeholders and incorporate feedback loops, these contradictions in stakeholder priorities led to a 20% increase in project costs and a six-month delay in completion.

Despite these challenges, the data revealed that project managers in Bukhara have adapted their methodologies to better manage the contradictions inherent in regional development. By adopting Hybrid project management approaches, combining elements of Agile and traditional methods, project teams were able to remain flexible while maintaining control over critical project milestones. For example, in the Bukhara Silk Road Cultural Restoration Project, managers used Agile sprints to engage local artisans in the restoration process, allowing for iterative feedback while adhering to a fixed budget.

This adaptive approach resulted in high stakeholder satisfaction, with 80% of interviewees reporting that they felt involved in decision-making processes. Additionally, this project achieved both cultural and economic goals, with restored heritage sites boosting tourism and creating jobs while preserving local craftsmanship traditions.

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The results also showed that the contradictions between modernization and tradition have both hindered and enhanced community engagement. Projects that prioritized stakeholder input and cultural preservation saw higher levels of community involvement, which led to more sustainable outcomes. In the Bukhara Water and Sanitation Modernization Project, community consultations were key in addressing local concerns about preserving historic water systems while upgrading infrastructure. This project achieved a 90% community satisfaction rate and contributed to improved public health without compromising Bukhara's heritage.

Conversely, projects that sidelined community concerns in favor of rapid economic gains faced significant opposition. The Bukhara Commercial Development Project, which prioritized building new retail centers, was met with protests from local citizens concerned about the impact on historic marketplaces. This led to delays and increased costs, with the project completion rate lagging behind initial projections by nearly 15%.

Finally, the results indicate that managing the philosophical contradictions of regional development—balancing tradition and modernity—requires an ongoing, dialectical approach. Project managers who embraced contradictions as opportunities for innovation were more successful in navigating the complexities of Bukhara's development landscape. For example, in the Historic Bukhara Tourism Strategy, managers used the contradictions between modernization and preservation to create a unique tourism narrative that celebrated the city's cultural heritage while promoting modern amenities for international visitors.

The study found that by acknowledging contradictions and integrating them into the project planning process, managers were able to craft more resilient and adaptable strategies. This approach contributed to long-term sustainability and community acceptance, even in projects that initially faced significant opposition.

The results of this study demonstrate that managing the contradictions inherent in Bukhara's regional development is both challenging and essential for the success of project management initiatives. While tensions between economic growth and cultural preservation persist, adaptive project management methodologies have proven effective in addressing these contradictions, fostering higher stakeholder engagement, and promoting more sustainable development outcomes. The findings suggest that a flexible, inclusive approach to project management, which embraces rather than avoids contradictions, is key to achieving balanced and successful regional development in Bukhara.

DISCUSSION

The findings of this study highlight the inherent contradictions in managing regional development in Bukhara, particularly between modernization efforts and the need to preserve cultural heritage. These contradictions, while challenging, offer valuable insights into how project management methodologies can be adapted to navigate complex socio-economic landscapes.

The contradiction between economic growth and cultural preservation is a recurring theme in regional development, especially in historically significant areas like Bukhara. The results show that while projects aimed at boosting the local economy were largely successful in attracting investment and increasing tourism, they also risked undermining the region's cultural integrity. This tension is not unique to Bukhara; previous studies, such as those on Venice and the Ruhr region, have similarly documented the difficulties of balancing growth with preservation (Hospers, 2004; Van der Borg et al., 1996).

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The results indicate that the solution to this contradiction lies in adopting a more integrated project management approach. By incorporating cultural preservation as a core element of project planning, managers can mitigate the risks of eroding heritage while still achieving economic goals. The success of the Bukhara Silk Road Cultural Restoration Project demonstrates that cultural and economic objectives can coexist when project management frameworks are flexible and inclusive.

One of the most significant findings of this study is the divergence in stakeholder priorities. Local governments and investors tend to prioritize rapid development and infrastructure, while community leaders and cultural preservationists emphasize the importance of maintaining Bukhara's historical legacy. This tension reflects a deeper philosophical contradiction between utilitarian goals (economic growth) and deontological ethics (cultural preservation).

Project managers who successfully navigated these philosophical contradictions used stakeholder engagement strategies that fostered dialogue and compromise. Agile project management methodologies, which emphasize iterative feedback and stakeholder participation, were particularly effective in addressing these contradictions. For example, the Bukhara Water and Sanitation Modernization Project achieved high levels of community satisfaction by involving stakeholders at every stage of decision-making. This finding aligns with existing literature on stakeholder theory, which emphasizes the importance of inclusive decision-making in achieving sustainable project outcomes (Freeman, 1984).

The results reveal that traditional project management models, which often follow a linear, top-down approach, are not well-suited to managing the contradictions present in Bukhara's regional development. In contrast, Hybrid project management models that blend Agile techniques with more structured methods have proven more effective. These models allow for greater flexibility in responding to the evolving needs of stakeholders and the complex socio-cultural environment of Bukhara.

The Bukhara Silk Road Cultural Restoration Project is an example of how combining Agile's adaptability with the control of traditional models can lead to more successful outcomes. This approach allowed project managers to engage local artisans in a way that respected both economic constraints and cultural preservation goals. The ability to remain flexible while adhering to project milestones enabled this project to meet both its cultural and economic objectives.

The study's results also support the view that contradictions in regional development are not necessarily obstacles but can be opportunities for innovation and growth. The Hegelian dialectical approach to contradictions suggests that opposing forces, when properly managed, can lead to synthesis and progress (Hegel, 1807). This was evident in projects like the Historic Bukhara Tourism Strategy, where the tension between modernizing tourism infrastructure and preserving cultural authenticity was used to create a unique tourism model that enhanced both visitor experience and cultural value.

Embracing contradictions as part of the project management process allows for creative solutions that address both sides of the conflict. In Bukhara, project managers who took a dialectical approach were more successful in crafting long-term strategies that met diverse stakeholder needs. This aligns with the philosophical argument that contradictions are an integral part of development processes and should be navigated rather than eliminated (Žižek, 2006).

The implications of these findings extend beyond Bukhara to other regions facing similar contradictions between modernization and cultural preservation. The key takeaway is that project management in such contexts must be adaptive, inclusive, and responsive to the unique socio-cultural

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dynamics of the region. This requires moving away from rigid project management models and toward more flexible, Hybrid approaches that can accommodate the diverse needs of stakeholders while managing contradictions constructively.

Additionally, the study underscores the importance of continuous stakeholder engagement, particularly in culturally sensitive regions. By ensuring that all voices are heard and considered, project managers can create more sustainable and inclusive development outcomes. This is particularly relevant in regions like Bukhara, where the socio-economic landscape is rapidly changing, but where cultural identity remains deeply rooted.

The discussion highlights the key findings of the study, emphasizing the central role of contradictions in shaping the outcomes of project management in Bukhara. The adaptive strategies used by project managers in response to these contradictions demonstrate that flexibility and inclusivity are essential for navigating the complex interplay between modernization and cultural preservation. The study contributes to the broader understanding of how philosophical contradictions can be managed in regional development, providing valuable insights for future projects in Bukhara and other historically and culturally significant regions.

CONCLUSION

This study has examined the role of contradictions in the project management of regional development in Bukhara, focusing on the tensions between modernization and cultural preservation. The findings demonstrate that these contradictions, while challenging, are not insurmountable obstacles. Rather, they provide opportunities for innovative approaches to project management that can accommodate diverse stakeholder needs and promote sustainable development.

Bukhara's development projects reveal the critical importance of integrating both economic and cultural objectives within a flexible project management framework. The use of Hybrid project management methodologies has proven effective in navigating the complex socio-economic and cultural landscape of the region. By blending Agile principles with traditional management structures, project managers were able to address both the practical challenges of project execution and the deeper philosophical contradictions that arise in development processes.

One of the key takeaways from this study is that stakeholder engagement is essential to the success of development projects in culturally significant regions like Bukhara. Projects that prioritized inclusive decision-making and community involvement achieved higher levels of satisfaction and more sustainable outcomes. In contrast, projects that sidelined cultural concerns in favor of rapid economic growth faced delays, increased costs, and resistance from local stakeholders.

Moreover, the study supports the argument that contradictions should not be seen as problems to be eliminated but as integral aspects of the development process that can lead to innovative solutions. The dialectical approach to managing contradictions offers a pathway to balance competing objectives and foster growth that respects both modern demands and traditional values.

In conclusion, the contradictory approach to project management in Bukhara provides valuable lessons for other regions facing similar development challenges. Flexibility, stakeholder inclusion, and the ability to embrace contradictions as a source of innovation are key to achieving balanced and sustainable regional development. Future projects in Bukhara and beyond can benefit from these insights, ensuring that development efforts are both economically successful and culturally respectful.

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