



Journal Website:
<https://theusajournals.com/index.php/ajsshr>

Copyright: Original content from this work may be used under the terms of the creative commons attributes 4.0 licence.

ISSUES OF DEVELOPMENT AND IMPROVEMENT OF THE INNOVATION STRATEGY OF ENTERPRISES

Submission Date: February 18, 2023, Accepted Date: February 23, 2023,

Published Date: February 28, 2023

Crossref doi: <https://doi.org/10.37547/ajsshr/Volume03Issue02-21>

M. Turgunov

Fergana Polytechnic Institute Assistants Of The Department Of Economics, Uzbekistan

O. Karimov

Fergana Polytechnic Institute Assistants Of The Department Of Economics, Uzbekistan

ABSTRACT

The development of an innovative strategy is the introduction and improvement of a new type of device, processes in order to change each aspect of the innovative activity of the enterprise. The experience of leading innovative enterprises shows that the development of innovation is considered a vital necessity, which creates high efficiency in production.

KEYWORDS

Innovation, Innovation Strategy, Innovation Management, Efficiency, production process.

INTRODUCTION

Innovative development is based on the constantly increasing power of science and high technologies and is becoming the main way of development of society in the conditions of modern civilization. The main feature of the innovative approach is that the field of scientific and technical activity dominates the development of

regions and provides an optimal combination of economic growth, social development and environmental protection.

In the period of increased competition between enterprises in the market economy, the introduction of innovation in production ensures an increase in adaptability. Newly established enterprises that

require a lot of knowledge, unlike the usual ones, should focus to pay attention to the full cycle from the stage of SR (scientific research) and ECW (experimental construction work) to the application to the production of new types of products. Therefore, in their activities, they plan to organize prospective research groups and actively develop sales and after-sales services at the last stage.

Innovation can be conditionally divided into two levels.

Firstly, innovation that is applied to production for the first time, as discovery, idea, will have primary priority in exchange for the implementation of initiatives.

Secondly, it is a discovery, know-how, idea and novelty that is being applied again, and they are not considered new in the world. Although the first-level innovation is not implemented in all enterprises, it is appropriate to implement the second-level innovation in all enterprises that want to remain competitive.

Modern production encourages the enterprise to innovate, to implement new techniques and technologies, to use new products and services.

Currently, enterprises have the following problems of innovation management:

- lack of resources for innovation;

- observation that the quality dimensions of current science and technology development lag behind the established international level;
- a sharp decrease in the number of employees in scientific and technical groups, the lack of existing connections in the supply of material equipment, economic production and social organizational structure;
- the high duration of innovation processes in its time;
- limited diffusion of innovation;
- extremely low share of innovation in the total volume;
- lack of interest in innovation;

In highly developed countries, there is a well-established market mechanism, which is used to fight against the expansion of production, the monopolization of sales, the implementation of an adaptive depreciation policy, the promotion of small enterprises that can quickly understand the progress of scientific and technical progress, and so on. creates an opportunity.

The development of the innovative strategy of the enterprise is a mechanism for supporting priority innovative projects and programs, management of the enterprise and its scientific and technical departments, a mechanism for determining the priority directions of innovative programs and projects, and a set of strategy production processes.

Innovations in enterprises can be divided into the following types:

- Formation of the goal of innovation;
- Analysis of the current situation;
- Making a decision on the appropriateness of certain types of innovations;
- Development of an innovative project;
- Discussion and approval of the innovative project;
- Preparation of the innovation facility;
- Implementation of innovation;
- Evaluation of innovation effectiveness.

An effective means of managing innovation implementation is to control its transition from one stage to another.

In recent years, specific goal-oriented measures have been implemented for the innovative development of the sectors of the republic's economy and the social sphere, comprehensive support of science and scientific activity, and improvement of their effectiveness.

In the decree of the President of the Republic of Uzbekistan dated July 6, 2022 "On approval of the innovative development strategy of the Republic of Uzbekistan in 2022-2026", in recent years, innovative development of the sectors of the republic's economy and the social sphere, science and specific goal-

oriented measures for all-round support of scientific activity and improvement of efficiency were approved.

In accordance with the presidential decree, the main directions of the strategy were defined as follows:

- supporting startup initiatives and organizing large-scale production (capital creation) by forming a network of innovative infrastructure entities (innovative technological park, technology transfer center, innovative cluster, venture organization, innovation center, startup accelerator, incubator);
- increase the share of innovative active organizations by improving the institutional mechanisms of state support for innovative activities;
- ensuring rapid socio-economic growth of regions by increasing the innovative activity of small businesses;
- stimulating the demand for innovations by providing a comprehensive system of creating new types of products and innovative technologies from the idea to the final consumer;
- formation of a system of reorientation of the created capital to "radically renewing" innovations;
- further development of human capital in the management of innovative activities by developing creativity, innovative entrepreneurship and rationalization skills at all stages of education.

In addition, it is intended to increase the number of innovative activity subjects (industrial production organizations) from 613 to 2,250, increase the number of innovative infrastructure subjects by 3 times, and increase the number of new jobs created as a result of innovative entrepreneurship by 4 times.

The development of the enterprise based on innovation ensures that it achieves economic growth due to positive quantitative indicators in its production and commercial activities. Strategic change in enterprises occurs due to the implementation of management projects. In order for the enterprise to enter the competitive environment on the basis of sustainable development within each project, there is a great need for operational management. The interrelationship of strategy and innovation is reflected in the strategic planning of the innovation project.

CONCLUSION

As a conclusion, it should be noted that in the enterprises engaged in production activities in our country, stable development of their activities and implementation of cost policy is of great importance. This type of activity is required not only in actual planning, but also in the implementation of future activities.

REFERENCES

1. Isroiljon o'g'li, K. S. (2022). PROBLEMS OF THE PROCESS OF DIGITAL TRANSFORMATION OF THE INDUSTRY OF UZBEKISTAN. Web of Scientist: International Scientific Research Journal, 3(6), 1748-1752.
2. Kodirov, S. I. U. (2022). RAQAMLASHTIRISH JARAYONINING O'ZBEKISTONDAGI HOLATI VA UNDA XALQARO REYTINGLAR AHAMIYATI. Nazariy va amaliy tadqiqotlar xalqaro jurnali, 2(11), 142-149.
3. Kodirov, S. (2020). Some issues of digitalization in the industrial sector of the economy. ISJ Theoretical & Applied Science, 12(92), 377-384.
4. Kodirov, S. (2021). Issues of business cooperation in the national economy of Uzbekistan. Экономика и социум, (7 (86)), 79-88.
5. Turgunov, M. (2021). Issues of innovative approach and financing of innovative projects in rapid economic development. Экономика и социум, (7), 151-159.
6. Turgunov, M. (2021). STATE AND PROSPECTS OF THE REPUBLIC OF UZBEKISTAN IN INTERNATIONAL RATINGS OF INNOVATION DEVELOPMENT. Theoretical & Applied Science, (7), 37-42.
7. Turgunov, M. (2019). Mechanisms of effective management of corporations in the republic of Uzbekistan. In Теория и практика корпоративного менеджмента (pp. 123-124).

8. TURGUNOV, M. M. U. (2022). THE STATE OF THE FOOD INDUSTRY IN UZBEKISTAN AND SOME ASPECTS OF ITS MANAGEMENT. THEORETICAL & APPLIED SCIENCE
Учредители: Теоретическая и прикладная наука, (9), 156-162.
9. Muhridin, T. U. (2021). Oziq-ovqat sanoati korxonalari faoliyatini boshqarishning o 'ziga xos ayrim xususiyatlari. Nazariy va amaliy tadqiqotlar xalqaro jurnali, 1(2), 65-75.



OSCAR
PUBLISHING SERVICES