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INNOVATION IS AN INDICATOR OF THE ECONOMIC EFFECT

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ABSTRACT

The paper considers industrial production as the basis for various sectors of the economy. Domestic industry is the basis of the national economy, determines its specialization and level of development. In modern conditions, the development of domestic industrial production should ensure a reduction in the share of the extractive sector and an increase in the share of processing industries. Identification and implementation of hidden opportunities and characteristics of innovation can contribute to the competitiveness of the innovation, and hence the competitiveness of the enterprise itself. Competitiveness of innovation will determine the growth of profit of the enterprise and its further scientific and technical development.

KEYWORDS: *Production, Innovation, Industry, National Economy, Industry.*

INTODUCTION

To be successful in market conditions, industrial enterprises need to constantly improve and improve their activities by developing and implementing various measures aimed at maintaining or increasing competitiveness. One of such opportunities may be the innovation latency management system, thanks to which it becomes possible to realize the hidden potential of innovations in a fairly short period of time, which will save certain funds.

It is from the hidden properties and opportunities of innovations, more precisely from the speed of their identification and implementation, that the efficiency, the success of the competitiveness of enterprises in the market in the medium and long term depend. The competitiveness of an enterprise depends on the type of innovation latency, as well as on the aggregate interaction and impact of the elements of the enterprise's competitiveness. These elements include marketing, service, product, strategy, technique and technology, organization of production and management, personnel.

Identification and implementation of hidden opportunities and characteristics of innovation can contribute to the competitiveness of the innovation, and hence the competitiveness of the enterprise itself. Competitiveness of innovation will determine the growth of profit of the enterprise and its further scientific and technical development. An innovation will be effective and valuable for an enterprise, industry, state only when it itself is competitive, therefore one of the sources of searching and implementing innovation latency is the task of ensuring the competitiveness of an innovation throughout the entire life cycle. Competitiveness of an innovation is the ability to fully satisfy specific needs in comparison with other similar innovations or traditional goods within a certain period of time to achieve cost-effectiveness of its creation in the considered market segment, including taking into account the territory, scientific and technological development, consumers and etc. In addition, the competitiveness of an innovation is also the possibility of its profitable economic implementation in the planned period of time. For example, AUDI, as a trendsetter in car safety innovations, is willing to sell the rights to manufacture the systems developed by the company to other car manufacturers. And the automobile company Mercedes-Benz provides its innovative developments in the field of security systems to other automakers free of charge, thereby expressing concern for consumers. At the same time, we note that the competitiveness of innovation is a necessary but insufficient condition for fully ensuring the competitiveness of an enterprise.

In addition to the competitiveness of the innovations themselves, in order to successfully function in the market in the future, the internal environment of the organization is important for the enterprise, in which the search and implementation of innovation latency can cause changes in the internal environment of the enterprise, solve problems and eliminate the shortcomings of the enterprise.

By changes in the internal environment of the enterprise associated with the latency of innovation, we mean not so much the further implementation of the innovative idea, but the stimulation of the innovation process at the enterprise for a long period of time, which, in turn, will ensure the long-term competitiveness of the enterprise in the market.

Enterprises that will not engage in further search and implementation of innovation latency run the risk of not tracking new discoveries, inventions, opportunities and further weaken their competitive positions.

When further studying the potential of innovation, it is necessary to pay attention to the results obtained in related and even remote from the scope of the enterprise's activities, since the results obtained there may after some time spread to other production and non-production areas, including the industry, in which the enterprise operates. For example, microelectronics - a branch of electronics that appeared to create electronic devices in microminiature integrated performance - is currently used in almost all types of human activities: in education, medicine, mechanical engineering, etc.

The source of innovation latency can be innovations of enterprise partners, for example, suppliers of raw materials or equipment, whose innovations can become a catalyst for further search for hidden opportunities for enterprise innovation.

Another important source for finding and then realizing the hidden potential of innovation is the innovative activity of competitors. Benchmarking, or, in other words, the study of the

experience, solutions, products of competitors in order to further use this knowledge to find and implement hidden opportunities for innovation can be a very serious source of innovation latency. Whereas the lack of attention to the innovations of competitors and their experience can lead to the fact that the enterprise risks falling into the number of lagging imitators at best, and at worst - falling out of the competition. An example of such a lack of attention to innovative developments of competitors is the company NOKIA, which at one time was a trendsetter in the mobile phone market. Due to inattention to the actions of competitors, belief in the strength of its position led to the fact that the company not only lost its competitive advantages, but was forced to leave the market completely and was bought by MICROSOFT, which is constantly aimed at creating new innovations and looking for hidden opportunities for implemented innovations.

Consumers of an innovative product are one of the most important sources of innovation latency. Needs, conscious or unconscious (up to a certain period of time), are the source of the formation of the latency of innovation or innovation. It is precisely the needs and demand that are the determining and main source that determines the formation of innovation latency throughout the entire life cycle. Demand is the factor that can extend the lifecycle of an innovation or take it to the next level. Another factor that determines the importance of consumers as a source of innovation latency is that "needs cannot be satisfied, because the higher their level, the more the desire to exceed this level."[1].

Currently, needs can be met by an extensive, but unchanging set of goods and services. As a rule, attempts to change this set by introducing new products are successful in 15-20% of cases. The remaining 80% do not resonate with the consumer. In our opinion, the identification of hidden opportunities for innovations and their subsequent implementation can be much more effective from an economic point of view than the creation and promotion of new innovative products. Consumers will then begin to purchase an innovative product when they have needs that the product will be able to satisfy.

Note that need can hide not only need or necessity, but also the search for a certain benefit. There are two types of needs:

Explicit needs. They represent a clearly expressed desire, need or action by the consumer.

Latent needs. These needs are hidden behind the consumer's expression of a problem, dissatisfaction, dissatisfaction or ignorance of existing needs. The consumer may need something that he is not aware of and does not know about.

The following areas of work with this source can be distinguished:

- tracking changes in existing consumer needs;
- identification of hidden needs;
- definition of consumer typology;
- Organization of feedback.

Demand is a variable value and may vary depending on the situation.

Determination of consumer typology. Allocation of certain groups of consumers for some special, specific characteristics and further careful study of the features of using an innovative

product. Each selected group of consumers can provide information on how and in what direction, to look for hidden opportunities and properties of an innovative product to create innovative products that have some distinctive properties from the original. The information received is capable of "pushing" developers towards original, previously unknown design, technological, design and other solutions.

In addition to the above, the organization of customer feedback can play a huge role in identifying the latency of innovations. Consumers can well be generators of new ideas and suggestions, as they have experience in operating the product and therefore are the best "testing laboratories". From here, ideas may also arise for finding and realizing the hidden potential of innovation. Studies show that innovative solutions of companies are more attractive to consumers if the consumers themselves were involved in their creation.

The factors of the implementation of the innovation latency are the conditions, reasons or parameters that form the necessity, opportunity, ability and readiness of the innovation latency manifestation. At the same time, the possibility of realizing the hidden innovative potential of an innovation appears as a result of a separate or joint interaction of various factors.

Factors stimulating the identification and implementation of hidden ideas and opportunities in the enterprise are shown in the figure 1.

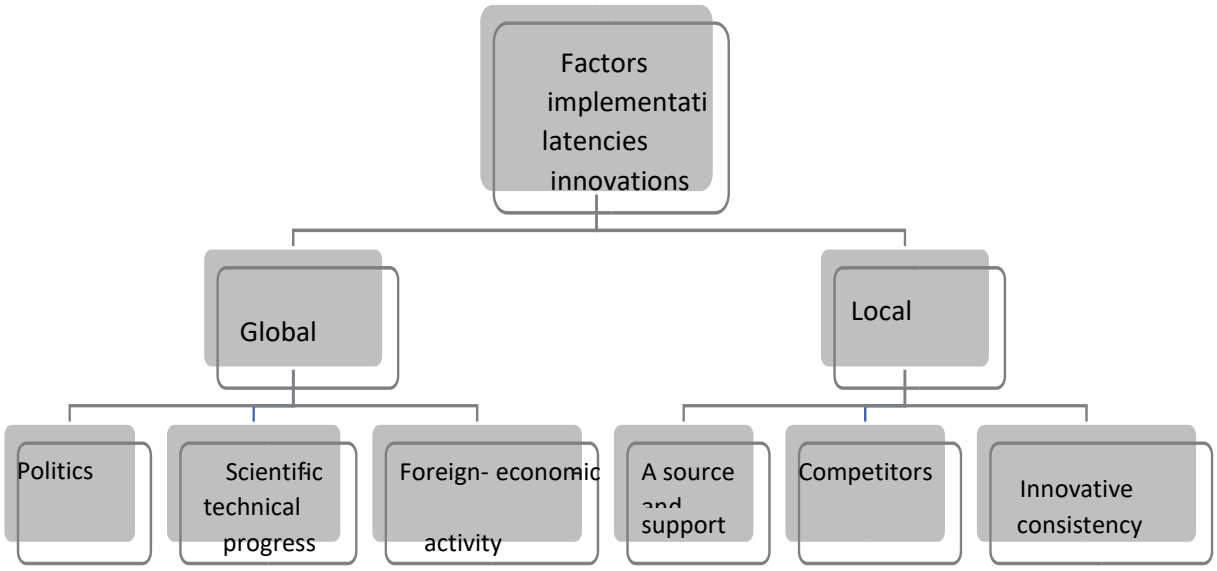

Figure 1 - Factors of implementation of innovation latency [2]

Innovations obtained as a result of investments in research and development and design organizations of the defense industry have multiple latent characteristics, the disclosure and manifestation of which depends on state policy, interstate relations, economic opportunities, etc.

The attitude of the state to the development of economic and industrial sectors occupies an important place in domestic policy. The state makes the main contribution to the financing of fundamental research, which is carried out in institutes, scientific laboratories, research centers. Since the funds allocated by the state are limited, the task arises of determining the priority areas of scientific and technological development. The priority directions of development of science

and technology cover a range of issues that need to be addressed in order to successfully compete with developed countries. Purposeful funding of research programs contributes to the depth of the development of the problem, the permanent realization of the latent advantages of innovations in the commercial sphere. The complexity of the consideration of the problem makes it possible to develop complementary innovations. All of the above aspects of internal policy cannot be ignored when planning and implementing innovations.

The rapidly developing spheres of public and state life of Uzbekistan require close support of ongoing reforms based on modern innovative ideas, developments and technologies that ensure a quick and high-quality leap of the country into the ranks of the leaders of world civilization. At the same time, work on the innovative development of modernization, diversification, increase in production volumes and expansion of the range of competitive products in the domestic and foreign markets is insufficient. In particular, due to the lack of many indicators and ineffective coordination of work in this direction, our country in recent years has not taken part in the rating of the Global Innovation Index, compiled by influential and authoritative international structures.

In 2018, in the republic as a whole, 933 enterprises and organizations introduced innovations, most of them, namely 893 (96% of the total number of organizations), introduced technological innovations in their activities, the remaining 40 - marketing and organizational innovations.

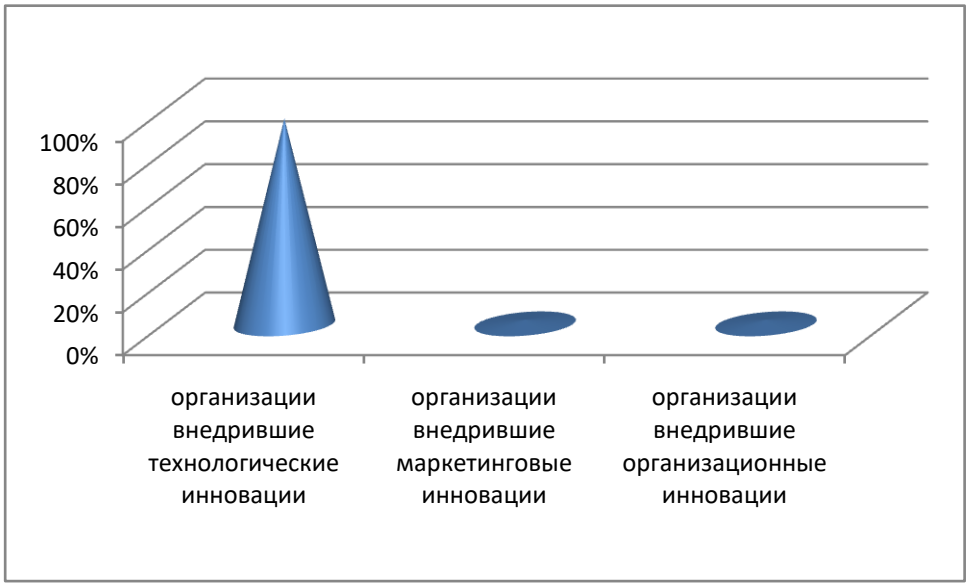

Fig. 2. - Implementation of innovations by organizations in 2018, %[3]

Resources for the entire period of implementation of measures. When calculating the economic effect, first of all, the national economic effect is taken into account, that is, the results should be taken into account not only at the place of application of technological innovations, but also in related industries from the standpoint of their influence on the final indicators of the country's economic development.[4].

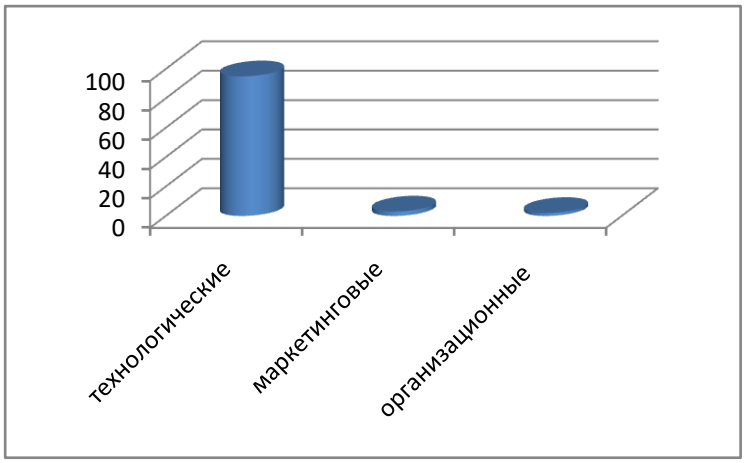

Fig. 3. - the structure of implemented innovations in 2018, %[5]

In addition, the number of employees engaged in scientific research and experimental development in the Republic of Uzbekistan has not changed significantly over the past 16 years. Today, in the Republic of Uzbekistan, the costs of research and development, which are one of the most important indicators assessing the country's innovative activities, amount to 0.2% of GDP.

To create a step-by-step model for the formation of an innovative environment in a strategically oriented economic system, the maximum degree of coverage of the process under study is required using a system of spatial differentiation of the processes of formation of innovative support for balanced development. Such a system reflects: a stage-by-stage dynamic structure of the innovation environment; determines the scale (volumes and rates) of the application of innovations in strategic development, as well as the degree of commercialization of innovative activities, which predetermines the volume of innovative products. It is necessary to implement the principle of balanced innovative development on the basis of socio-economic compromise using the mechanism of interregional redistribution of development sources, ensuring in the future socially acceptable living standards and environmental safety.

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