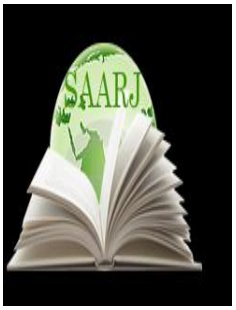

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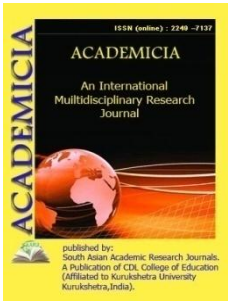

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THEORETICAL ISSUES OF ENTERPRISES INNOVATION AND ITS MANAGEMENT IN INCREASING THE COMPETITIVENESS OF PRODUCTS OF INDUSTRIAL ENTERPRISES

Dildora Rakhmonberdievna Tukhtasinova*

*Senior Lecturer,
Fergana Polytechnic Institute,
UZBEKISTAN

ABSTRACT

This article discusses issues related to the competitiveness of industrial products, the role and management of innovation, clarifies the meaning of the terms and develops relevant scientific conclusions and recommendations.

KEYWORDS: *Innovation, Innovation Potential, Combination, News Diffusion, Science And Technology Development, Technology, Competitiveness, Economics, Economic Growth.*

INTRODUCTION

In the context of digitalization of the country's economy, the wide use and management of the innovative potential of industrial enterprises play an important role in increasing the competitiveness of industrial products. Numerous scientific studies can show that innovation is recognized as one of the most important factors driving economic development. At the same time, it should be noted that innovation is a separate source of growth that ensures the development of not only the economy but also the entire system.

Main part

Since the late 70s of the twentieth century, the concept of "innovative potential" began to actively enter the science, and a number of scientists have conducted research in this area. It should be noted that although there are a number of definitions of innovation, there is no single universally accepted definition of this concept. Each scientist approached from the perspective of his or her own research and the characteristics of his or her own state. Therefore, the absence of a universal innovation theory [1] has led to the emergence of many meanings and concepts. The first scientist to define the concept of innovation was J. Schumpeter. In 1911, he described

innovation in his Theory of Economic Development. He used the terms "creative state" and "new combinations" [2] and meant:

- production of a new product or improvement of product quality;
- creation of a new method of production;
- conquest of new markets;
- conquest of new markets for raw materials and semi-finished products;
- Implement organizational changes.

In the development of the world economy, the management of large companies and any changes in their economic activities will increase the positive and negative effects on the world economy. “By the beginning of the 21st century, more than 80,000 companies with more than 700,000 foreign branches are registered, and the total foreign exchange reserves of multinational companies are several times greater than the combined reserves of all the world's central banks. A 1-2% shift in the amount of money in the private sector could change the parity of any two national currencies. ” The management structures of companies are based on the internal interrelationships of companies. According to UN experts, more than 60% of foreign branches and companies of TMCs belong to the United States, Britain and Japan. A list of well-known and well-known US companies has been compiled and compiled by Forchun magazine. It is evaluated on a 10-point scale and studied on eight indicators. They are formed on the basis of indicators such as quality of management, quality of products and services, introduction of innovations into the life of the company, attracting talented people to the company, promoting sustainable development, promoting narrow and large-scale development of society.In their joint research, James D. Mooney and A. K. Reilly focused on modern management at General Motors. The main goal of the research is to increase the efficiency of the organization in the broadest sense. Today, a new direction of the corporation is to study the problems of the general public management of the corporation. In the late twentieth century, modern management systems began to be introduced in 1,200 large firms. Transnational companies are located in the United States, Western Europe, Japan, they have undergone the process of diversification and localization of their activities. Large corporations have new innovation centers, such as the Central Service. These centers began to be established after the companies deepened their specialization processes. They began to take on new responsibilities in the company’s operations. The centers create a unified management system, which includes such departments as the service structure of the organization, marketing department, planning, public relations department, legal department, management structures.Their main task is to service production, minimize production costs, develop ways to achieve high profitability. Innovation centers serve to accelerate scientific and technological progress, the development of scientific research, experimental and design development. As a result of the activities of such innovation centers, computer technology began to enter the activities of multinational companies. As a result, new technological platforms have been formed with the application of new technologies in practice. It is understood that the automation of working machines, the modernization of technological lines and blocks, the introduction of information technology (IT), its widespread use in the production of programmed robots and microprocessors. As a result, compact automated production systems began to take shape. And to achieve high efficiency, multi-nomenclature and multi-series

production has been developed. Flexible-manufacturing systems are manufacturing processes that are highly automated and have no losses in compact production.

Compact manufacturing was formed in the 1970s under the influence of intensification of production with the application of new technologies in many large companies. Compact production was one of the most popular types in the United States and now in Japan. Compact production is changing and evolving from year to year through the practical application of new technologies.

RESULTS AND DISCUSSION

German researchers Jürgen Hauschildt and Klaus Brockhoff are among the scientists who have conducted research on innovation. How the process of producing the innovations described by them [3] is important. It is especially important that Brockhoff distinguishes between the origin of the idea, the invention itself, and the processes that shape the production of a ready-to-sell product. In the above steps, he described the concept of innovation in more detail, taking invention and product creation as the basis for understanding innovation. Each stage involves the decision-making process of accepting or rejecting an idea, its technological suitability, and the proposed economic achievement. Broadly defined as a set of scientific and technical capabilities of the economic system, the existence of a fund of ideas and developments, which characterizes the scientific and technical potential, the level of development of this system, depending on the quality and quantity of resources. In the process of practical implementation of innovations, the application of scientific and technical potential occurs. Scientific and technical potential is characterized, on the one hand, by the real possibilities of objective use of the achievements of the state in science and technology (FTT), and, on the other hand - by its direct participation in it.

The analysis of the work of scientists conducting research in this area revealed the following conclusions and differences in the views of scientists on the subject, object of innovation:

First, scientists B.Twiss, V.Rappoport, V.L.Makarov, I.E.Artemev, who considered innovation as a process, believed that innovation is a process that occurs as a result of new changes in social and economic life as a result of social activity. However, the innovation process consists of a series of stages and cycles. One of the innovations will come in before it is completed, continuous innovations such as the theory of “news diffusion” will be developed and will continue to penetrate all systems.

Second, according to scientists N.I. Lapin, A.I. Kabanova, A.N. as a system. As a result of innovative activities, the use of new types of raw materials, the emergence of new types of products, services and the creation of new jobs.

Thirdly, S.D. Beshelov, F.G. Gurvich considered that innovation is a result. According to them, the results achieved as a result of innovative changes in the management of enterprises and economic, social, scientific and technical changes were considered important.

Fourth, according to scientists F.Valenta, Yu.V.Yakovets, L.Vodachek, who believe that innovation is a change, under the influence of innovations there are clearly targeted changes.

Hence, the concept of scientific potential is inextricably linked with the concept of scientific and technical potential. Scientific potential is a set of resources and conditions aimed at the implementation of scientific and fundamental research. Scientific and technical potential is a set

of conditions and resources (primarily scientific and technical) for the implementation of applied research, including experimental design and technical work.

Thus, scientific, scientific-technical and innovative potentials are interrelated and complementary components of a single innovation cycle: the emergence of ideas - fundamental research - applied research - experimental design and technical developments - experimental design - industrial testing - mastery in production - serial production - commercialization - practical application of the product (machinery, equipment, technology).

Innovative activity of any system is one of the main directions that ensures its profitability, high rate of development and competitiveness. The concept of innovative potential includes the number of organizations engaged in various developments and research, productivity, efficiency, intellectual property, innovation specialists, scientists, staff, funding and material production base, scientific information in the country and abroad, innovation and innovation activities is a resource for innovative activities that includes information, scientific schools and their role in national and world science [4].

CONCLUSIONS

In our opinion, innovative potential is the development of new developments, discoveries or inventions, utility models, their introduction into any business entity, regardless of the enterprise, organization or industry in general, the form of ownership, organizational and legal status, size. is the sum of all available intellectual, financial, personnel, information, logistical and other resources and capabilities for effective use in its activities.

as a set of resources that can be involved in the implementation of innovative activities;

as an opportunity to carry out innovative activities;

as a preparation for innovative activities;

as an opportunity and readiness to implement innovative activities;

as the ability to carry out innovative activities.

In conclusion, the above approaches have the power to interact, to have innovative activities, the ability to have a number of opportunities, which in turn is one of the important conditions that provide the opportunity and the necessary level of readiness to realize innovative potential.

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