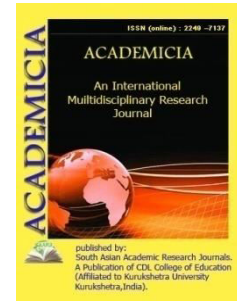




ACADEMICIA
**An International
Multidisciplinary
Research Journal**
(Double Blind Refereed & Peer Reviewed Journal)



DOI: 10.5958/2249-7137.2021.01901.7

**STRATEGY FOR INCREASING THE INNOVATIVE POTENTIAL OF
ENTERPRISES OF THE CONSTRUCTION MATERIALS INDUSTRY IN
THE CONDITIONS OF INNOVATIVE ECONOMY”**

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ABSTRACT

The article discusses issues of innovative development of building materials industry of the region based on the cluster approach. Determined the significance of regional cluster development of the industry of construction materials as the effective implementation of the innovative breakthrough of the region as an important part of strategies for strengthening innovation activities may be to support the formation and development of cluster structures. Analyses the current situation with innovation in the building materials industry of the region based on the cluster approach. In the course of the study revealed a direct correlation between involvement in innovative activities on a cluster basis, and the level of development of industry of construction materials.

KEYWORDS: *Innovative Development, Industrial Production, Innovative Economy, Enterprises.*

INTRODUCTION

If we pay attention to the structure of industrial production, in the past period of independence, fuel and energy, metallurgy, machinery and metal processing industries at a high rate we can see it growing. Mechanical engineering, construction materials industry and major branches of light industry: spinning and textile industry significantly, the development of consistently high rates systematic expansion of market reforms aimed at ensuring the next period is an important priority of structural changes in the industrial complex directions.

Growth rates in industrial sectors are in these sectors depending on the scale of internal and external demand for the products being created. In further increasing the real income and purchasing power of the country's population drastic expansion and improvement of the consumer credit system industry the share of domestic demand, which increases the volume of production in the complex characterized by an increase in The world of industrial products having a favorable conjuncture of market prices, international economic increased integration has a positive impact on industrial development and characterized by an increase in the influence of external factors.

The state in the structural changes made in the industrial complex fiscal policy, valuation and monetary policy, the economy in general as a result of the measures taken to reform one a number of positive shifts were achieved. Reform of industrial enterprises, structural restructuring, further increase in the share of private property in industry, networkshaping the management of enterprises on the basis of market principles industry plays an important role in its development.

The development of innovation and leadership in the global economy is the trend of development of science and technology policy, and this process does not depend on the type of state or of a political regime. However, the level of innovation in selected countries and regions is uneven. As a rule, it depends on the willingness of a particular State to organize the innovation process, to manage this process and regulate the relations arising in the sphere of innovations. In this context, it becomes relevant to use strategic approaches to innovation management, allowing purposefully lead the process. This strategic management of innovative activity should be carried out at the level of the Executive Innovation (Company), and the meso and macro levels - regional level, the industry, and the state as a whole. A key factor in the success of innovation in this situation, is the ability to link listed in the single-level strategy. In this paper, it is possible to implement it with the help of the new Uzbek economy forms of organization of economic subjects, science, infrastructure and state - clusters. Building materials industry is a major area of the economy, including more than 15 branches and forming the basis of the material and technical base of construction, the cost of building materials is the main section of the building complex costs.

At all times the status of the construction industry characterized the level of well-being and opportunities of development. In addition, the building complex, which includes the production of construction materials, plays a leading role in the economy of any region, and its condition is one of the indicators of economic and technological development. Despite the fact that the construction industry is quite conservative, the new conditions of the market economy, focused on the use of new technologies and resursos-beregayuschih materials led her to certain changes in investment-making insulating complex with intensive use of innovative programs. The need for innovation is dictated primarily demand to reduce the cost of construction and operation of housing, as well - reducing construction time and improve the quality of living[1].

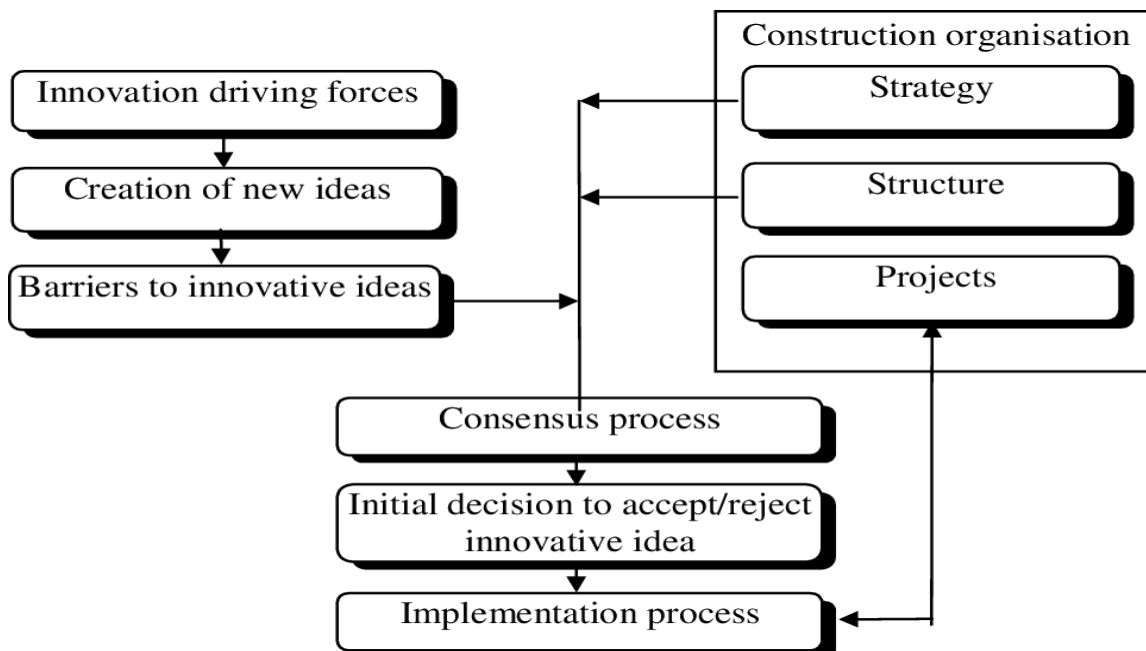
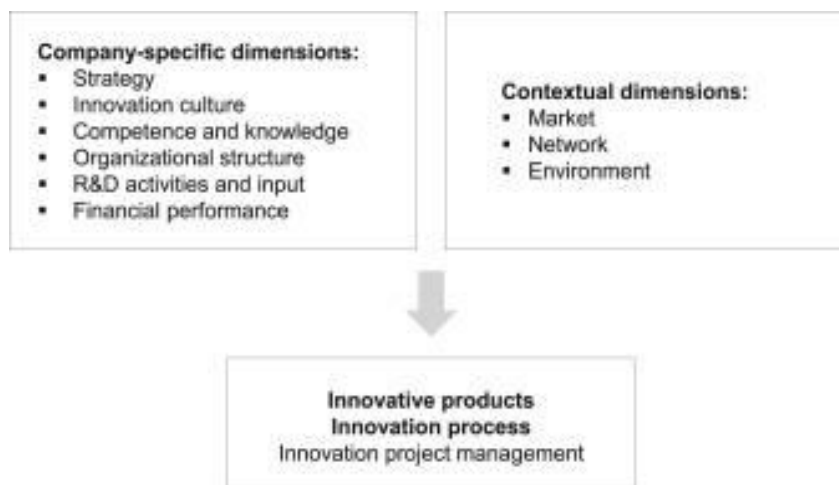


Figure 1: The dynamic framework of innovative construction organisation

The most important mechanism for the spread of innovation in the regional production clusters is a partnership of large companies with small and medium-sized businesses. The mechanisms of this partnership are outsourcing, subcontracting, implementation of joint programs, market research, training and other activities. Besides, the companies involved in the cluster, can benefit from the fact that businesses operate near the same sector or group of production, even if they do not interact with the competitors and in the development of new products. The benefit is to reduce transaction and production costs, lowering the barrier to exit the marketing and supply of raw materials markets. With the support of the government is gradually going evolutionary process of the consolidation of the manufacturers on the conditions of cooperation - to develop a common policy on procurement of raw materials for production, output at the federal regional product and foreign markets and the creation of a unified distribution structure [2].



Innovative process

The proposed mechanism of the organization of innovative development of the industry of building materials in the region based on the cluster will create conditions for:

- Formation and realization of competent regional cluster policy in the field of construction;
- Transition to innovative development based on advanced modernization by concentrating resources on the most promising complementary groups of companies;
- Cooperation, outsourcing, subcontracting;
- The implementation of sectoral programs and investment projects;
- The development of fully integrated process chains in the field of building materials industry;
- Partnerships with large companies to small and medium-sized businesses;
- Agglomeration of several construction companies to achieve scale.

Research shows that there is currently no uniform state policy on development of the industry of building materials, including innovation. Strategic approaches are presented only at the level of individual regions. In this regard, is it necessary to the formation of a strategic approach to the development of innovative building materials industry. Formation of a regional building cluster in a given situation will link industry with the development of the study of public policy priorities, as well as with those of other participants of the construction sector and with scientific basis.

In addition, one of the reasons for lack of competitiveness of the industry is the lack of technological equipment with modern equipment such as industrial enterprises, as well as contractors. There are practically no production on the development and production of equipment for the creation of high-tech enterprises of the construction industry, modern means of transportation of materials [3].

In this regard, today we need to be able to combine modern domestic design and research experience, and giving them official status, are clearly distinguished in separate directions in development. All this requires the regional authorities to carefully plan and carry out work on the development of innovative activity in the construction industry, which aims to create conditions for the transition to the current scenario of the entire regional economy.

CONCLUSION

It should be noted that in most regions of the development of the industry of building materials prevents the monopolization of regional construction markets, the organization of which has a local character. Competitive contracting companies provided their access to raw materials and production bases. As a rule, the main developers in the regions – a vertically integrated company, having in its structure a career, plants. A lack of competitive environment limits their motivation to optimize the cost of construction products. To the traditional building materials industry to become one of the links in the global supply chain and not to lose not only engineering, but also domestic production, it is necessary to create an alternative construction industry on the basis of modern building science. Joining together in a cluster, it can carry out not only the construction companies, but also metallurgical concerns, organizing metal service centers and production of

the metal, and logistics companies, providing a regular supply of materials, and other industries. In addition, for the active development of the construction industry in the region, the modernization of old and creation of new enterprises, increase production capacity, enterprises snap high-tech equipment necessary to stimulate the sector, attracting investment into it by government policy, as well as the activities of professional societies. This entire means that the region will be able to provide not only the construction of any facilities, but also to produce diverse class housing.

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