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INCREASING THE COMPETITIVE POTENTIAL OF ENTERPRISES IN THE BUILDING MATERIALS INDUSTRY IN THE CONTEXT OF INNOVATIVE DEVELOPMENT

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ABSTRACT

This article analyzes the competitive potential of enterprises in the building materials industry in the context of innovative development and its advantages. In addition, ways to increase innovation potential and competitiveness are scientifically described. The term "enterprise management" refers to the micro and available resources to continuously increase macro efficiency as an impact on current plans of formation, distribution, and redistribution can be considered. Management of business activities in different areas of activity covers. The enterprises and organizations of our republic have their own markets in the world the experience of advanced and leading companies in finding their place studies, their innovative management activities and tactical measures will need to be observed.

KEYWORDS: *Competitive Potential, Innovation Potential, Economy, Industry.*

INTRODUCTION

Increasing and developing the country's innovation potential a new product in ensuring the competitiveness of real sectors of the economy . In the creation of species, the technical and technological level of production is continuous in the renewal, in the introduction of modern methods of management reveals the possibilities. Today, the national industry goods and services in the world market reflecting their scientific and technological potential in the face of stiff competition the importance of innovation is immeasurable. At the same time, scientific ideas are put into practice new as a result of the rise in the technological level of the real sector. The demand sectors are developing rapidly, information to all sectors of the economy technologies are actively introduced. Innovation is the emergence of new industries and services, new industries and existing inefficiencies causes the networks to gradually disappear.

In our opinion, the real economic sector of our country is innovative. One of the main reasons for the underdevelopment of the approach is in the network outdated technologies, slowness of innovative approach in production, turnover lack of funds and modern management mechanisms, and difficulties in attracting investment, and secondly, in human capital the ratio of directed investments and inflows to GDP is low.

It is known that the Strategy of Innovative Development of the Republic of Uzbekistan for 2019-2021 provides for an increase in public spending on research and development. Regular competitions for grants on topical areas of applied and innovative research in the Resolution of the President of the Republic of Uzbekistan "On additional measures to improve the mechanisms of innovation in industries and sectors of the economy" tasked with declaring. In order to ensure the implementation of this decision in the framework of the State scientific and technical programs for the implementation of innovative projects for 2019-2020 and practical projects for 2019-2021 in the I-XI rounds of the competition in 16 disciplines volume 89 billion. 176 thematic project competitions worth UZS were announced. Also, in accordance with the Resolution of the President of the Republic of Uzbekistan dated May 7, 2018 No PP-3698 "On additional measures to improve the mechanisms for the introduction of innovations in industries and sectors of the economy" priority innovative, research 50.0 billion soums have been allocated to the Fund for Support of Innovative Development and Innovative Ideas to finance pilot projects and startup projects at their own expense [1].

Nowadays, developed countries increase innovation activity, that is, production paid special attention to the development of industrial enterprises through innovative approaches. As a result, in exchange for the efficient implementation of industrial production in certain industries a further increase in innovation activity is observed. Because it is innovative in industrial enterprises expanding the scope of product creation and services, in turn, production introduction of new directions in the process, job creation and external creates conditions for the expansion of ties. This is the case in foreign countries where the industry is growing experience.

A state that can ensure the innovative development of the national economy. The implementation of this policy is much more complicated for the Republic of Uzbekistan is one of the most urgent and urgent tasks of our time[2].

But traditional scientific and technical policy in the context of a market economy and new knowledge not only to demand knowledge, but mainly to create new knowledge and from them in practice, it is innovative in politics, however, a relatively more sophisticated approach is implied, including knowledge as well as creating, more emphasis will be placed on their practical use.

Industrial development is the first in the context of the global financial and economic crisis in turn, the transition from raw materials to innovation resulting in strategically important changes in the economy as a whole depends This includes modernization of production, ie modernization, expand cooperation, establish strong cooperation, stimulating domestic demand for domestically produced goods special attention should be paid to Commodities of national industry today and the importance of innovations that reflect their scientific and technological potential in making services more competitive in the global marketplace.

As well as business activities and enterprises in innovative conditions psychological and organizational-administrative methods for management are considered. Economic business activities aimed at managing performance efficiency the second aspect of management is the

direct satisfaction of business owners characterized by achieving the necessary discursive effect. Scientists in the age of innovative technologies and digitization sufficient views on the management of business activities of enterprises they are only two of them can distinguish the main aspect: socio-economic management and economic activity efficiency management methods. Therefore, in the age of innovative development effectively assess the factors affecting the level of business activity of the enterprise and business leaders cannot make quality management decisions. Study of theoretical aspects of business management of enterprises allowed the formation of a definition of this concept.

All personal interpretations of experts with their systematic and comprehensive distinguishes and logically their basic management actions determines the orientation and duration of application. Of the industrial-economic system trends that determine the state and dynamics of development, its direction and the unstable nature of events often affects the economic efficiency of enterprises and to implement reforms to maintain the maximum level of development is an obstacle. This situation reacts quickly to the activities of businesses and ability to adapt to changing market environment factors, available resources and optimal for achieving widespread use of management tools creates new requirements for use. Innovative financial resources, the level of personnel development, innovation and market activity, and so on including.

Entrepreneurial activity is the result of the enterprise, its potential and proven as a competitive process. That's why business management is a leader in the entire management system of the enterprise should have a position because it is relevant to the growth of its value creates conditions. The term "enterprise management" refers to the micro and available resources to continuously increase macro efficiency as an impact on current plans of formation, distribution, and redistribution can be considered. Management of business activities in different areas of activity covers. A changing economic and social environment that determines the future of an enterprise. Adaptation is one of the main practical problems of business science on a daily basis has been one. Perceive future changes as accurately as possible knowledge about the use of effective methods and forms in competition theoretical research will soon be applied to the practical experience of developing enterprises rotating. Each business is unique and uniquely innovative the choice of strategies was through the application of Innovation in competition new developments in the business sector as a result of the implementation of unexpected measures. There is a growing interest in the ways and means. The enterprises and organizations of our republic have their own markets in the world the experience of advanced and leading companies in finding their place studies, their innovative management activities and tactical measures will need to be observed. Because economic, scientific cooperation with foreign companies each entrepreneur in ensuring the "unity of interests" in the definition of areas and the business entity has its own goals, long-term and short-term strategy, clearly define innovation policy[3].

In conclusion, it should be noted that the definition of the company's prospects has changed adapting to the demands of the growing economic and social environment is a daily business is one of the main practical problems of science. Prospective to be able to sense change as accurately as possible, in a competitive struggle theoretical research on the use of effective methods and forms is rapid is becoming a practical experience of developing enterprises. Everyone the business entity chooses unique, antique innovative strategies, take unexpected measures by introducing innovations in the competition interest in new ways and methods of business development is growing.

Competitiveness analysis and the position of competing enterprises evaluation, in the development of new innovative projects in the future, internal provides an important basis for timely understanding of opportunities and risks. Quick assessment of competitive positions based on the use of analytical methods it will be possible to determine the next steps. Positive and negative in changing and adapting to the requirements of the external environment in addition to emergencies, opportunities and limitations arise. Their impact on the company's goals, strategies, potential and development to be able to understand and identify in a timely manner.

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