

Modern Approaches and Strategies for the Implementation of Innovative Processes in Industrial Enterprises on the Example of Uzbekistan

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ABSTRACT

The article describes the modern approaches, strategies and the role of innovation in the development of innovation processes in industrial enterprises of the Republic of Uzbekistan.

KEYWORDS: *industrial enterprises, transnational corporations, economic policy, strategy, import, export potential, innovative activity*

INTRODUCTION

Today, the economy of our country is becoming an integral part of the world economy, as well as the implementation of reforms and programs aimed at further development of the economy, the need to improve economic sectors. Because the competitiveness of our economy is formed due to the successful development of enterprises and industries.

The global financial and economic crisis, which has taken place in the world and is still manifested in one form or another, is testing the level of competitiveness of the economies of most countries in the next 5-6 years. In recent years, the economies of countries such as Japan, Germany and Finland, which have been consistently recognized as the most competitive countries in the global competitiveness rankings, have also shown signs of depression, recession, stagnation or decline in some sectors. This, in turn, requires the rapid development of new sectors of the economy - innovative directions in the industry. In other words, in a country where news and updates are happening more and more widely, these countries are emerging faster from difficult situations, specializing in new areas.

At the current stage of economic reforms in our country, special attention is paid to the further development of industry, which is the “locomotive” of the economy. In particular, the Action Strategy for the five priority areas of development of the Republic of Uzbekistan for 2017-2021, approved by the Decree of the President of the Republic of Uzbekistan No. PF-4947 dated February 7, 2017, provides for the deepening of structural changes, modernization and diversification of key sectors of the national economy. Competitiveness”[1].

Analysis of the literature on the subject

Today the formation and implementation of a highly effective innovation strategy in the economy is one of the main directions of long-term economic policy of the state, which determines the conditions for ensuring a stable position of enterprises in foreign and domestic markets.

Approaches to the concept of innovation are different, so there are different definitions of innovation or innovative activity. For example, one definition states that innovation is innovation in areas such as engineering, technology, management and labor organization, based on scientific and technical achievements and best practices, as well as their application in various fields and activities [2].

Innovation is derived from the English word “innovation”, which means innovation and innovation. At the heart of this innovation is the idea that it is necessary to understand a new order, a new habit, a new style [3]. Well-known economist N. Tokhliev explains the concept of innovation in connection with the processes of globalization and the specifics of the national economy. According to the scientist, “innovation is a new modern factor in shaping the development strategy of national economies in the process of globalization. Innovation is the end result of scientific, technical, technological and creative activity and represents the appearance of a new or improved product. It also refers to a new or improved technological process used in a practical activity. The difference between innovation and scientific research and traditional production is that it is, first of all, a scientific and technical innovation, which must be applied in practice, ie in industry, agriculture, education, medicine and other fields” [4].

Professor A.V Vakhobov, one of the economists who has studied the experience of foreign countries, focused on the impact of innovation on technological development and economic growth. The positive link between technological development and economic growth has been proven by the model of exogenous technical development, which is one of the factors of neoclassical growth”[5]. New competition can be based on the application of innovations in enterprises. The benefits of innovation will further increase the activity of the enterprise. This benefit was called static benefit by J. Schumpeter (1883-1950).

Research methodology

The research used mainly scientific methods of comparison, abstraction, statistical grouping, etc., the dynamics of basic, modern approaches to the implementation of innovative processes in industrial enterprises, the number of enterprises producing innovative products and the volume and cost of innovative products dynamics were analyzed. Conclusions and proposals have been developed on the widespread use of innovations and the improvement of the sector to further increase the competitiveness of the national economy.

Analysis and results

In the current context of deepening the process of liberalization of the economy, one of the urgent tasks is to increase the innovative activity of industrial enterprises, identify factors to increase its potential, develop the main directions of strengthening the organizational and legal framework. The "Strategy for Innovative Development of the Republic of Uzbekistan for 2019-2021" was adopted. A "road map" for the implementation of the strategy of innovative development of the Republic of Uzbekistan in 2019-2021 has been developed. One of the main directions of strategy is the creation of techno parks, free economic zones, free industrial zones and research and production clusters for the development and introduction of advanced technologies, production of domestic scientific products with foreign partners and its sale in foreign markets strengthening state support for the formation of joint organizations is one of the main directions of the Strategy.

As a result of economic reforms in Uzbekistan, real owners of industrial enterprises are emerging, but the study of innovation processes in enterprises or the widespread use of research is one of the most pressing issues. In particular, the Decree of the President of the Republic of Uzbekistan dated January 10, 2019 "On measures to radically improve the system of implementation of state policy in the field of economic development" is a very important document in terms of accelerating industrial development. By this Decree, the Ministry of Economy of the Republic of Uzbekistan was reorganized into the Ministry of Economy and Industry of the Republic of Uzbekistan. This ministry has been designated as the authorized state body for the development and implementation of state policy in the field of socio-economic and industrial development of the country, as well as the strategy of investment policy of the Republic of Uzbekistan [7].

One of the most important strategic issues facing the Uzbek economy is to increase the capacity of enterprises to apply innovations. This issue prevents the emergence of disruptions in the nodal directions of the formation of a low-industrial technological method of production and the way out of the technological crisis. Taking into account the need to develop the use of innovations in strengthening the competitiveness of all industries and export potential in the country, the formation of modern organizational, economic and management mechanisms for the implementation of this process plays a very important role in addressing these issues. In particular, the creation of investment and innovation departments in industrial enterprises, as well as the creation of all conditions for the development of its activities will bring great economic benefits.

In the world experience, there are three ways of innovative development strategy:

- Raw-based and often smaller rich countries applied strategy (UAE);
- Simulation-flexible or chasing strategy, including from abroad more emphasis is placed on the acquisition of patents and licenses (bright experience Japan);
- Innovative development of countries with sufficient financial resources to spend large sums on education, science and technology (USA, Germany, UK)

Researchers have identified different stages in the development of an organization's innovative development strategy [8]. The choice of the optimal strategy for innovation activity is an integral part of the effective management of this activity, which increases the share of expected income in production.

The choice of the effectiveness of the innovation strategy is directly related to the types of activities, such as conducting research, creating new products. Based on this strategy, strategic planning consists, first of all, in the rational allocation and efficient use of resources, that is, in the effective use of financial resources, manpower and technologies that make up the resources of the enterprise.

To effectively evaluate innovation activity, researchers A. Ovsyanko and V. Kuganovlar the following 4 groups of indicators that offer a balanced system [9]: innovative entrepreneurship; Hypersensitivity to the scientific progress; the organization or enterprise transformation that is taking place in the market and feel the sense of innovative actions.

Today, the principles of the innovative strategy for the rapid modernization, technical and technological re-equipment of production at industrial enterprises are:

- in achieving a strategic goal, the goal must be clearly and accurately expressed;
- it is necessary to conduct a clear analysis of external factors (existing opportunities, risks, strengths and weaknesses of competitors), and then choose an innovation strategy. Nowadays, it is necessary for enterprises to use modern innovation strategies, ie highly effective offensive, defensive, imitation (similar) strategies.

In an offensive strategy, the entrepreneur is one of the first to master and bring innovative products to market. In this way, the entrepreneur increases the competitiveness of his business and creates opportunities for him to earn a lot of money. Because it will not have a competitor in mastering products based on offensive strategy. Entrepreneurs working in these areas are more engaged in unpopular production on the basis of new approaches. This creates an environment that allows them to be among the first.

Based on an offensive strategy, other manufacturers can be seriously affected. Therefore, before applying innovations in the enterprise, it is possible to conduct "SWOT" analysis. The main task in the implementation of research and development work in the defense strategy is to accelerate the "cost-benefit" ratio, that is, consumers should know in advance the results of innovative activities. Such strategies are implemented by taking into account competitors or taking into account their behavior as well. However, all activities will be subordinated to the interests of the enterprise.

The imitation strategy is used by businesses that are active in using innovations. Such a strategy defines the main consumer feature of innovations brought about by small innovation firms with strong technological and market positions. Depending on the consumption, innovations will be implemented. It is necessary to choose strategic types on the basis of a thorough analysis of the type of purpose,

economic potential and financial resources of the enterprise, external factors.

Defining the goal of innovative development - this goal can include: diversification, increase market share, increase the competitiveness of the organization, reduce costs and save resources, increase solvency, strengthen financial stability. The "Expert Assessment" method can be used to create a hierarchy of organizational goals [10]

Today, the most favorable countries in the world for an innovative environment are the United States, Finland and Ireland. We can also single out South Korea, China, Singapore and India among the countries that are rapidly developing innovative economies. The organizational, legal, economic, financial and intellectual resources required for the development of innovative economies in these countries are expanding to a level that complements each other.

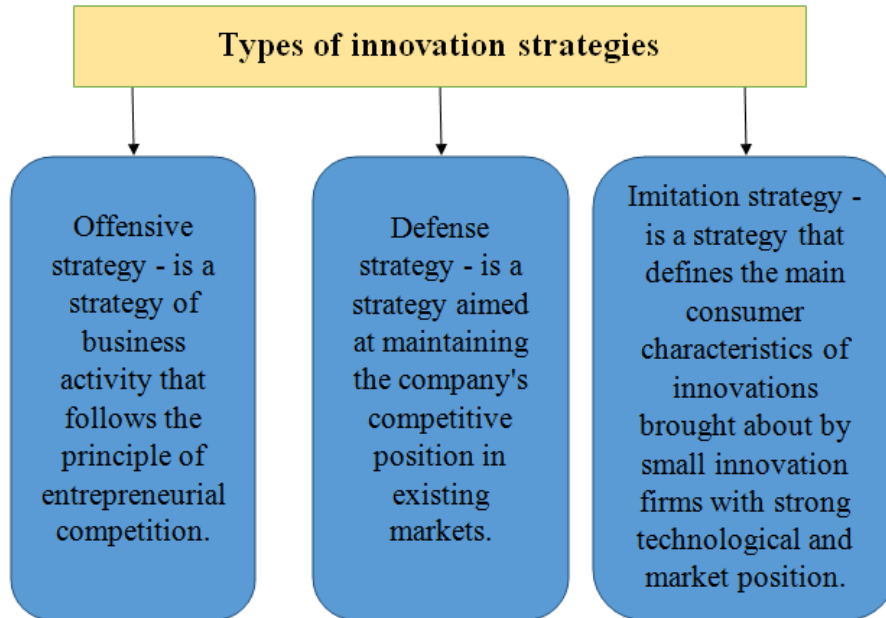


Figure 1 Modern strategy for implementing innovations in the enterprise

Choosing the right and wise strategy will increase the economic efficiency of the enterprise, while increasing the export potential and strengthening its competitiveness. Our country today needs to increase the level of application of innovations in enterprises.

To this end, measures aimed at introducing innovations in public policy are a priority. His motivation for this is well established. Most importantly, the legal, economic and organizational base in our country is constantly improving. Therefore, serious attention is paid to the motivation of innovative activities in enterprises. But in some enterprises it is still possible to talk about the problems of motivation of innovative activity. more precisely, the process of applying innovations to some enterprises is very slow.

Modernization of industrial enterprises on the basis of innovations means increasing the share of high-tech, high-capacity, low-energy products and services in the economy through the widespread application of innovations; it is possible to understand the process of taking it to a new level by making structural changes. The end result of modernization of the enterprise on the basis of innovations is innovation formation of the economy.

Currently, large Korean enterprises such as Posco Daewoo International, Yangguang Corporation, TTJ, Shindong operate in the Republic of Uzbekistan. In 2017, within the framework of trade and economic cooperation, \$ 23.4 million worth of textiles and semi-finished products were produced in other industries. The products of the enterprises were exported to the South Korean market. This year, the supply of textile

products to Lotte Marte has been successfully launched. Also, with the leaders of the largest Korean textile enterprises Posco Daewoo, Color Paradise, Solsang International Corp., RATEL E&T Co, Ltd, as well as Lotte Marte, the export of textile products in Uzbekistan in 2017-2018. contracts worth \$ 70 million were signed. During the meeting with the International Trade Association of the Republic of Korea and the leadership of the National Electronic Trading Platform, mutual agreements on the sale of Uzbek textile products on the electronic trading platform KOREA Trade for 2017-2018 were signed. Now the enterprises of Uzbekistan in the Republic of Korea and the enterprises of Korea importing and transporting are provided with filling in customs documents in electronic form. With the largest Korean textile enterprises - Posco Daewoo, Color Paradise, Solsang International Corp., RATEL E&T Co., Ltd., Lotte Marte, in 2017-2018, Uzbekistan will export 70 million tons of textiles. Contracts in the amount of US dollars were signed [11].

It should be noted that the choice of the country's development strategy is very important in the formation of innovation policy. Based on this, two main models of state innovation policy can be distinguished:

1. The main goal was a priority for the country which was to stimulate the development of innovative directions, a model focused on the implementation of scientific and technical programs and projects of national importance.
2. The main goal is to master new technologies, economics a model aimed at disseminating scientific and technical knowledge, which is to expand the technological capabilities of industries and sectors [12].

Conclusions and suggestions

In short, given the need to develop the use of innovations to strengthen the competitiveness of all industries and export potential in the country, the formation of modern strategies, organizational, economic and management mechanisms for the implementation of this process plays a very important role in addressing these issues. In particular, the establishment of investment and innovation departments in industrial enterprises, as well as the creation of all conditions for the development of its activities will bring great economic benefits.

These activities trigger the following economic mechanisms of industrial enterprises, which play an important role in the sustainable development of the economy of the republic:

- Favorable opportunities are created for high modernization of existing technologies at enterprises;
- Manufacturing enterprises are highly economically developed;
- damage to the environment as a result of production activities of industrial enterprises is prevented or reduced;
- Increases the share of exports while reducing the share of imports of industrial sectors in the country. Therefore, the guarantee of the success and competitiveness of the enterprise is to conduct its activities in effective innovative strategic directions.

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