

**INNOVATION PROCESSES OF STRATEGIC MANAGEMENT - AN
IMPORTANT FACTOR OF INCREASING THE COMPETITIVENESS OF
COMPANIES**

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Annotation

This article reviews the strategic management of innovation processes and develops the scheme for formation of mechanisms of innovation strategies of the enterprise. It is substantiated that innovation strategy is the factor and main condition for competitive development of an enterprise.

Keywords: innovation, innovation strategy, innovation processes; innovation potential, competitive environment, enterprise competitiveness.

Аннотация

В статье рассмотрено стратегическое управление инновационных процессов и разработана схема формирования механизмов инновационных стратегий предприятия. Обосновано, что инновационная стратегия является как фактор основным условием конкурентоспособного развития предприятия.

Ключевые слова: инновация, инновационная стратегия, инновационные процессы; инновационный потенциал, конкурентная среда, конкурентоспособность предприятия.

Аннотация

Мақолада инновацион жараёнларни стратегик бошқариш кўриб чиқиладиган ва корхонанинг инновацион стратегиялари механизмларини шакллантириш схемаси ишлаб чиқиладиган. Инновацион стратегия омил сифатида корхонанинг рақобатбардош ривожланишининг асосий шартли эканлиги юзасидан фикрлар баён этилган.

Калит сўзлар: инновация, инновацион стратегия, инновацион жараёнлар; инновацион салоҳият, рақобат муҳити, корхона рақобатбардошлиги.

Since the first days of independence, the implementation of institutional and structural changes in the economy of Uzbekistan has become a priority. The issue of structural restructuring of the national economy was one of the decisive factors in the implementation of economic reforms, which in this direction required not only to change the orientation of the Republican economy towards raw materials, but also to develop competitive enterprises that provide the population with the necessary

consumer goods. In this regard, the task of developing innovative activities in production enterprises, reorganizing management strategies in this area has become an integral part of market reforms aimed at increasing the competitiveness of economic entities and organizing innovative processes.

The development of new technologies that are currently taking place in the world economy, as well as increased competition in the markets of Goods, Services, Labor, will help to activate the system of strategic management of innovative processes in enterprises and organize it more efficiently paid. In particular, the structural renewal of the country's economy, the development of priority areas with high fan capacity, increasing the competitiveness of the national economy are becoming one of the priority tasks. This necessitates the widespread use of modern methods to fully meet the rapidly growing and changing needs of the population, apply the latest discovery developments and technologies to production, produce competitive products and ensure a stable growth of the life cycle of their goods.

As a result, the gradual implementation of market reforms makes it necessary to realize the economic development of national enterprises not on the basis of material resources, but in an innovative form, through the formation of a competitive environment. As the president noted in this regard: "today we must admit that the software measures carried out in the direction of the formation of a competitive environment do not yet fully meet modern requirements. We still cannot get out of the old thinking mold, the remnants of an old and unsuitable plan-distribution system, which has passed its life, unfortunately, have not completely disappeared."

So, at present, in addition to technological renewal of industrial enterprises, our republic requires the continuation of strategic management of innovative processes, the formation of a competitive environment. This is becoming a more pressing issue in the context of the acceleration of globalization processes in all spheres of the current economy, the integration of the economies of countries and the aggravation of competition in the commodity market.

The peculiarity of modern development and its prospect in the near future is that strategic management of innovative processes is becoming an increasingly necessary tool. This trend is widely manifested both in economically developed countries and in countries where market reforms are being carried out recently.

By the beginning of the 21st century, it was concluded that humanity needed a new paradigm, that is, the transition of countries to its concept of innovative production in increasing the competitiveness of the national economy. As a result, various views and approaches of Economist scientists related to innovations began to develop. In this regard, the American economist scientist J. Bright noted that "the innovation process is an activity that combines science, technology, entrepreneurship and management, aimed at the commercialization of innovations." In his opinion, the process of innovation involves the stage from the emergence of an idea to the process of bringing it to life on a commercial basis.

Another of the scientists who were among the first to study the problems associated with innovative processes is y.Shumpeter is.

- He made innovative changes from the point of view of enterprises to enter the markets in exchange for ensuring production on the basis of new technical and technological processes;
- Creation of types of products with new properties; use of new raw materials;
- Improving the organization of production and New providing innovative goods;
- Emphasizes that it is advisable to research, dividing new consumer markets into opening directions.

P. And Drucker interprets the development of innovations from an entrepreneurial point of view. In his opinion, the innovative views and thinking of entrepreneurs differ from each other, that is, the development of innovation processes depends on specialized areas of entrepreneurship [1].

From Russian economist scientists M. Ionov, A. Kulagin, V. In the scientific work of Loginov, it is scientifically based on the fact that innovations are the need and means of ensuring the economic efficiency of enterprises[6]. In their research, they saw innovation processes as "innovations in a new product or service, production style, organizational, managerial, financial, scientific research, and other fields that provide conditions for cost savings or such savings."

A.Utkin, on the other hand, emphasized the importance of innovation for the effective economic activity of enterprises in market conditions and described it as one of the main levers that ensure the economic growth of the enterprise [2].

Features of the solution of these problems from the point of view of Management in Uzbekistan are shown in Fig. Zeynutdinov, D. Rahimova, M. Inqamova, A. Rasulev, R. Alimav, A. Kadirav, N. Yuldashev, T. Tashpulatov, G. Hamdamova, G. Khatamova, N. Namazova, G. Khasanova, Sh. Atajanov, Sh. Sindarov, R. Nazarova, N. Alimava, Z. It has been studied to a certain extent by Gaibnazarova and other scientists. In Particular, Sh.Zeynutdinov, D. Rahimova and F. While the ergashevs studied the scientific and theoretical aspects of the development of innovative management, the foundations of the formation of the National Innovation System A. Rasulev, R. Alimov and A. Covered in the scientific works of the kadyrovs [3]. R.I. Gimush, F.M. The educational manual "Innovation Management", published by matmuradov, emphasizes the existing possibilities of stimulating innovation processes through the following tools, namely, the search for solutions and creation of a new technical solution of discovery, the development of scientific research and experimental design work in priority areas of the economy, the introduction of new goods into the market, increasing the competitiveness of products, the implementation [4].

This is because increasing production efficiency at national enterprises due to scientific research results and high technologies of scientific volume is one of the most important means of organization and development of innovative processes. Of the scientists of our country in this regard, N.Q. Yuldashev, Sh.A. Mirsaidova, E.D. In

revealing the essence of the innovation strategy, Goldmans argue that "the more common market relations are, the more competitive advantages of commodity producers will be in a closer dependence on the strategy chosen by them and the success of its implementation." It can be seen that the innovative strategy of the enterprise forms a strategy for managing scientific and technological progress, and determines the role, role, essence, content of innovative activities in increasing the competitiveness of enterprises [5]. Another author believes that "the innovation process-reflecting the materialized result, provides an integrated result of the enterprise's production commercial activity, that is, the economic growth of the enterprise due to the capital spent on a new technological process –technical means, equipment and equipment, a new product, type of service, form of Organization of production, Labor, Management, Information System [6].

Problems of organizing innovation activities of small business entities, improving management mechanisms and increasing their economic efficiency. Described in the scientific research of Otajonov [7]. In Particular, Z. In the dissertation work carried out by Gaibnazarova, scientific proposals and practical recommendations were developed on improving the theoretical foundations of increasing the effectiveness of innovative investment in the conditions of modernization of the economy and determining its main directions. G. In khatamova's Research, Scientific on the priorities of improving the innovation strategy in corporate structures-theoretical and methodological proposals and recommendations are scientifically based [8].

The research of the above scientists shows that the large-scale reforms carried out in Uzbekistan are the acceleration of processes aimed at building a democratic society based on a socially oriented market economy in the country, the development of innovative processes in various property-based enterprises that are developing at a fast pace. The effective functioning of national enterprises is largely due to their direct dependence on the level of competitiveness and innovation potential, which now indicates the importance of researching problems associated with the strategic management of innovative processes in large enterprises and the formation of a competitive environment.

Enterprises of various forms currently operating are of great importance in determining the prospects of the national economy and perform important socio-economic functions in terms of expanding the scale of production, creating new jobs. But the slowness of the system of strategic management of innovative processes at Enterprises is delaying the effective organization of mechanisms for increasing the competitiveness of enterprises, the expansion of the attraction of domestic and foreign investments to it, the implementation of promising innovative projects and the solution of other similar priority tasks.

Our analysis shows that the development of a strategy for the development of innovative processes in enterprises ensures the emergence of a competitive environment of the national economy.

As a result, the content of structural changes in the economy is not only enriched, but also laid the foundation for the broad and comprehensive development of economic activities, industries and spheres that are effective from a socio-economic point of view. The effective distribution and mobility of the enterprise's funds and other resources will increase, eliminating various cases of individual domination in production and consumption. From the experience of developed countries, it is known that the competitiveness of goods and services produced in a voluntary state will depend on the favorable business and business environment created in that state.

23-28 January 2020 at the 33rd traditional World Economic Forum in Davos, Switzerland, a report on the "Global competitiveness" of the countries of the world was published. According to this report, Switzerland has been ranked 1st in the ranking of "Global competitiveness" for 5 years since 2009. The countries in the top three of the ranking have not changed their status compared to the previous year. Switzerland (1), Singapore (2) and Finland (3) have taken the places in the ranking[9]. according to the world ranking of the most competitive countries, European countries have a high advantage in ten. 3 of the countries that entered the top ten correspond to the Asian continent. Of these, Singapore (2), Hong Kong (7) and Japan (9) occupied positions. In this report, the United States has achieved a 2-point rise in its status over the past four years. Within the CIS countries, Azerbaijan (39;+7) has a high performance, rising by 7 points compared to the previous year. Such positive changes were also observed in the indicators of such countries as Russia (64;+3), Georgia (72;+5), Armenia (79;+3), Kyrgyzstan (121; +6). And Ukraine (84;-11) in this rating decreased by 11 points compared to the previous year. It should be noted that the level of innovation and a strong institutional environment in the countries that entered the top ten significantly improved in the next five years.

Hence, the competitiveness of operating firms, enterprises, organizations and corporations depends on the effective functioning of the country's system of antitrust and improving the competitive environment. At the same time, the competitiveness of the national economy is the level of development of private property, its guarantee by the state the system is also determined by the country's Innovation Policy and the high level of a strong institutional environment.

On the basis of factors belonging to 12 groups belonging to the global Competitiveness Index adopted by the World Economic Forum by our state, promising programs have been developed to increase the level of competitiveness of Uzbekistan in comparison with other countries. As a result, the macroeconomic situation in assessing the level of competitiveness of the national economy (GDP per capita, GDP deflator, unemployment rate), the quality of state institutions (private property protection index, freedom of monetary policy, credit institutions, quality of Customs Services), the human factor (life expectancy, mortality rate, level of tuberculosis incidence compared to 10,000 people, level of Primary School coverage), The improvement of such indicators as the implementation of innovative projects, investment and investment in human capital) has been achieved. From the above analysis, it can be

seen that positive results have been achieved in order to increase the competitiveness of the national economy on a macroeconomic scale, to improve the innovative potential of the country. But the state of the material and technical base at enterprises and the inability of products to withstand competition in the market indicate the presence of certain problems in the strategic management of innovative processes.

According to the research carried out, the following main problems should be paid attention to in the strategic management of innovation processes in enterprises:

- First of all, our country has great potential in a number of fundamental fields of science, but the mechanism of operation of this potential in connection with production has not been created;

- Secondly, the fact that the Real sector remains at a low level the process of enterprise adoption of innovations leads to a slowdown in demand for advanced technologies in enterprises;

- Thirdly, the presence of shortcomings in creating a favorable business and business environment negatively affects the increase in the competitiveness of enterprises.

The data show that some enterprise managers so far cannot foresee the changes taking place in the national and world markets, do not study consumer demand and taste, cannot determine in which direction to achieve a stable competitive advantage over the management criterion of the enterprise, lead to the failure of enterprises in the competitive struggle. According to scientists conducting scientific research in this direction, the development of the world economy in the 21st century is influenced by globalization, integration, investment, innovation and competition. Therefore, the problems raised in this article were investigated with a scientific and theoretical approach to the issue of increasing the competitiveness of enterprises on the basis of strategic management of innovative processes.

Analysis of the obtained theoretical knowledge without the quotes and have to rely on the goals of innovative enterprise, prospects and long-term innovation strategies work out, and introduced into practice, as well as monitoring of the results will lead to an increase in the level of competitiveness of the enterprise is carried out. As a result, the innovation of enterprises in the environment occurs. In this regard, the implementation of innovation activities of enterprises in a complex socio-economic process. In our opinion, a deep understanding of the mechanism of formation of the innovative strategy of the enterprise, the objective foundations of its economic essence and validity, the study of ways to identify and ensure the conditions for the development of competition in the conditions of transition to a market economy, the purposeful use of mechanisms for the development of innovative processes, increasing the results of our research, scientific research of foreign and domestic scientists in this area show that, the successful implementation of the enterprise mission depends, firstly, on the competitive environment of the enterprise, and secondly, on the indicators of innovative potential. Therefore, enterprises and innovative enterprises in a competitive environment strategy and innovation capacity in the formation of the valuation methodology of the index is important. Especially business enterprises in the

economy in the transition period to be the manifestation of the specific features of innovation processes the forms and methods of professional, their economy and also in the efficiency of state property privatization and liberalization process will be carried out related to tasarrufidan. Businesses with their own socio-economic for the effective implementation of the mission and goal, sustainable development on an innovative basis is necessary. In this way, we can represent the strategy elements of innovative processes that introduce into practice effective scientific-volume technologies and intellectual systems that provide support for developments and innovations of interest to enterprises, generating high income, energy, resource economy. The goal of the enterprise to solve this task, innovative it is necessary to plan activities, to form tactics, in which a complex of tools and methods is calculated, which is used to achieve the set goal. This, in turn, ensures an increase in the competitiveness of the enterprise.

The theoretical information highlighted above, the legal framework and the analysis carried out allow us to draw the following conclusions:

1. According to the purpose of determining the innovation startup of the enterprise:

- Achieve a leading position in the industry;
- Increasing its share in the domestic and foreign markets;
- Access to new markets;
- Increase sales;
- Profit maximization;

2. In terms of planning:

- Development of a strategic plan of the enterprise;
- Formation of an innovation activity plan;
- Preparation of the business plan of innovation projects;
- Implementation of investment projects plan;

3. From a tactical point of view:

- Organizational system management;
- Innovation activity management;
- Management of investment activities;
- Management of financial activities;
- It is necessary to manage commercial activities.

Hence, the above considerations indicate that an important factor in increasing the competitiveness of enterprises is the strategic management of innovative processes. Because the strategy of innovative processes is a set of interrelated activities aimed at strengthening the potential and strength of this enterprise in relation to competitors, achieving the set goals. This creates opportunities for the correct selection of the innovation startup of the enterprise, the effective organization of mechanisms for increasing product competitiveness, attracting internal and external investments for production. Ultimately, the conditions are created to increase the competitiveness of enterprises.

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