

The Role of Innovation in Enterprise Development

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Abstract

the article describes the role of innovation in the development of an enterprise, which is a necessary condition for the development of production, improving the quality and increasing the number of new goods and services.

Keywords: *innovation, innovation activity, innovation strategy, enterprise, efficiency, quality improvement, driving force of competition.*

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Over the past decades, interest in innovation has increased significantly, as innovation has become one of the main factors of economic growth. Innovations are a necessary condition for the development of production, improving the quality and increasing the number of new goods and services, and in a market economy they are the driving force of competition, thanks to them it is possible to use modern technology, ensure the success and efficiency of the enterprise. Innovations have a positive effect on the development of enterprises and the country's economy, so it is necessary to promote the effective implementation of the innovation process, the systematic creation and dissemination of scientific research and development, the implementation of which will determine the competitiveness of domestic enterprises and the country as a whole.

Given the above, it can be noted that the need to introduce innovative changes is supported by the formation of sustainable competitive advantages in the long term and the creation of potential for future development; therefore, these issues require further study. Changes, both in the enterprise and in the country, are associated with development, which is the main characteristic of any economic system or enterprise. In modern conditions, the international position of individual countries and enterprises is determined by the intensity of the application of the achievements of science and technology, therefore, thanks to innovative changes, it is possible to make a profit, create jobs and increase prestige in the international arena.

Each enterprise aimed at success, in order to achieve success in a dynamic and rapidly developing economy, must pay special attention to innovation, first of all, to such significant issues as the introduction of new methods in production, improvement of activities, reorganization of structural units, optimization of production processes by adding previously unused technologies.

Enterprises should pay special attention to the key objects of innovation, in particular to the means of production and technological processes; products manufactured by the enterprise and the level of quality; the potential of all employees involved in production. The enterprise should also be engaged in the development of creative and vigorous activity of the entire team; solve issues not only related to the production of products, but also respond appropriately to all changes in the behavior of employees of the organization.

Innovative is the activity in which the main task is to obtain significant results using experimental developments and various scientific research. Ultimately, the result should be a new or improved product that will be of interest to the consumer in the market. Also, as a result, one can consider the improvement or optimization of the technological process, which will later be used in the enterprise. It is important to note that the introduction of various kinds of innovations prompts the management of the enterprise to quite logical and necessary changes in the structure of the organization, as well as to changes in the methods of organizing the management of the entire enterprise. After all, innovations should be inherent not only in production technologies, but also in the managerial culture of the heads of the enterprise, as this contributes to improving the efficiency of the entire enterprise.

Conducting innovation activities is one of the key responsibilities of enterprise managers. Managers must take into account environmental factors, as the innovation market is dynamic and unstable. Many external factors can interfere with the innovative activity of the enterprise. These factors include: the growing process of globalization, which has an impact on the economy, cyclical fluctuations in the economy. The growth of world demand for specific goods and

services raises the price of individual resources that make up a particular product.

Regulation of innovation activity can be carried out at the macro level and micro level. At the macro level, a state strategy in the field of innovation is being formed, a regulatory and legal framework is being created that favorably affects the development of innovation, which is important for the country's economy as a whole, and for enterprises individually. A striking example is the government's decision to create special economic zones, primarily research and development zones. As practice shows, at the moment it is relevant to improve the mechanisms for the development of innovative activity on the basis of: – accuracy in the regulatory framework; – training of new highly qualified managers in the field of innovation; – granting certain benefits to entrepreneurs engaged in innovative activities from the state.

To further improve the mechanism for stimulating innovation, it is important to pay attention not only to the features that have formed at the moment, including the potential of individual business entities and enterprises, including the country as a whole, but also to create the most favorable conditions for innovation and development. Market relations. The mechanism should contain important principles that meet modern conditions for conducting innovation activities. One of the main conditions is the participation of the enterprise in the constant training of personnel, as well as the retraining of already involved employees. That is, an innovative enterprise should not be a simple consumer of labor resources, it should "grow" its highly qualified personnel.

The development of the innovative activity of an enterprise is based on three interconnected features: 1) setting innovative goals and objectives in the activities of the enterprise, 2) means of achieving the goals set, 3) a cumulative assessment of external and internal factors, to constantly maintain a high level in the innovative activity of the enterprise, to stay afloat. These factors include the regulatory framework, which is an integral part of the constantly changing mechanism for the formation of innovative activity, its correct and competent management, the availability of the necessary resources, the ability of the enterprise management to integrate without any hesitation into science, production, and the domestic market.

An enterprise aimed at innovative activity must necessarily transform all components of the economic activity of its system. In connection with the current circumstances, it must determine its further priorities in development, choose an appropriate strategy. The evolution of the enterprise should be the interaction of strategic and innovative activities in conditions where it is necessary to quickly make important decisions and respond to changes in the external environment. A far-sighted leader should always take into account that when making decisions on the introduction of innovations, one should take into account such strategic factors as the analysis of the external environment, the availability of financial and labor resources, and the overall strategy of the enterprise.

It is necessary to take into account the fact that in the course of making important management decisions, the introduction of new technologies can be one of the most difficult steps, and it is very painful for the enterprise to pass. This is due to the fact that the implementation of an innovative strategy usually leads to transformations throughout the structure and activities of the enterprise, and any changes associated with the improvement of any process are innovations. At present, innovation is the step forward for any forward-looking enterprise, which means that the innovative and strategic activities of an enterprise are fully integrated with the development of the market.

It is far from an unknown fact that our innovation market is going through hard times, and now it has many problems, including: - lack of funds necessary for the implementation of innovative developments; - weak interest of enterprises, investors, organizations that have everything necessary for innovation; – low place of innovation activity in the system of development priorities in economic entities; - not always precisely formed by the state priorities for the development of innovative activities; – Uncertainty in the areas of support for innovation activities by the state, insufficiently thought out regulatory and legal framework; – low level of development of small innovative business.

In conclusion, it should be noted that most large organizations, with some exceptions, do not try to attract small businesses as contractors, partners, and performers. That greatly hinders the development of small and medium-sized businesses. To solve this problem, one should proceed from the fact that innovation activity is capable of not only coordinating, but also uniting the work of enterprises of various types of activity within the framework of state structures in the field of personnel training, as well as attracting small and medium-sized businesses to the implementation of large government orders, which can quickly adapt to the external environment and change their occupation.

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