

IMPROVING THE MECHANISMS OF STRATEGIC MANAGEMENT OF INNOVATION PROCESSES IN ENTERPRISES

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Annotation:

This article provides feedback on improving the strategic management mechanisms of innovation processes and the implementation of management strategies.

Keywords:

Industrial enterprises, innovation management, innovation process, raw materials, corporate structure, strategic management.

Introduction

In order to ensure the competitiveness of industrial enterprises in Uzbekistan in the global market, the implementation of modern innovative management strategies, especially the radical improvement of organizational and economic mechanisms of processes from primary raw materials to finished products is an important direction.

The organization of innovation processes in enterprises with developed corporate relations and the improvement of its strategic management mechanisms are primarily associated with the modernization of production and the widespread introduction of innovative technologies in them. At the same time, the development of the corporate sector of the economy is of great importance in the context of reforms in the field of private property. Consistent implementation of the policy of denationalization and privatization of property, the gradual sale of state assets, the reduction of state participation in the economy, in turn, will create a business environment. At the same time, corporate structures, like other forms of ownership, are formed, and their contribution to GDP is significantly increased.

It is worth noting that the normative and legal documents being developed today on the economic development of priority sectors of the national economy, the laws are aimed at the introduction of innovative management in enterprises, further acceleration of innovation processes in economic entities.

Main part

Factors that allow the relatively efficient implementation of the production process in the innovative management of enterprises are studied. In addition to the special role of the corporate sector in ensuring the competitiveness of the national economy, there are some problems in the development of innovation processes, the solution of which is important not only for the development of the industry, but also for economic stability. These include:

- ineffective mechanisms for the accumulation and mobilization of large amounts of funds required for the implementation of innovation processes in corporate structures;
- Lack of use of domestic and foreign production and technological ties in the gradual replacement of obsolete equipment and technology of joint-stock companies with modern, new means of production;
- low activity of investment projects in enterprises with multi-stage technological processes of production of innovative products;

- Existing problems in providing production with modern equipment and technologies and the introduction of new types of innovative management methods.

In the current situation, the solution of problems related to innovation processes in corporate structures, the introduction of innovative projects in production and the widespread introduction of innovative technologies require the involvement of large investments for the implementation of investment projects of strategic importance. The main source of funding for such large and strategically important investment projects is the placement of corporate securities in financial markets, and many joint-stock companies do not have the expected results due to the lack of guarantees for private property.

With the rapid development of scientific and technological potential in the world, the use of intellectualization factors in production is growing. Therefore, the introduction of innovations has become an important factor in ensuring economic growth and market competitiveness. This, in turn, requires the effective use of advanced scientific developments and technical advances in the field of innovation in all areas, as well as strengthening the competitiveness of the current economic potential. Therefore, today many countries are investing heavily in the development of research and innovation.

It would be expedient to develop and implement measures in a number of stages and directions in the improvement of strategic management mechanisms of innovation processes, which can be expressed in the form of separate stages.

Development and improvement of legal, organizational, economic and financial support to improve the innovative environment in corporate structures in improving the strategic management mechanisms of innovation processes, licensing and patenting of proposals for innovative products and solving existing problems in developing innovative ideas and proposals further expands production capacity.

In general, the key factor in determining the sustainable development of the innovative economy at the present time is the formation and development of the country's innovative environment, the creation and use of new production technologies and their subsequent introduction into the market. and implementation.

Hence, the competitiveness of existing firms, enterprises, organizations and corporations depends on the effective functioning of the country's system of antitrust and competitive environment improvement. At the same time, the competitiveness of the national economy is determined by the level of development of private property, its system of state guarantees and the high level of innovation policy and a strong institutional environment in the country.

The above analysis shows that the effective implementation of the stages of implementation of the innovation strategy of the enterprise has achieved positive results in order to increase the competitiveness of business entities, improve their innovative potential. However, the state of the material and technical base of enterprises and the inability of products to compete in the market indicate that there are some problems in the strategic management of innovation processes.

In the strategic management of innovation processes in enterprises it is necessary to pay attention to the following key issues:

First, a number of fundamental sciences in the country have great potential, but the mechanism of activation of this potential in connection with production has not been created (mutual integration of science-education-production);

secondly, the fact that the real sector enterprises remain at a low level of innovation adoption process leads to a slowdown in the demand for advanced technologies in enterprises;

third, the existence of shortcomings in the creation of a favorable business and business environment has a negative impact on increasing the competitiveness of enterprises;

fourth, significant differences between the development of production and management processes due to the lack of mechanisms to ensure the smooth operation of production modernization processes in enterprises;

fifth, the lack of guarantees that a safe and effective system for attracting local and foreign investors and managing their financial resources will not meet international standards and that dividends will be accounted for in a transparent, open, transparent and fair manner.

The data show that the failure of some business managers to anticipate changes in national and global markets, to study consumer demand and taste, to determine in which direction the company can achieve a stable competitive advantage in terms of governance leads to failure in competition. According to scientists conducting research in this area, globalization, integration, investment, innovation and competition will affect the development of the world economy in the XXI century. Therefore, the issues raised in this paragraph have been studied from a scientific-theoretical and practical approach to improving the mechanisms of strategic management of innovation processes.

Based on the above analysis and theoretical knowledge, the development of innovative goals, prospects and long-term innovation strategies of the enterprise, its implementation and monitoring of the results will increase the level of competitiveness of the enterprise. As a result, the innovative environment of the enterprise is formed and improved. Therefore, the above considerations show that an important factor in increasing the competitiveness of enterprises is the strategic management of innovation processes. Because the strategy of innovation processes is a set of interrelated measures to achieve the set goals, aimed at strengthening the potential and strength of the enterprise in relation to competitors. This creates opportunities for the right choice of innovative strategy of the enterprise, the effective organization of mechanisms to increase product competitiveness, attracting domestic and foreign investment in production. As a result, conditions will be created to increase the competitiveness of enterprises.

It should be noted that corporate structures have the opportunity to create a high synergistic effect by improving the mechanisms of strategic management of innovation processes. As a result, risk pooling measures will be developed and the expected losses in production will be reduced. It is obvious that the effective management of innovation processes in corporate structures requires a systematic socio-economic analysis of quantitative and qualitative indicators of corporate structures. Also, based on the results of systematic analysis, innovative development strategies of the enterprise will be developed.

Assessment of the country's sectoral and sectoral capacity in the development of strategies for the formation and development of innovation processes, identification of innovative potential of industry, identification of innovative priorities of the economy leads to significant qualitative changes in production

Thus, the improvement of strategic management mechanisms of innovation processes in corporate structures will not only increase production and management efficiency, but also significantly increase the level of implementation of innovative and investment projects and improve the conditions of innovative activity.

One of the important elements of modernization and increasing the competitiveness of the national economy is an innovative approach to production and services. As a result, the interaction of economic entities based on different forms of ownership is formed under the influence of a competitive environment.

The process of formation of an innovative economy in Uzbekistan is based on the gradual implementation of economic reforms and the consistent, effective renewal of products and services through the application of knowledge, economy and science-based economy. Also, the acceleration of the introduction of innovative approaches to the economy, modernization, technical and technological renewal of production and services will increase the production of competitive products in domestic and foreign markets.

Research shows that the strategic management of innovation processes in the regions should focus on the following key issues:

First, our country has a great potential in a number of fundamental sciences, but there is no mechanism for the implementation of this potential in connection with production;

secondly, the fact that the real sector enterprises remain at a low level of innovation adoption process leads to a slowdown in the demand for advanced technologies in enterprises;

third, the existence of shortcomings in the creation of a favorable business and business environment has a negative impact on increasing the competitiveness of enterprises.

Based on the above analysis and theoretical knowledge, the development, implementation and monitoring of innovative goals, prospects and long-term innovation strategies of the enterprise operating in the regions will increase the level of competitiveness of the enterprise. As a result, the innovative environment of the enterprise is formed and improved.

Conclusions

Based on the above considerations, in our opinion, special attention should be paid to the strategic management of innovation processes in Uzbekistan:

- Rapid development of the process of applying innovations in production, services and education;

- providing ample opportunities for the import of new technologies, information and communication devices, means of production and modern management methods from foreign countries;

- Ensuring the short-term training of young professionals in developed countries in order to launch the production of goods and services that meet international standards;

- It will be necessary to develop economic, financial, organizational, managerial and legal instruments of state support in the implementation of programs for the development and implementation of the national innovation system.

Such circumstances determine the prospects for the establishment of innovative production in the country, the modernization of the national economy and the efficient use of local raw materials, increasing export opportunities.

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