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<https://doi.org/10.61796/ejcbt.v1i4.475>**DEVELOPMENT OF INNOVATION MANAGEMENT TO INCREASE COMPETITIVENESS OF ENTERPRISES****Alieva Nadirakhon Abdumalikovna**PhD. Tashkent State University of Economics, Tashkent,
Uzbekistan*Received: Mar 22, 2024; Accepted: Apr 25, 2024; Published: May 27, 2024;*

Abstract: The article highlights the features of managing the innovative activities of enterprises in order to increase competitiveness. The positive factors influencing the innovative activity of enterprises are analyzed, and the indicators that determine the effectiveness of innovation management are determined. The main tasks of managing innovation activities that serve the development of the enterprise are identified.

Keywords: Innovation, innovation process, innovation activity, management system, influencing factors, approach to management, competitiveness, enterprise.

This is an open-access article under the [CC-BY 4.0](https://creativecommons.org/licenses/by/4.0/) license**Introduction**

Innovation today is the main competitive advantage of organizations aimed at continuous development and sustainable growth. This is due, among other things, to the accelerating pace of change taking place in the global economy. Innovation allows you to create new jobs, improve the standard of living of the population, improve the quality of products and services, and reduce production costs. An innovative approach is the basis of competitiveness in modern business and allows companies to survive in tough competition.

In modern conditions, a number of reforms are being carried out with the aim of innovative development of the entire industry and sectoral enterprises of our Republic. But, despite all the activities being carried out, some enterprises have not yet shown activity in matters of innovative development. The relevance of managing the innovative activities of enterprises in modern economic conditions for the development of an innovative economy is due to the scientific goals of expanding theoretical ideas about improving the mechanisms for managing the innovative activities of enterprises, as well as the practical tasks of creating more effective means and methods of management, the implementation of which should contribute to the formation of the resource component of innovative activities.

It is known that innovation is the result of innovative activity, which consists in the creation, development, dissemination and use of innovations. Innovative activity in general is understood as a type of activity associated with the transformation of ideas into technologically new or improved products and services introduced on the market, into new or improved technological processes, or methods of producing services used in practical activities. In the Law of the Republic of Uzbekistan

“On Innovation Activity”, innovation activity is defined as the activity of creating new developments, as well as ensuring their transfer and implementation in the production sector

Results and Discussion

Innovation activity includes a complex of scientific, technological, organizational, financial and commercial activities that actually lead to the implementation of innovations or are conceived for this purpose. The signs of innovative activity are: uniqueness, complexity, structure, and, to a large extent, uncertainty.

In a market economy, enterprises have several types of innovative activities, namely:

- scientific research and development; □ creation of products with new beneficial properties;
- technological innovations;
- process innovations;
- organizational innovations;
- improvement of the management system;
- acquisition of material technologies - machines and equipment, according to their technological purpose, related to the introduction of technological and other innovations;
- acquisition of technologies in the form of patents, licenses, as well as acquisition of software related to the implementation of technological innovations;
- education, training and retraining of personnel;
- marketing innovations.

Regardless of the form of innovation activity at an enterprise, it is necessary to have clear results in managing this activity. The effective result of innovative activities managed at any enterprise lays the foundation for the competitiveness and development of this enterprise. The result of innovation activity should be one of the following:

- technical effect - the emergence of new equipment and technology, discoveries, inventions, rationalization proposals, know-how, etc.;
- resource effect - release of resources at the enterprise (material, labor, financial);
- economic effect - increased labor productivity and reduced labor intensity, material consumption and production costs, increased profits and profitability;
- social effect - increasing the material and cultural standard of living of the population, better satisfaction of human needs, improvement of working conditions and safety.

The goals of the organization's innovative activities from the perspective of its internal needs are to increase production efficiency by updating all production systems, increasing the competitive advantages of the enterprise on the basis of scientific, scientific-technical, intellectual and economic potentials.

Based on the foregoing, it is clear that innovation activity is a complex dynamic system of action and interaction of various methods, factors and management bodies involved in:

- scientific research, creation of new types of products, improvement of equipment and objects of labor, technological processes and forms of organization of production based on the latest achievements of science and technology;
- planning, financing and coordination of scientific and technological progress;
- improving economic levers and incentives;
- development of a system of measures to regulate a set of interdependent measures aimed at accelerating the intensive development of scientific and technological progress and increasing its socio-economic efficiency.

At the same time, it is appropriate to consider the factors influencing the management of innovation activities in enterprises. The following factors are positive factors influencing the organization and management of innovation activities, and these factors stimulate the innovative development of the enterprise:

- economic and technological: availability of a reserve of financial, material and technical resources, advanced technologies, necessary economic, scientific and technical infrastructure;
- political and legal: legislative measures (especially benefits) encouraging innovation, government support for innovation;
- socio-psychological and cultural: moral encouragement of participants in the innovation process, public recognition, providing opportunities for self-realization, liberation of creative labor, creation of a normal psychological climate in the work team;
- organizational and managerial: flexibility of the organizational structure, democratic management style, the predominance of horizontal information flows, self-planning, allowing for adjustments, decentralization, autonomy, formation of target working groups.

In a market economy, innovative activity should contribute to the intensive development of the economy, ensure the acceleration of the introduction of the latest achievements of science and technology into production, better satisfy consumers in a variety of high-quality products and services, and for this it is necessary to formulate those necessary tasks that are ready to fully disclose these problems and ways out of them.

The organization's innovative activities should be focused on solving the main tasks:

- carrying out research and design work to develop ideas for innovation, laboratory research, manufacturing laboratory samples of new products, new designs and products;
- selection of new types of raw materials for the manufacture of innovations;
- selection of new technologies, know-how and creation on their basis of a technological process for the production of new products;
- design, manufacture, testing and development of samples of new equipment, mechanisms, devices;
- designing, planning, implementing new organizational and management solutions aimed at implementing innovations;
- preparation, training, retraining and selection of personnel;
- information support for innovation activities;

- carrying out work to acquire the necessary documentation for registration of patents and licenses;
- organizing and conducting marketing research and organizing sales channels for innovations;
- organizing pilot production and mastering innovations;
- technological preparation of production and introduction of innovations;
- production and sale of new products and products.

Conclusion

As a result of competently set tasks of innovative activity, new ideas, new and improved products, new or improved technological processes are born, new forms of organization and management of various spheres of the economy and its structures appear. To effectively implement the tasks facing enterprises, we propose to develop an innovation management system that would divide complex processes into simple components based on a project approach using a unique management approach. This will create a targeted movement of the production process, reduce the requirements for personnel qualifications, dramatically increase labor productivity, and also reduce the number of possible errors. To implement this approach, it is necessary to further develop an effective organizational structure, a financial management system, form a marketing service, ensure document flow, and formulate in detail the rules for operating innovative enterprises. Managers will be immersed in a ready-made environment that will force them to work according to uniform rules and will ensure transparency in managing the innovative development of the enterprise.

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