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## ISSUES OF COMMERCIALIZATION OF PROJECTS FOR THE PRODUCTION OF INNOVATIVE PRODUCTS IN SMALL BUSINESSES

**Babakhanov Jamolidin Yandirovich**

Independent researcher at the Namangan Engineering and Technology Institute  
babaxanov@bk.ru

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**Abstract:** The article develops proposals and recommendations on a theoretical basis for the commercialization of scientific projects, organizational mechanisms and the effective use of infrastructure to improve the efficiency of small businesses and production, especially in terms of product output. based on innovation.

**Keywords:** small business, production, innovation, innovative product, commercialization.



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### Introduction

As an economic activity that does not require a lot of capital, small business provides high growth rates of resource turnover in the conditions of capital shortage, it quickly solves the problem of forming and filling the consumer market in the conditions of economic restructuring, economic instability and limited resources. and solves in a cost-effective way. Small enterprises immediately adapt to changes in consumer demand and thus are a business entity capable of ensuring the necessary balance in the consumer market. Among the scientists of our country M.P. Boltabayev and chief. "With the expansion of production in small business entities, their demand for a number of services such as technical repair, material and technical support, product storage, processing and sale, communication and communication, consulting and information is increasing. Because it is not enough to grant the status of legal entity to small business entities. Their full activity can be imagined only through perfectly organized infrastructural units. "Infrastructure is a part of the economic system, it creates the necessary conditions for the smooth operation of production" [1]. Today, in world practice, priority is given to small business entities in the production of innovative products, which, in turn, increases the possibility of meeting the demand for innovative products.

Analysis of literature on the topic. Although a number of studies and scientific researches have been conducted by scientists on this topic, the foundations and approaches of small business development through the commercialization of innovative product production projects are shown to be different. The results of research conducted by scientists have been cited in many international conferences, roundtable discussions, conferences and dissertations.

Scientists from the CIS countries A.B. Krutik, L.V. According to Ilina, "Through the introduction of scientific developments, economic entities, regions and the state will increase their competitiveness. If we look directly at the field of entrepreneurship, we must not forget that it is important for an entrepreneur to interest a potential customer, attract new groups of consumers, thereby increasing the level of competitiveness, all this is the use of innovations and innovative technologies. should be implemented through" [2].

According to researchers I.H. Kolesnaya and others. Commercialization is a separate activity that increases the possibility of continuing research work. He emphasized that the process of commercialization is to benefit from the experience and knowledge gained in the innovative project and to increase the efficiency of business processes through this direction [3].

According to the economist J.Pelikka, "In the financing of innovation-based product production, the commercialization project, including the financing of start-up projects, can expand the scale of business, regulate the balance of supply and demand in the market, and reduce the price of products" [4].

According to N. Djalilova, one of the scientists of our country, the competitiveness of the country develops on the basis of the competitiveness of individual enterprises. Every business uses its own strategy to achieve competitive advantage. However, the nature of evolution and development of successful companies will be similar, as companies argue that they create competitive advantages based on innovation. Also, N.Djalilova explained in detail the reason for the weakness of innovative processes in enterprises [5].

According to the results of A.E. Norov's research, enterprises that choose the path of innovative development become competitive and become leading companies in the market. He noted that competition based on high-quality and timely innovations is an important condition for the continuity of business activity and is a decisive factor in the development and commercialization of new scientific results. Also, Norov cited that innovative activity can be defined as a set of technological, scientific, organizational and financial measures designed to commercialize accumulated technologies, knowledge and equipment [6].

According to the theoretical basis of Molgorzata Meles, "Commercialization of research results is associated with large costs and risks, therefore, it is very necessary to analyze the benefits and harms that may occur as a result of the implementation of such activities. In general, a positive decision to implement the commercialization process is made when the internal rate of return is at the level of perceived risk" [7]

## Methods

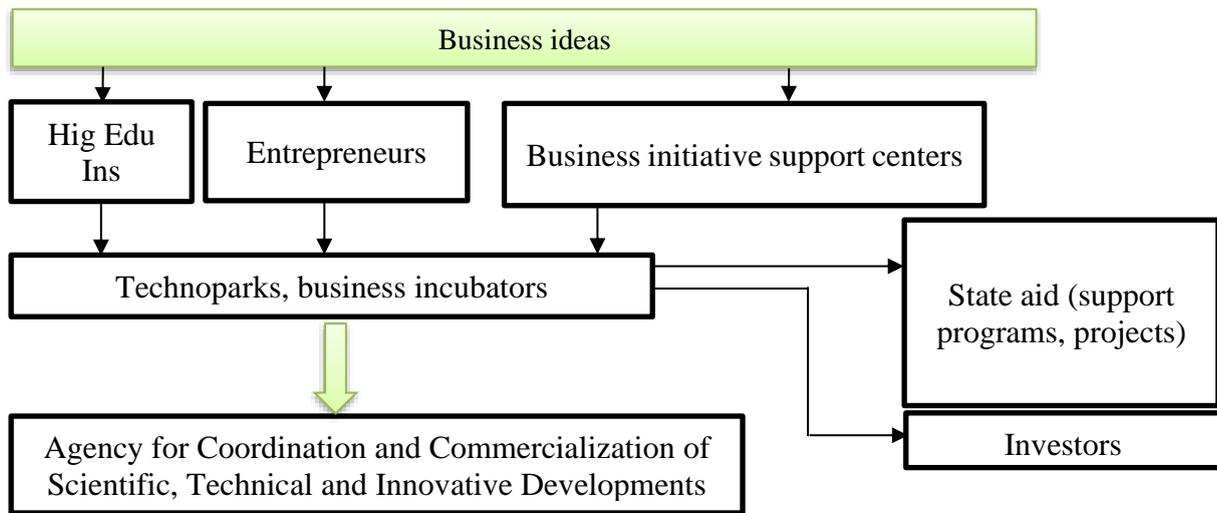
The methods of scientific research, comparative comparison, study and analysis of statistical data, logical thinking, scientific abstraction, synthesis, induction and deduction are widely used for the development of small business through the commercialization of innovative product production projects

## Result and Discussion

Actively participates in the research activities of small and business entities in the USA, development and creation of new scientific voluminous product samples. The main part of inventions and innovations falls on small and business cooperating with both educational institutions and large corporations [8].

The mechanism of transfer of innovative ideas from the creator to the developer should be provided within the framework of innovative activity. The main advantage of technology parks and business incubators is that they increase the efficiency of innovation infrastructure, while expanding the possibilities of combining research activities and entrepreneurship.

Innovative entrepreneurship in small business, especially the process of developing the production of scientific volume products, includes several main stages that are implemented with the help of appropriate support institutions and programs (Fig. 1).



**Fig. 1. Scheme of business idea implementation through entrepreneurship support infrastructure**

At the first stage, a business idea is formed. It is important to integrate business entities with higher education or scientific organizations. It is important to implement the above-mentioned integration issue for an individual entrepreneur when drawing up a business plan, setting goals and directions for the development of the subject, expansion of production or starting a business based on an existing innovative idea. The second stage should consist of experimental testing of scientific and technical developments in order to determine the possibilities of commercialization of innovative products. In the third stage, commercialization increases the possibility of effective use of innovative infrastructures by directing the financing of projects to the public account or investors. Innovative activity at the current stage of scientific and technical development is aimed at directing scientific and technical ideas, inventions and developments to practical use in production. There is a demand for the most innovative ideas, inventions and innovations, and the possibilities of the innovative infrastructure for its implementation are expanding. There is a possibility that every enterprise will not be realized due to various objective and subjective reasons. An innovative idea should be able to commercialize the project not only when it is developed and applied to production. This may lead to the possibility of non-competition.

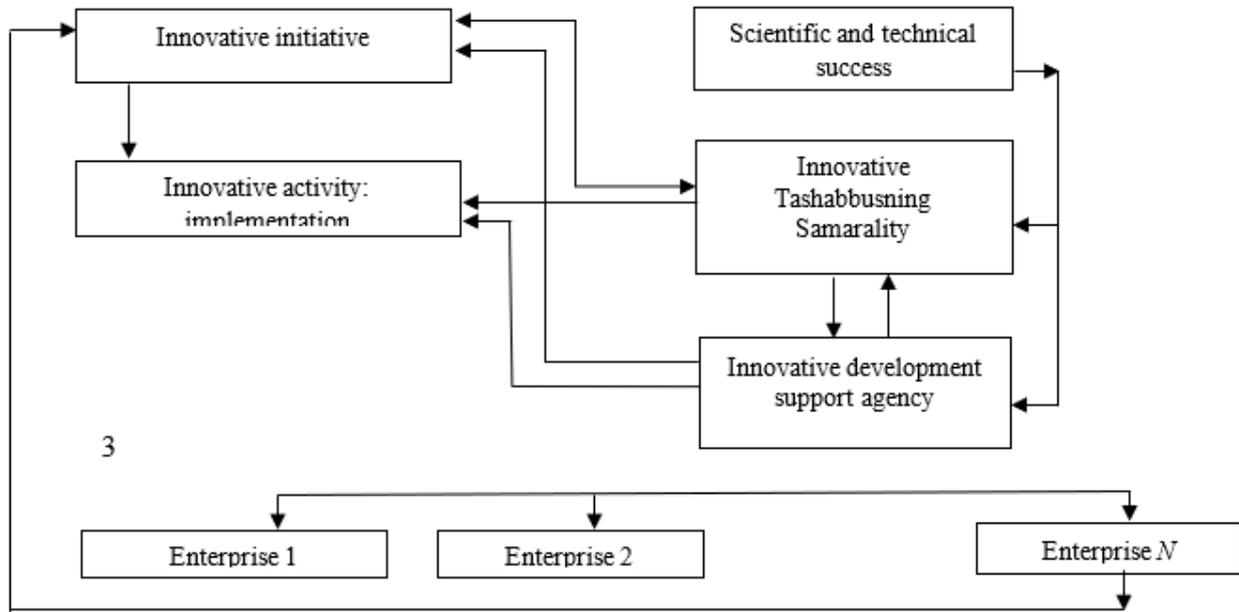
Innovative activity is not a one-time event. Improvement and development, especially commercialization processes, should be included. Therefore, innovative activity should be considered as the basis of dynamic economic development of the enterprise. The basis of such innovative activity is the enterprise's advanced innovative development strategy. Therefore, the following factors should be taken into account when planning innovative activities at the enterprise:

- the importance of proposed innovations;
- readiness of the enterprise to introduce innovations;
- possible difficulties in introducing innovations;
- the nature of the innovation process;
- focus on the level of prioritization of the use of local, including our own scientific and technical developments and equipment in the innovation process;
- the nature of the enterprise's relations with leading scientific research, construction and design organizations and the possibility of their multifaceted expansion.

It is necessary to take into account the duality of innovative processes in enterprises. These processes take place in a continuous interaction between the possibilities of science and technology and the needs of the development of knowledge-intensive production.

There is a system of introducing a certain scientific and technical achievement into the production

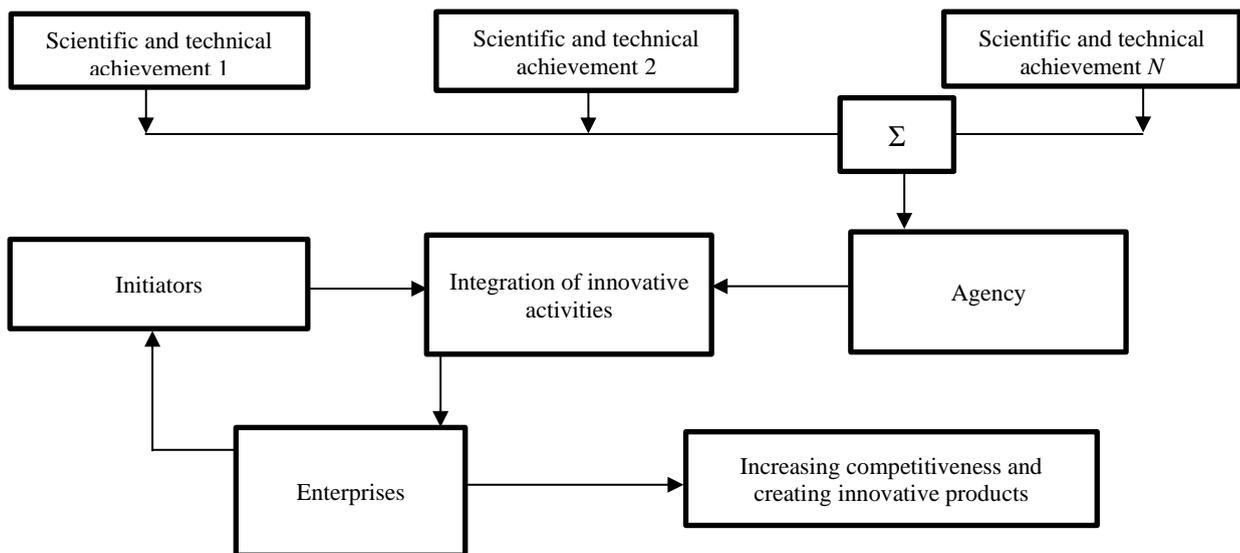
field in several enterprises where it can be effectively used (Fig. 2).



**2-Fig. The mechanism of innovative failure of the association of fan equipment suppliers <sup>1</sup>**

This type of innovative activity can often be implemented at the initiative of the developers of the scientific and technical achievement being implemented or at the initiative of the owners of the achievement who want to sell it to interested enterprises. The production of an innovative product can usually be carried out by a working team with appropriate skills and knowledge, or by an enterprise, or by a team and an enterprise together.

If the implementation of the developed innovative development or project is effective, and if the support of the state is supported by the state financing, first of all, there will be wide opportunities to realize the innovative product on the market and to create new jobs. One of the most optimal options for improving the innovative infrastructure is the integration of science and technology achievements with production. As a rule, the creation of such an innovative infrastructure allows for comprehensive development of entities. Such complex innovative development should be aimed at all production sub-systems, which will increase the level of the entire production innovation system (Fig. 3).



### Figure 3. Integration activities with enterprises in creating innovative products based on scientific and technical achievements <sup>2</sup>

The success of the development of small innovative enterprises depends not only on their innovative potential, but also on the conditions for its development, and on the level of formation of the innovation support infrastructure mechanism

### Conclusion

In conclusion, it can be said that small business entities can solve their problems by applying various elements of innovative infrastructure, including: providing software and information; production and technological support of innovative business solutions; standardization and certification of manufactured innovative products; conducting marketing research in the market; to help promote the results of intellectual activity, scientific developments and research; support for the implementation of entrepreneurial innovative projects and products; providing consulting support; is to organize personnel training and qualification in innovative business activities

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