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## THE NEED FOR REASONABLE MANAGEMENT OF INNOVATIVE ACTIVITIES IN ENTERPRISES

**Abstract:** This article is devoted to the importance of organizing and managing innovation in enterprises. The article presents the importance of innovation and the features of the organization of innovative activity in the activities of enterprises, as well as suggestions and recommendations for its rational organization.

**Key words:** enterprise, innovation, innovative activity, strategy.

**Language:** English

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### Introduction

The transition of economy of Uzbekistan to a free market economy and the growth of GDP per capita often depends on the development and successful implementation of strategies that combine innovation and competitiveness of production and services. Therefore, in this regard, as noted by President Sh.Mirziyoev, today the number of rapidly developing countries in the world is growing due to the introduction of innovative models of development, export of advanced ideas, know-how and "smart" technologies. Unfortunately, the work being done in this direction in our country is not satisfactory ... "[1]. Therefore, the organization of management strategy in enterprises on the basis of innovative ideas and innovations is a topical issue today.

If we talk about the meaning of the words "innovation" and "strategy", "Innovation is the future." If we start building our great future today, we must start it on the basis of innovative ideas, innovative approaches "[1].

The term "innovation" is derived from the English word "innovation", which means innovation, invention [2].

According to Dodgson, "innovation is the offering of a new (or improved) product, or a new (or improved) production process, or new equipment, commercially, combining scientific, technological, organizational and financial activities" [3].

Innovation is a phenomenon related to the application of the results of developments based on advanced ideas in various fields (economic, social, spiritual life, management system, etc.) as scientific and technical achievements, advanced technology and new inventions [4].

However, innovations (not only social ones) are created for people and by people, and therefore their social determinants should be considered as equally important as (or even more important than) economic ones. These include the community members' ability in terms of social participation, participating in different social networks, or – more broadly – the potential of their social capital [8].

Strategy is derived from the Greek word "strategos", which means "art of the general". A clear prediction of the future requires a strategy to visualize [5].

The combination of these terms as an "innovative strategy" predicts and foresees the future of the industry in the context of modernization and diversification of the economy, the latest achievements of science and technology, the widespread introduction of advanced technologies and current issues, changes and occurrences. It means anticipating possible opportunities, developing economic policies and strategies, and managing these changes through a new style, a new technique - technology. In this regard, President Sh. Mirziyoev

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said, "Therefore, we have established the Ministry of Innovative Development and set specific tasks for it. We believe that this ministry will play a unique locomotive role not only in the economy, but also in the implementation of the most important projects in the life of society as a whole "[1]. It is obvious that today the innovation strategy is receiving attention at the national level.

Explaining the essence of the innovation strategy in enterprise management, the company has a variety of business, production, scientific, technical, personnel, marketing and competitive strategies, which make sense only if there are elements of innovation, innovation (different from last year). Therefore, the innovation strategy "swallows" all the remaining strategies because it embodies innovations, advanced ideas and technologies, new inventions.

An enterprise strategy based on innovation shapes and develops scientific and technological progress, i.e. it has defined the place and management strategy of innovative activity. In turn, the innovation strategy helps the enterprise to identify its priorities in ensuring the ways to achieve the goals and usefulness, for example:

- Use resources wisely and economically;
- Achieve high efficiency and favorable socio-economic results;
- Achieving high quality, economy and implementation of scientific and technical achievements in the field of production through the practical application of innovations, advanced ideas and technologies, new inventions.

Therefore, it is expedient to define the directions of innovative strategy, to give priority to promising directions, to develop roadmaps to achieve a number of goals that will ensure the development of the enterprise.

The very fact of innovation at the enterprise is determined by the transition to a higher level of production capabilities. Either innovation means purposeful renewal of any of its elements. In essence, this is the emergence of a new system. Traditionally, product innovations are distinguished (that is, changes in the very result of an enterprise's activity), technical and technological.

Analyzing innovation processes, it is important to note that the basis of innovations is the objective processes of changing the conditions of economic and financial activities of enterprises and a corresponding change in the content of economic activities [6] [9].

The main factor in the development of our national economy will be the focus on and stimulation of innovative activities, the use of foreign experience in research and the development of scientific potential of personnel.

Attracting the necessary specialists for research work for innovative activities, the formation of knowledge, skills and abilities to conduct research in

them, serves to improve the innovative potential of enterprises.

The presence of laboratories equipped with modern technical equipment and information of enterprises in the creation of innovative products allows to ensure a high level of research, to perform complex scientific calculations with high accuracy. Financial assistance is required for the enterprises of all sorts of management in order to secure their competitive ability in struggle with dishonest foreign competitors [10].

The mechanism of management of innovative activity combines a set of different methods and tools, depending on the direction of the goal of innovative development of a particular entity. One of the most pressing issues of our national enterprises today is the development of an effective mechanism to ensure that management decisions in the field of innovation become an effective finished product. At the same time, it is impossible to solve the problem without forming a methodological framework for the organization of innovative activities, which is an important component of this mechanism. In fact, concepts related to the field of innovation are not yet fully formed. Therefore, at a time when there are different views on the nature and content of innovative activities, businesses need specific proposals that will allow them to develop more effective policies in this area, taking into account the existing opportunities and limitations.

It should be noted that the assessment of efficiency in each specific case should be individual. However, the study of the established practice in the field of assessing the financial condition makes it possible to reveal a certain pattern of stages of work that are characteristic of the regulation of the financial recovery of their activities. Therefore, the analysis of the financial condition includes the analysis of the aggregate financial and economic effect and its assessment using comparative indicators [7].

The fact that enterprises have sufficient financial resources to cover the costs associated with the introduction of innovations into production will increase the demand for innovations. In this regard, today's modern enterprises need to implement each innovation process based on market demand in order to effectively organize innovative activities.

In the context of economic liberalization, it is not enough for a manager to have only a good product, because he must carefully monitor the emergence of new technologies and plan to apply them in a scientific manner, taking into account the laws of management. In general, the process of developing an innovative strategy of the enterprise should take into account the following two main objectives:

1. Fair distribution and efficient use of resources in the activities of the enterprise. At the same time, it is necessary to allocate the resources of the enterprise management in terms of achieving the

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goals of the enterprise and to constantly monitor their effective use. This is an internal strategy, which requires constant analysis of the internal environment, which allows to identify the strengths and weaknesses in the activities of the enterprise;

2. Rapid adaptation of the enterprise to the external environment in rapidly changing conditions. At the same time, it is necessary to ensure effective adaptation tasks, taking into account changes in external factors (economic changes, political factors, demographic conditions, etc.).

In the process of forming an innovative strategy of the enterprise to take into account changes in the external environment and related key factors (economy, politics, market, technology, competition), identify key competitors and their market position (market share, sales targets, etc.) need to be identified. Also, a careful study of the strengths and weaknesses of competitors and comparing their results with individual indicators will allow a better idea of the competition strategy.

Based on the above, we have developed the following proposals and recommendations, taking into account the importance of innovation strategy in

the management of enterprises in the current rapidly changing environment. Including:

➤ Special attention should always be paid to the formation of innovative strategies in enterprise management;

➤ In the management of enterprises, managers should pay attention to the level of importance of the existing problems and define the priorities of the enterprise, based on the main goal of the enterprise (not to focus on secondary and tertiary issues, small jobs);

➤ The leaders of the enterprise should be constantly interested in scientific achievements, innovations, support the initiatives of employees to innovate (in this case, should make science-based plans, decisions);

➤ The need for managers to adhere to the "law of negation" of philosophy (in which managers must be able to make a clear assessment of themselves and the activities of each department of the enterprise);

➤ Senior management should be fully aware of the internal and external situation of the enterprise, etc..

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