

INNOVATION DEVELOPMENT STRATEGIES IN ENSURING THE COMPETITIVENESS OF INDUSTRIAL ENTERPRISES

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Abstract. *This article reveals the role of innovation technologies in the development of industrial enterprises and their competitiveness.*

Keywords: *industry, innovation, competitiveness, innovation development, industries, market, strategy, economic growth.*

СТРАТЕГИИ ИННОВАЦИОННОГО РАЗВИТИЯ В ОБЕСПЕЧЕНИИ КОНКУРЕНТОСПОСОБНОСТИ ПРОМЫШЛЕННЫХ ПРЕДПРИЯТИЙ

Аннотация. *В статье раскрывается роль инновационных технологий в развитии промышленных предприятий и их конкурентоспособности.*

Ключевые слова: *промышленность, инновации, конкурентоспособность, инновационное развитие, отрасли, рынок, стратегия, экономический рост.*

The globalization of the world economy, the introduction of modern technologies into production processes, the increase in consumer demand, the global escalation of competition and strong social changes are creating new opportunities in various areas of economic activity. In the context of such changes, the success of companies will largely depend on the choice of rational innovation policies as well as the constant improvement of their strategies. Studies show that ensuring the competitiveness of enterprises in the market is based on the degree to which they effectively use the formation of innovation strategies and innovation strategies.

Enterprise competitiveness refers to its superiority over other rival enterprises in a given area. M.Porter believes that competitiveness, in turn, reflects the efficient use of resources. One of the ways to improve the competitiveness of an enterprise is the development and use of innovations. Also, the constant change in market conditions increases the need to apply innovation in marketing.

A number of scientific studies have been carried out aimed at ensuring the competitiveness of enterprises, based on the feasibility of treating innovation marketing strategies as the main means of increasing competitiveness by systematizing them.

In the theories of Aghion, Bloom, Blundell, Griffith, and Howitt, the relationship between competition and innovation in the commodity market has been studied, with results obtained that their relationship has a complementary (U-shape) relationship.

The main task to be set before Enterprises is to develop a strategic plan and determine the main opportunities. This opportunity provides opportunities not only for the enterprise to compete in new markets, but also to offer high consumer value, and provides for the development of an effective innovation marketing strategy for protection against competitors.

Studies have also shown that the dominant aspects of the use of the main spheres of activity of the enterprise, firstly, they contribute significantly to the formation of consumer value, and

secondly, they provide significantly more efficient use of their resources in the creation of consumer value through its main possibility.

An enterprise innovation strategy is a means of achieving a set goal for enterprises, which differs in its novelty from other practically applicable tools for a particular enterprise, industry, market, buyer.

Scientific research shows that strategy in general, including innovation strategy, is aimed at the use and development of the existing potential of the enterprise, and is considered as an influence on the transformation of the external environment. Depending on the composition of the internal components of the enterprise, innovative strategies will be different. In particular, strategies: innovation activities of an enterprise focused on obtaining new products, technology and services; application of new methods of scientific and technological achievements in production, marketing and management; transition to new organizational structures; it will consist of switching to the use of new resources, or a new approach to the use of traditional resources. Thus, innovation strategies in relation to the internal environment are divided into several large groups: product (portfolio, entrepreneurship, or business strategies focused on the implementation of new products, technologies and services); functional (R & D, production, marketing, service); resource (financial, Labor, information, material and technical); organizational and management (technology, structural, methodological, management system).

When innovation is called development, it is said to be the total sum of the company's business philosophy, the functions and stages of management, and the company's existing strategy. The concept of innovation development will form the basis of market research, and it will consist in the search for a competitive strategy of the enterprise.

By scientifically researching the links between Enterprise Innovation Strategy and innovation, it can be observed that the main goal of innovation development strategy is to develop a strategy for introducing innovation into the market. The degree of application of innovation development is largely determined by market segmentation and product market positioning (positivity). Taking into account the buyer's attitude to the new product (that is, in what way he perceives it), the study and forecasting of the demand for the new product is the most important part of the innovation strategy, as well as, during Strategic Studies, the head of the innovation project needs to determine which buyers, in what quality to present what product.

The dominant aspects of market-oriented innovation development strategy in addressing issues of competitive advantage are reflected in the following:

- market-oriented innovation development strategy ensures that the enterprise achieves an advantage in competition, only at the expense of increasing its consumer value;
- the development of new products and the creation of additional value with the consumers of korhoa ensures the management of the interaction between the participants of the chain in new ways;
- the key functional processes of corchoa are formed by innovative systems of management and completely change its traditional hierarchical organizational structure;
- the change in the organizational structure of the enterprise describes a new look at the interaction between the company and consumers, suppliers of raw materials, participants and competitors of the value chain;

- ensures the participation of all employees of using in the process of understanding the needs of their consumers by the enterprise, the movement of its competitors and the description of the state of affairs in the market;
- through the use of data from consumers, competitors and other sources, market research develops activities that promote the continuity of the process and ensures the maintenance of a superior competitive environment.

The variety of consumer needs that create and implement their own market strategies based on the principles of innovation development strategy, as well as new forms of competition, will help increase unprecedented growth opportunities for the company (figure 1.1).

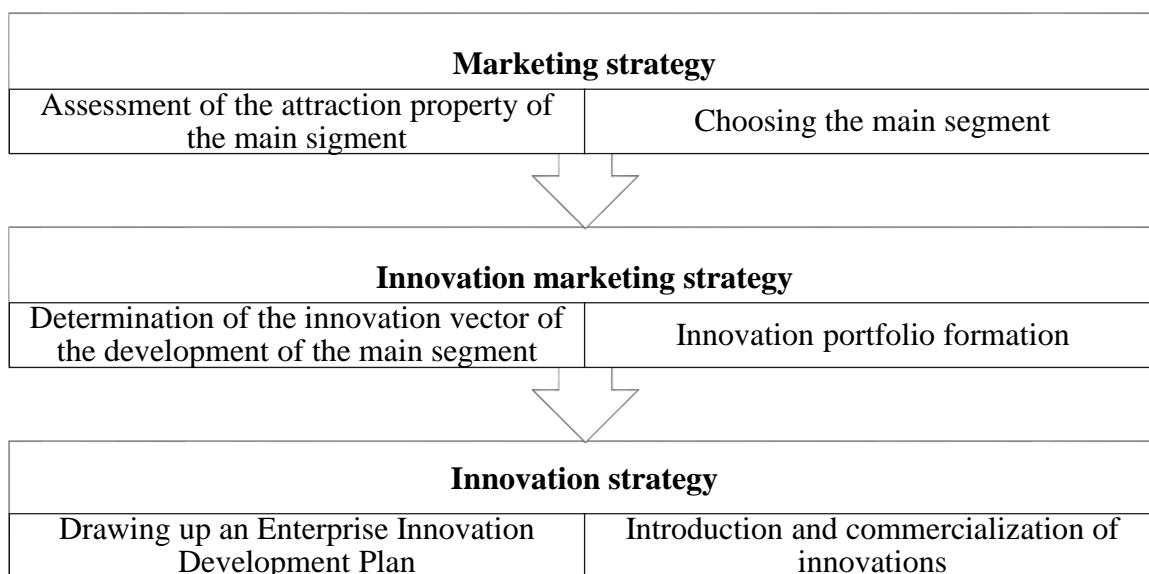


Figure 1.1. Enterprise Innovation Development Strategy algorithm

At the first stage, the innovation development vector of the main segment is determined. At this stage, attention is paid to such issues as product specialization, analysis of patent documents, study of competitors ' products. In addition, the main emphasis is placed on the analysis of the results of scientific research works and how these results are used in practice. The second stage is characterized by specific inventions. At the third stage, a clear plan for the production of innovational products is drawn up. At this stage, it is projected how much resources will be spent on the innovation project.

The innovation process can have a leadership focus, that is, provide leadership in a particular direction and focus on supporting the competition of product services. When we classify innovation processes by periodicity and time, the concept arises that innovation is a cycle. In order for the innovation process to be effective and bring benefits in the future, in-depth research should definitely be carried out.

Today, innovations contribute to the emergence of a competitive factor in the new innovation economy, the development of the economy of the country, the potential for innovation and the solution of instusional problems arising in the innovation process.

The innovational process is an interlinked link with concepts such as intellectual property, patent, product sign, discovery, lesification. The introduction of innovations in enterprises is influenced by certain negative and positive factors.

Innovation involves all economic entities serving the market, and when used together with them in a holistic way, only when there is a general strategic direction for the final result of the activity, its tools and methods provide an effective result.

The following opinion served as the basis for the conditions for the emergence of a market-oriented strategy. Also, the influence of market directions affects both the financial performance of these companies and the markets served by them.

The market-based process provides for the following activities: collecting information about consumers, competitors and the market, analyzing this information taking into account the strategic perspective of the business, forming an idea of maximizing product sophistication in the minds of consumers and developing measures for the supply of this delicacy to consumers.

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