

INNOVATIVE DEVELOPMENT AND MANAGEMENT OF THE ECONOMY

Akramova Aziza Abduvohidovna

Student of Tashkent Institute of Finance

azizaakromova453@gmail.com

ABSTRACT

Nowadays, innovative development contributing to economic and social effective development is great importance. The study reveals ways to take advantage of the advanced innovation infrastructure to effectively organize the innovation process in the economy. Practical recommendations for modeling and improving the organizational mechanisms of innovative activity aimed at developing economic development for the state are given. This article covers various ways to make the innovation development process more efficient.

Keywords: Innovative activity, strategy of innovative development, new approaches, strategic management, positive effect, innovation.

INTRODUCTION

The creation of new approaches in management is less important than in technological innovation, since increasing productivity cannot be done only by increasing quantitative indicators. All innovations in management have a positive effect on the methods and efficiency of the enterprise. There are examples when innovation in management can create very strong competitive advantages. Innovations in management make it possible to organize competent and effective work of the organization, to establish contacts between units.

MATERIAL AND METHODS

The methodology of the study was based on the theory of strategic management. The main methods that formed the conceptual basis of the study are: comparison, analysis and synthesis, as well as expert-econometric, empirical generalization and statistical processing. Managers and heads of the Polish companies producing household appliances with a parallel study design were selected for the survey. Telephone interviewing, analysis of publicly disclosed information, data from the Internet and insider information were used. The study involved 60 respondents. Interviewing was used to diagnose the main problems that hinder the innovative development of the Polish companies and the questionnaire to select the coefficients of innovative activity in determining the type of strategy for innovative development of companies.

Stages of innovation management

There are main stages in the development of innovative management:

Understanding the importance and necessity of future innovation by members of the administrative group. The need for an "ideological source of inspiration".

The organization of the leader of his team, which implies not a management team, but a group of ideological supporters of the teaching team. Such people need to be technologically and methodically prepared for the introduction of innovations.

The choice of direction in the development and application of innovations. Encourage people and are ready for a new type of work.

Forecasts about the future, construction of a special problem area and acquaintance with the main problem.

After obtaining the results of the analysis and finding the main problems, the search and selection of the idea of development for the next period is carried out.

Determination of activities in management in order to implement the idea of development.

The process of organizing work for the implementation of the project.

Follow all the steps to implement the idea of eliminating future actions.

Program management. It is important to assess the effectiveness of innovation management techniques.

RESULTS AND DISCUSSION

This paradigm, called the closed innovation paradigm by Henry Chesbro, made companies believe only in themselves. They spent money on research work, as a result of which they received huge discoveries. these discoveries allowed companies to offer new products and services, achieve higher sales volumes of products, and make greater profits from it. They invested in large R & D and this again led to further discoveries. Since intellectual property arising from internal research work is carefully protected, other companies cannot use these ideas to profit. The management of research work within the framework of the paradigm "closed innovation" is as follows:

Company limit:

Main technological advances

Growth of research and innovation

New products

Profit and growth of sales expenses.

The basis of this paradigm is that all processes take place within the company, relying only on internal decisions. This paradigm worked much more reliably in the 20th century. In subsequent years, factors also appeared that began to violate the Basic Rules of closed innovation. The reason for this is the trends that can be observed from the beginning of the 2000s

Hypothesis

Innovative development is the fundamental basis for the positive dynamics of company performance indicators. The strategy of innovative development of a company is formed according to a hierarchical approach and depends on the indicators of innovative activity.

CONCLUSION

The practice of the world's leading companies shows that an innovative development strategy will be able to show its results in the short term. Today, when creating innovative potential, it is necessary not only to take into account the capabilities of the innovative industry, but also to be present in all areas of activity of companies. The above methods, which can be carried out in order to further develop the practice of strategic management of innovative activities, can become the basis of the economy.

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