

APPLICATION OF DIGITIZATION IN THE IMPROVEMENT OF THE INNOVATIVE MANAGEMENT MECHANISM (IN THE CASE OF IT ENTERPRISES)

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ABSTRACT

The article examines the issues of effective management of the competitive potential of corporations in the IT industry. It is noted that competitive potential is one of the most important tasks of improving the mechanisms of competitiveness of enterprises in the IT industry, which influence the activities of all business entities of the state economy.

Keywords: IT industry, efficiency, corporation, competitiveness, competitive potential.

INTRODUCTION

The problem of finding ways to improve the effective management of the competitive potential of IT industry corporations is of particular relevance, given the latest trends in market development, the difficult geopolitical situation, and the introduction of restrictive economic measures in relation to Uzbekistan. Enterprises in the IT industry influence the activities of all economic entities of the state. However, not all domestic IT corporations are capable of forming effective competitive potential and conducting competitive struggle. In such conditions, for each IT enterprise there is a need to develop and form mechanisms for increasing its own competitive potential, as well as improving ways to activate it. Consequently, the issue of assessing, forming and implementing mechanisms for increasing the competitiveness of IT industry corporations must be considered relevant and timely.

MATERIALS AND METHODS

An analysis of publications on the formation and implementation of the competitive potential of IT enterprises confirms the significant interest of scientists in improving the essence of the concept of "competitive potential", its structure and composition, disclosure of assessment methods, and ways to increase it. Fundamental works of many domestic researchers are devoted to this aspect. The potential management system in the modern economy is considered in the studies of I.P. Bogomolov [1], N.A. Kulagin [2], A.A. Lebedev [3], G. Ostrovsky [4]. The need for enterprises to use strategic management was substantiated in their research by such scientists as M.A. Petrova [5] and others .

RESULTS AND DISCUSSION

Today in Uzbekistan, the problems of developing the competitiveness of corporations in the IT industry remain unattended. For example, government strategies consider only individual development problems that can be solved with the help of information technology.

It's noted that:

- lack of coordination of efforts of the public and private sectors of the economy in order to use effective financial, material, human resources aimed at informatization and implementation of IT in the socio-economic sphere;
- lag in the implementation of information technologies in business;
- insufficient development of the regulatory framework of the information sphere;
- weakness of infrastructure for providing information services;
- insufficient state support for the production of IT goods and services, which does not provide all the needs of the economy and public life with the required level of information technology;
- uneven provision of public access to computer and telecommunications facilities;
- insufficient solution to the issue of copyright protection for computer programs.

One of the general indicators that determine the development of IT industry corporations in the country is the level of IT costs. They include costs for:

- computer equipment;
- software;
- computer services (information technology consulting, computer and network system integration, web hosting, data processing services) and communication services (voice and information communication services), wired and wireless communication equipment.

One of the important places in the system of forming the competitive potential of an IT industry corporation belongs to innovation potential. It organically enters into all components of competitive potential, and an IT enterprise needs to innovate, improve, and adapt each of these components (marketing, production, financial, research, personnel, information) to modern conditions [8]. Consequently, to achieve success, domestic IT enterprises need to take an innovative path of development and effectively form their own internal and external competitive potential to achieve a competitive advantage. Only innovatively active enterprises in modern market development conditions can be competitive, and therefore successful. That is why innovative filling of the competitive potential of IT enterprises is a necessary condition for the functioning of the organization. At the same time, the most important problem for enterprises at the present stage is the problem of their survival and ensuring further development.

The basis for its effective solution is the formation and implementation of competitive advantages.

The modern process of creating innovative products (and therefore millions of jobs) can meet the demands of the population of emerging economies such as India, Brazil, China. In Asia, especially in China and Hong Kong, small businesses are developing towards IT technologies.

CONCLUSION

Thus, to solve the identified problems of the competitive potential of IT enterprises, it is advisable to develop specific forms of organizing activities. This is due to the need to combine financial capital and the professional component. In our opinion, the main ways to increase the competitive potential in the system of effective management of an IT industry corporation should be:

- the presence of clear competitive goals and constant review of the portfolio of competitive marketing strategies based on the specifics of the competitive environment and the desire to ultimately gain competitive advantages;
- planning, that is, a long-term vision aimed at identifying future success;
- active promotion of products and implementation of their sales in order to obtain a sustainable income;
- application of competitive strategies, effective use of existing resources and capabilities of the enterprise;
- concentration of main efforts in the right place and at the right time.

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