

MECHANISMS FOR IMPROVING INNOVATIVE MANAGEMENT METHODS IN THE CONSTRUCTION MATERIALS INDUSTRY ENTERPRISES

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ABSTRACT

This article discusses the mechanisms for improving innovative management methods in construction materials industry enterprises. It examines the digitization of management activities in these enterprises and addresses certain related challenges, providing scientific and theoretical justifications as well as developing proposals and recommendations.

Keywords: Construction materials industry, industrial enterprises, innovative management, digitization of industrial enterprises.

INTRODUCTION

In the current era of global economic development, investigating the challenges in managing industrial enterprises and advancing management mechanisms methodologically is essential. Today, this issue has become one of the primary factors in enhancing production efficiency. It is crucial to comprehensively study not only the management mechanism but also all elements of management. Through this approach, it becomes possible to improve product quality and competitiveness, ensure marketability, and achieve the main objectives set by manufacturing enterprises.

This, in turn, positively impacts the improvement of living standards, the quality of construction projects, and the comprehensive development of the social and economic activities of various entities.

Therefore, there is a pressing need to apply innovative approaches to management processes, particularly in the construction materials industry, to enhance competitiveness. Innovative management methods enable enterprises to adapt to global trends, improve product quality, and optimize production processes.

For construction materials industry enterprises, innovative management can yield benefits in the following areas:

- 1. Automation of technological processes:** Automation helps increase labor productivity and reduce errors caused by human factors.
- 2. Digitization of data:** Using digital technologies, data analysis and decision-making processes can be accelerated, and real-time data updates can be ensured.
- 3. Implementation of innovative products:** Producing new types of construction materials allows enterprises to adapt to market demands.

When organizing the management system of an enterprise, it is essential to first establish an effective management structure, identify the main directions of the enterprise's activities, and set up corresponding management departments. Additionally, employing centralized and

decentralized management methods ensures quick tactical decision-making and the strategic development of the enterprise.

Developing leadership and motivation systems within the enterprise is also important. Introducing new systems to encourage employees and increase their productivity is essential to achieving organizational goals.

Standardization and Optimization of Processes

Enhancing efficiency through the standardization of production processes is crucial, as it allows for the rational use of resources through process analysis and optimization.

Use of Information and Communication Technologies

Leveraging information systems in managing both internal and external processes of the enterprise is essential. Cloud technologies can accelerate data exchange and ensure data security. Creating modern and visually appealing corporate websites can increase the enterprise's marketing effectiveness and product demand.

Mechanisms for Implementing Innovative Management

The following mechanisms play a vital role in achieving innovative management:

1. Enhancing staff qualifications:

- Organizing specialized training sessions and seminars on managing innovative technologies.
- Aligning employees' knowledge and skills with modern requirements.

2. Attracting investments:

- Securing private and public investments for implementing innovations.
- Developing financing programs for small and medium-sized enterprises.

3. Creating digital platforms:

- Managing production and operational processes through an integrated digital system.
- Introducing online platforms to establish effective communication with suppliers and customers.

4. Expanding research and development activities:

- Collaborating with research centers to develop innovative products and technologies.
- Participating in local and international grant projects.

CONCLUSION

Planning and organizing enterprise management is a complex and multifaceted process that requires continuous development from specialists and managers. As enterprises grow in various directions, it is natural for additional challenges to arise within organizational and management structures. The primary goal of any enterprise is to implement its strategy while adhering to established standards and achieving the required level of discipline. To this end, each enterprise selects the most effective management methods suited to its structure.

Introducing innovative management methods in construction materials industry enterprises is a crucial factor in enhancing operational efficiency, ensuring the rational use of resources, and achieving competitiveness, as well as increasing the market appeal of products. The proposed mechanisms for improving management processes provide significant opportunities

for ensuring stable development in the construction materials industry, fostering economic growth, and driving sustained progress in the sector.

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