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Gulyora Bahtiyarovna Shanazarova
Tashkent state university of
economics the senior teacher
of apartment "Management",
Republic of Uzbekistan
Tashkent city

**SECTION 31. Economic research, finance,
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PECULIARITIES OF DEVELOPING AND MANAGING INNOVATION POTENTIAL AT INDUSTRIAL ENTERPRISES

Abstract: This article is devoted to the study of peculiarities of developing and managing innovation potential at industrial enterprises thus the author implemented the methodological approach to the issues of developing and managing innovation potential at the enterprises. In addition, the article proposes a general model of developing innovation potential at industrial enterprises.

Key words: innovation potential, innovation potential management, innovation potential of industrial enterprises, innovation potential development, manufacturing potential.

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INTRODUCTION

Currently, along with the introduction of new approaches to the management of economic processes, there is a necessity for introducing innovation in all sectors of the economy. In terms of its status, industry is considered to be one of the most important strategic sectors of our national economy, and its development is one of the prior goals of the government economic policy

Thus, under conditions of competition and uncertainty in the market, continuation of the diversification process at the industrial enterprises, technical and technological renewal, austerity, and rational use of natural resources enable to create innovation activity. The efficient use of innovation activities by industrial enterprises enables, on the one hand, to develop their survival capacities in the market, on the other hand, to enhance their innovation potential.

URGENCY

In determining the directions and mechanisms of the strategy development of the economy sectors it is important to manage the state of innovation potential and its "power".

Therefore, it is impossible to achieve the desired goal without researching innovation potential while organizing innovation activity at the industrial

enterprises. Therefore nowadays it is important to conduct research on the economic mechanisms of the development and management of innovation industrial enterprises capacity and the study of economic governance mechanisms.

It is impossible to implement serious strategies at industrial manufacturing aimed at technical and technological renewal of enterprises, development and implementation of innovations, improving the quality of production of good and expanding the range of products without innovation research and methodological developments. This enhances the responsibility for the direct use of existing capacities in the processes of industrial production to expand research opportunities in the field of development and management of innovation capacity and to promote further researches in new areas.

The level of the problem scientific development

Insufficient study of some theoretical and practical aspects of these problems formulates the framework of this research aimed at improving economic mechanisms of the development and management of the innovation potential at the industrial enterprises on the basis of new theoretical and methodological approaches.

The issues of improving innovation development and management of industrial



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enterprises have been researched in scientific papers of leading foreign scientists-economists, such as V. Abramov [1], I. Afonin, [2], V. Baranichev, [3], I.P. Dejkina [4], M. Dodgson [5], Thuy Hang [6], M. R. George [7], P. Drucker [8], R. Nelson [9], S. Kochetkov In [10], F. Kotler [11], Cooke Ian, Mayers P. [12], V. L Popov [13], R. A. Fatkhutdinov [14], Th. Schumpeter [15] and others.

Issues of innovation activities and managing industrial sector have been considered in researches of domestic economic scientists such as S. Gulyamov, Sh. Zaynutdinov, N, Yuldashev, D. Rakhimova, D. Qosimova, R. Nurimbetov, M. Umarkhodjaeva, N. Rasulov and others. [16].

MAIN PART OF THE RESERCH

Innovation development of industrial enterprises is primarily based on comprehensive, reasonable socio-economic policy aimed at reformation, liberalization and modernization of the economy, diversification of its structure, as well as the effective use of modern methods of marketing and management, all strong barriers that protect against the negative impact of crises and other threats are associated with its innovation potential.

In this context, one of the factors which determining the development of the industry is the innovation provision which can be explained as follows:

1. Under conditions of a tight competition, development of industrial enterprises on the basis of high technologies requires the implementation of investments in innovation activities, mobilization of manufacturing machineries and technologies. It can be considered as a basic use of innovations;

2. Implement of basic innovations is connected with the application of new generation of engineering and technologies which create the basis for transition to the new stage.

These arguments indicate that the innovation potential as an important economic category is one of the pillars of modern economic theory, and currently it is considered to be a fundamental basis for the existence and development of modern economic systems (enterprise, industry, and region).

Such problems as the development of innovation potential of industrial enterprises and the research of structural components are referred to the problems which require urgent solution. In turn, innovation potential development has peculiarity to determine competitiveness of industrial enterprises and competition priority with factors which make an impact on the condition of two environments and identify attractiveness of the innovation market with the application of external factors [5].

We consider necessary focus on two key aspects of the development and management of the industrial enterprises such as:

➤ First, in the development of every structural component of the innovation activity requires not a separate research but an investigation as an integral system. As a result of interrelation in the single system structural components of the industrial enterprises innovation potential can achieve a high synergetic effect.

➤ Second, innovation potential is characterized not only by the volume of accumulated resources, but also by their quality, structure, equilibrium level of founders and efficiency for their usage. When managing the improvement of the quality of resources ensures the growth of available innovation potential with the absence of the quantitative growth.

The process of managing innovation potential of industrial enterprises includes the following aspects [6]:

➤ foundations of methodology of industrial enterprises managing innovation potential;

➤ mechanisms of implementing innovation potential;

➤ strategy for developing innovation potential.

Methodological foundations of managing innovation potential include the following:

➤ determining basic parameters of innovation potential;

➤ working out the strategy of its development;

➤ Scientific-methodological approaches on development of convenient conditions to implement innovation potentials.

Personnel capacity as well as advanced engineering and technologies used in the manufacturing process can be considered as key parameters of the innovation potential.

The strategy for elaborating innovation potential, such as, development, implementation, usage and realization of innovations facilitates influence to the growth of the overall potential of the enterprise.

Methodological approaches to the creation of conditions for the effective use of the innovation potential should give opportunities to determine and forecast future aims of implementing innovation potentials.

Consideration of human factor is considered to be an important factor in any innovation process, it is possible to indicate the following aspects of using human resources potential in the innovative activities:

➤ sensitivity condition – ability of perceiving the information and transforming into innovation solutions;

➤ compliance of the potential of available personnel with parameters for innovation development of exactly industrial enterprises;

➤ conditions of strong probability to achieve innovation results in industrial manufacturing, raw

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material' reserves, management system engineering and technologies;

➤ condition of development – is characterized by the opportunity shifting to the next and final stage of using innovation potential in the system of creating an innovation idea and its implementation in the manufacturing;

➤ condition of creating financial reserves – imply additional expenditures possible to be spent on the use of the personnel potential;

➤ condition of readiness to implement innovation activity.

In this article we focus on the peculiarities of the development and management of the innovation potential at industrial enterprises as well as the role and use of the human resources potential in determining the strategy of the overall development of the enterprise. Therefore, the mechanism for the development of innovative potential of industrial enterprises is primarily based on identifying its innovative properties and determining the highest variability of the innovation potential.

The overall potential of industrial enterprises, production capacities are connected with their innovative potential and imply general abilities to develop private or incoming from outside innovations, their implementation and use in the

manufacturing process (production technologies, raw materials, and labor forces).

It is directly connected with the following factors [11]:

➤ relation of the manufacturing process to the innovation capacities and their distribution;

➤ changes of the innovation potential in the industrial manufacturing.

The mechanism for using innovation potential at the industrial enterprises structurally consists of the following stages:

➤ formation of the idea-innovation potential;

➤ application of innovations in the manufacturing process and simultaneous formations of the innovation potential;

➤ intensification – developing innovation potential.

Achieving innovation equilibrium in the activity of industrial enterprises is considered to be an important issue. Herein the decision of expanding the innovation potential of the industrial enterprise (or avoiding expansion) is made. The decision is based on the innovation potential adequacy and implies achieving of the expected results with the most rational volume and structure of innovation resources (Figure 1).

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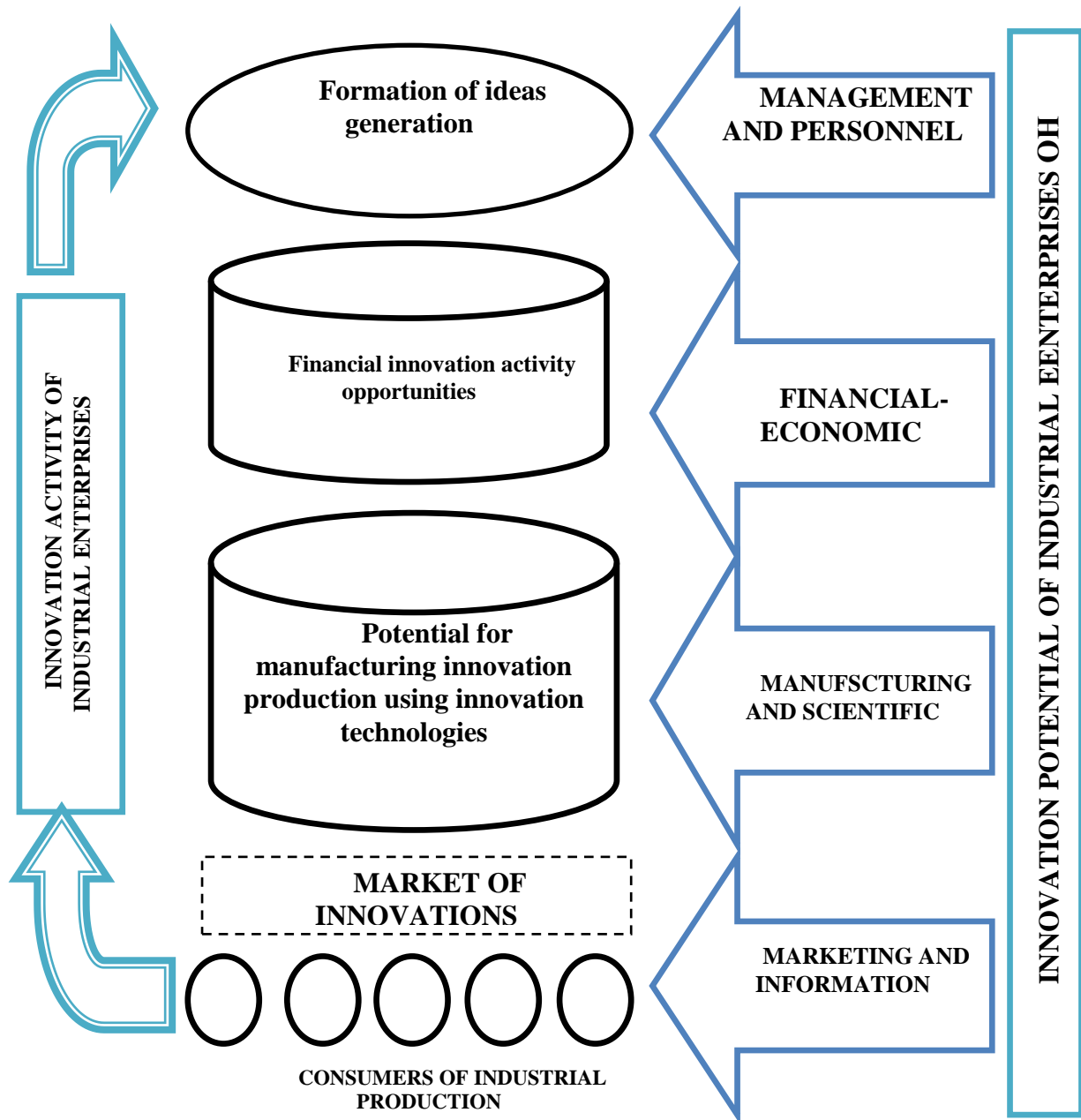


Figure 1 - General models of developing innovation potential at industrial enterprises

Source: developed by the author

It should be noted that these approaches aimed at improvement of developing and managing innovation potential of enterprises also enable to develop innovation potential of the industrial branch within each region. Development of the innovation potential at the industrial enterprises represents the complex of changes directed to the aim of preliminary state. The efficiency of the management can be seen as a result of using the potential of human resources, manufacturing and investment or innovation development.

CONCLUSION

Taking of the all and we can come the aspects conclusion that innovation potential should be noted that development and management of the industrial enterprises can represent a basis for implementing the projects relevant to long-term strategic directions. In addition, it enables to optimize human resources, manufacturing and financial resources connected with management of innovation via projects, centralization, implementing, using innovations.

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