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IMPROVING THE INNOVATION MECHANISM AND INCREASING THE EFFICIENCY OF MANAGING WOMEN'S ENTREPRENEURSHIP

Abstract: The article analyzes the SWOT in order to identify the specifics of the system of development and management of women's entrepreneurship in Andijan region, and identifies problems in the implementation of the mechanism of innovative management of women's entrepreneurship in Andijan region. The system of innovative management of women's entrepreneurship is structurally divided into blocks, and in the process of organizing the management of women entrepreneurs, an "Innovation Development Strategy" has been developed for the medium and long term.

Key words: Women's entrepreneurship, management mechanism, innovative management, innovative economy, SWOT analysis, structural blocks, financial support.

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Introduction

Today, much attention is paid to the development of women's entrepreneurship in the economy of our country, including in the Andijan region. At the same time, the importance of improving the mechanism for managing women's entrepreneurship is growing. The formation of a modern management system for women's entrepreneurship, improving the quality of management processes directly affects the indicators of the economic efficiency of the enterprise. In this situation, in the development of women's entrepreneurship, the priority is to equip the enterprises they lead with the latest equipment and technologies.

Considering the development of innovative enterprises in the world, we consider it appropriate to take this situation into account when improving the mechanism for managing women's entrepreneurship in our country. First of all, it is necessary to analyze

the definitions of the economic category "innovative economy" in the economic literature.

Based on the analysis of the scientific concept of the innovative economy, we believe that it can be expressed as follows: this concept revises the traditional doctrine of economic growth in the country, focusing on the role of technological change, information, entrepreneurship, institutions and innovation as a driving force of technological progress. This situation allows us to conclude that technological structural changes underlie the innovation economy.¹

Also, in the section "Development of Education and Science" of the Action Strategy for the Further Development of the Republic of Uzbekistan, special attention is paid to the promotion of research and innovation, the creation of effective mechanisms for the implementation of scientific and innovative achievements. achievements.² This, in turn, necessitates the widespread use of innovative factors in improving the management of entrepreneurial

¹Bogatova E.V. Innovative economy / Textbook. Moscow: Rusays, 2014.130 p.

²Decree of the President of the Republic of Uzbekistan No. PF-4947 "On the strategy for the further development of the Republic of Uzbekistan", 07.02.2017. <https://lex.uz/docs/3107036>

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activity in our country, including in women's entrepreneurship.

RESEARCH METHODS.

Systematic analysis, comparative analysis, analysis and synthesis methods were used in the research process.

ANALYSIS AND RESULTS.

In the process of improving the management of women's entrepreneurship, it is advisable to carry out

a comparative analysis of the existing factors of the internal and external environment of the enterprise. In the practice of our country, the SWOT method is widely used in the analysis of sustainable development of an enterprise and the features of its management system (see Table 1). The purpose of this analysis is to identify opportunities for the development of an enterprise and existing problems in the management system.

Table 1. SWOT analysis of enterprise development and management system organization³

Enterprise competitive advantages	Competitive disadvantages of the enterprise
Development of state targeted programs in the field of entrepreneurial activity.	Lack of strong personnel with sufficient knowledge, skills and competencies in the staff of the enterprise.
Financial opportunities provided by the state for the development of the enterprise	Problems with the export of industrial goods and services
Encourage the company to export activities	The presence of problematic situations in the sale of industrial goods and services.
Opportunities for improvement and development of enterprise management	Risks in the improvement and development of enterprise management
Opportunities to diversify the activities of the enterprise	Price fluctuations in the domestic and foreign markets
Specialization in the production of import-substituting goods	Strengthening the competitive environment in the international market
Organization of export-oriented production	Changes in the economic and political situation in countries, the emergence of trade wars.

According to the results of the SWOT analysis, the country, including the Andijan region, has ample opportunities for the development of women's entrepreneurship, the development of financial support programs for them and the creation of sufficient conditions for the diversification of women's entrepreneurship. It is necessary to take into

account the presence of risky situations and the competitive weaknesses of enterprises. In this situation, women entrepreneurs should pay attention not only to their weaknesses in the management of their enterprises, but also to the risks associated with the improvement and development of enterprise management.

³ Developed by the author

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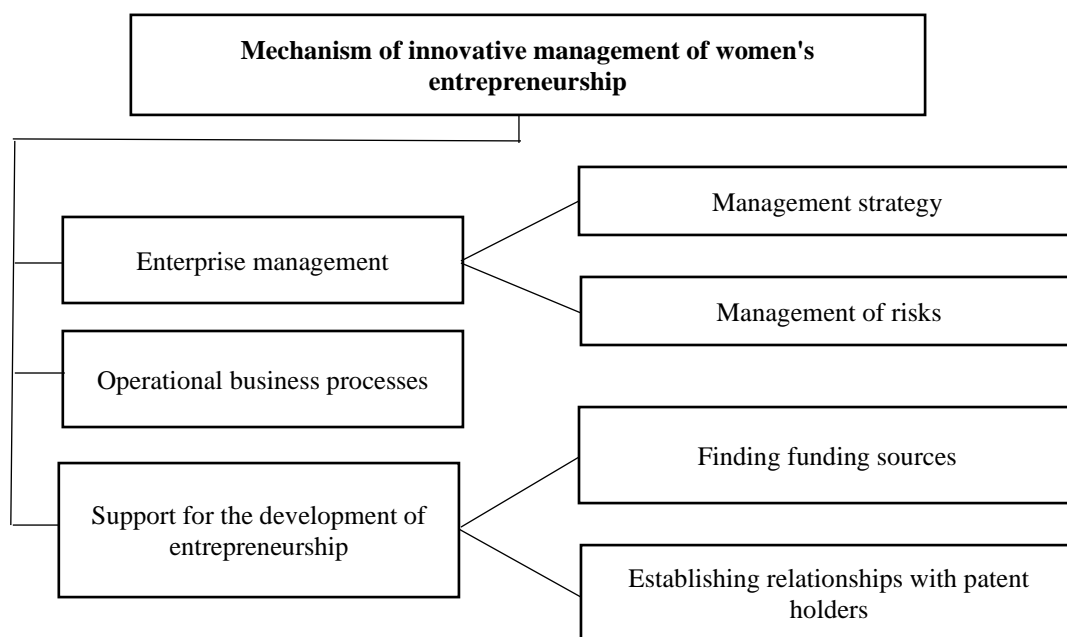


Figure 1. Scheme of improving the mechanism for managing women's entrepreneurship in an innovative way⁴

Given that the world's economies, including Uzbekistan, pay attention to the innovative development of enterprises, we consider it expedient to use innovative approaches to improve the mechanism for managing women's entrepreneurship (see Figure 1). Using this approach will ensure the sustainable development of the long-term economic activity of female entrepreneurship. In the process of forming an innovative mechanism for managing women's entrepreneurship, it is necessary to further expand the financial capabilities of the industry. At the initial stage of development of innovative enterprises, an important role is played by the availability of financial resources of enterprises and their financial support from the state.

As mentioned above, government programs for financial support for innovative entrepreneurship play an important role in improving the mechanism for managing women's entrepreneurship on an innovative basis. That is, the company needs additional financial resources to finance innovative ideas. In this case, the head of the enterprise will be able to finance them from external sources. Among the external sources of financing the innovative activities of the enterprise will be preferential bank loans and targeted government grants for research and development.

Based on the global experience in the development of innovative enterprises, we believe that management practices aimed at creating innovative products in women's entrepreneurship should be implemented in the following stages:⁵

- development of strategic marketing programs;
- Carrying out fundamental scientific, applied research or ensuring the participation of leading employees of the enterprise;
- Ensuring the implementation of experimental design work at the enterprise;
- technical and technological preparation for the release of new innovative products;
- commercialization of the results of innovative activities;
- mastering the production of new innovative products (diversification of the enterprise);
- Gradual increase in production and expansion of the enterprise;
- Sales and Marketing.

The system of innovative management of women's entrepreneurship should be structurally divided into the following blocks:

- Organizational block - the structure of the enterprise, technology for the implementation of innovative projects, specialization, innovative culture of the enterprise;
- block of raw materials and resources - possession of raw materials, financial, informational, material and technical, labor and other types of resources necessary for an enterprise to produce innovative products;
- functional block - the process of manufacturing finished products from raw materials and resources by the employees of the enterprise. That is, a block for evaluating technological processes;

⁴ Developed by the author

⁵Small innovative enterprise: Cases of Russian companies / D.S. Andreyuk et al. Under. ed. DS Medovnikova - M.: MAKS Press, 2013. -- 196 p. According to the author.

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- the block of production of finished products - the direction of the enterprise and the products it produces, the types of services provided;

- A control unit is a system, a method for managing innovative projects at an enterprise and a feature of leadership in the implementation of innovative projects.

Applying the proposed system of innovative management of women's entrepreneurship in practice,

it will be relatively easy for the head of the enterprise to determine the effectiveness of the innovative activity of his company, as well as the possibilities of developing and implementing new innovative projects (see Fig. 2). This will allow timely identification and elimination of existing problems and shortcomings in the process of innovative business development. It also helps to identify opportunities for innovative development of the enterprise.

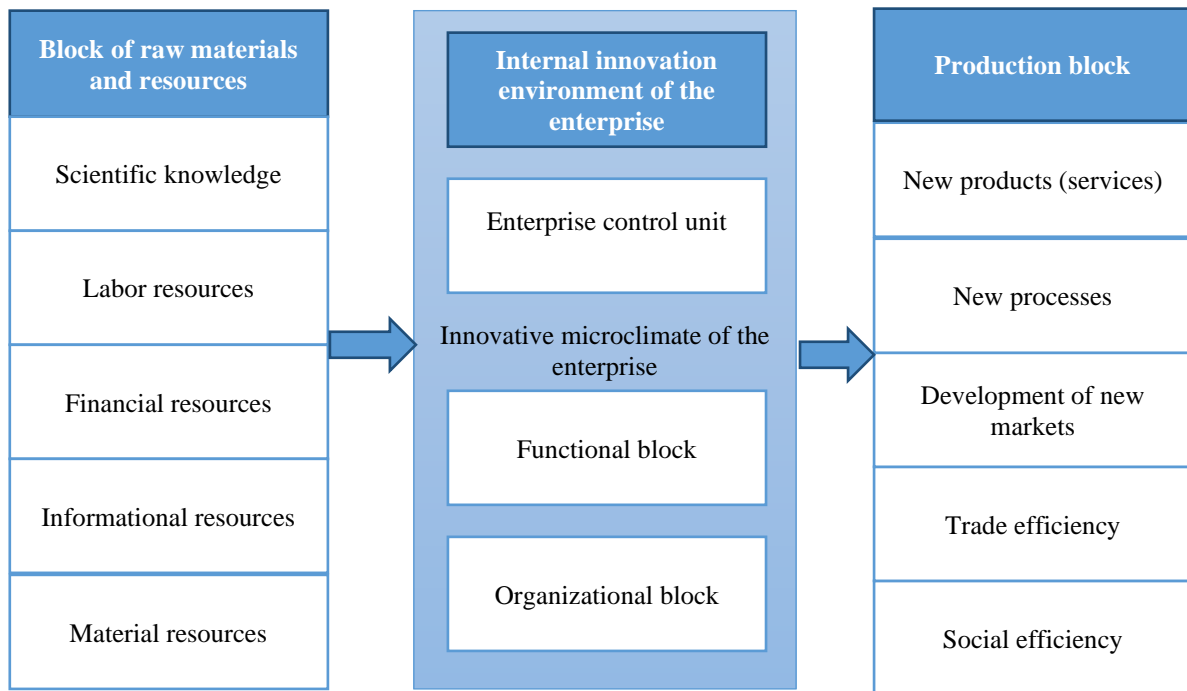


Figure 2. An innovative system for managing women's entrepreneurship⁶

In the development of women's entrepreneurship in an innovative way, it is advisable for the state to support the industry. Based on the global experience of state support for the development of innovative business, we consider it appropriate to use the support presented in Figure 3 to stimulate the development of female entrepreneurship in our country in recent years.

Financial support includes government subsidies, grants, loans, government guarantees and “contributions” to the formation of the company's share capital. Through the widespread use of financial support, the state will increase the desire and interest in the transition to the innovative development of women's entrepreneurship.

⁶ Developed by the author.

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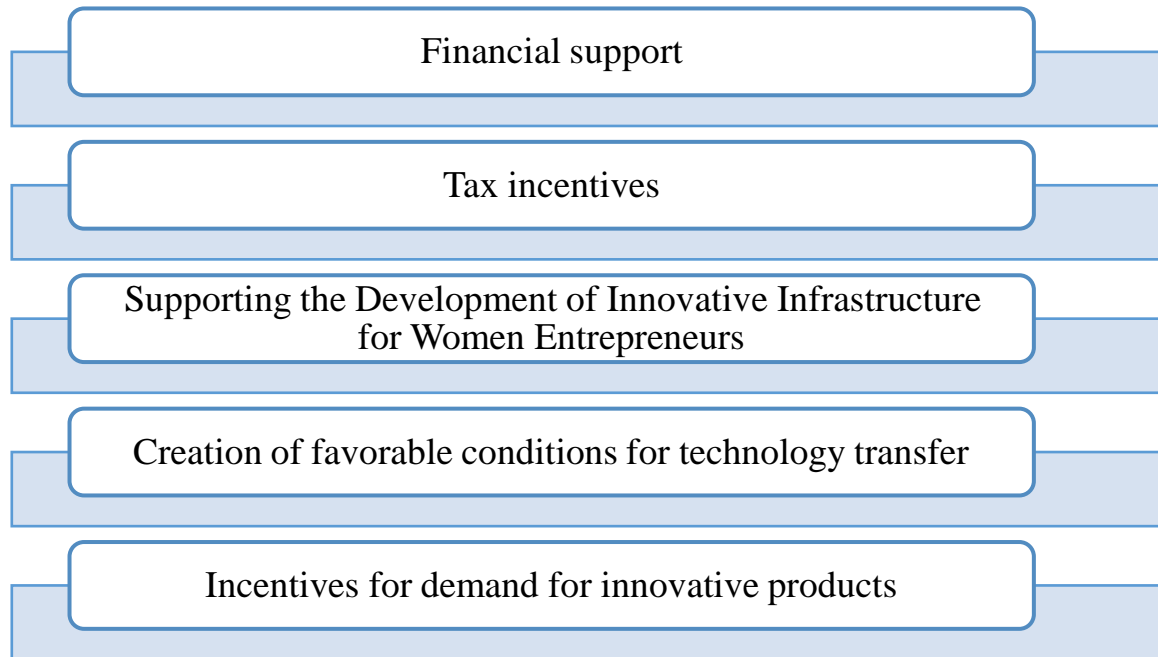


Figure 3. State support for innovative development of women's entrepreneurship⁷

The use of tax incentives is a common practice in practice. This includes tax incentives for manufacturers of innovative products, exemption from mandatory fees, deductions or exemptions from customs duties on the import of resources necessary for innovation.

Supporting the development of an innovative infrastructure for women entrepreneurs also plays an important role in the innovative development of this sector. At the same time, it is advisable to implement: the creation of innovative business incubators, the organization of technology parks, the improvement of the information support system, the organization of scientific and innovative business centers, etc.

In order to create favorable conditions for technology transfer, first of all, technological

exchange between women entrepreneurs, agreements on the production of innovative products between small and medium-sized businesses and small and large businesses, financial, legal, and economic aspects of their implementation. work aimed at improving the foundation.

Incentives for demand for innovative products include the elimination or reduction of indirect taxes levied by the government on innovative products, including excise and value added taxes.

In the process of organizing the management of their enterprises, women entrepreneurs should develop a "Strategy for Innovative Development" for the medium and long term. We consider it expedient to structurally implement this strategy in the stages shown in Figure 4.

⁷ Developed by the author

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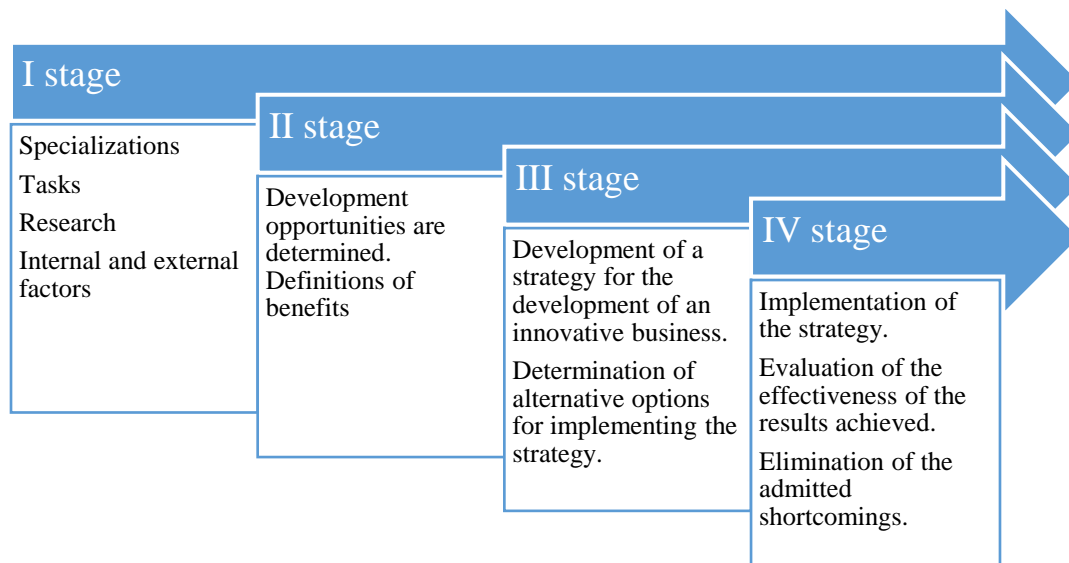


Figure 4. Stages of development of the "Strategy for innovative development" of women's entrepreneurship.⁸

At the initial stage of developing the strategy, the directions of specialization of women entrepreneurs in the country and tasks for its development will be determined. Research is carried out aimed at the sustainable development of the industry, and internal and external factors affecting innovation are grouped according to the scale of direct or indirect impact. Each practical work carried out at this stage is the basis for the innovative development of the enterprise, and it is necessary to pay more attention to the accuracy of the results obtained.

At the second stage of the strategy, opportunities for the development of female entrepreneurship in selected specialties in the country are determined. At the same time, the points of innovative development of women's entrepreneurship will be selected by determining the advantages of each other by region. We consider it expedient to create innovation centers in selected locations and develop the infrastructure of an innovative business.

The third stage is the final stage of the strategy development process, completing the "Strategy for innovative development". At the same time, it will be necessary to compare the alternatives for the implementation of innovative business development programs and give recommendations of a recommendatory nature. According to these guidelines, women entrepreneurs who innovate in enterprises should start their own business.

The fourth stage reveals problems in the implementation of the strategy, shortcomings of programs aimed at the innovative development of

women's entrepreneurship. In this case, the results achieved in the plan are compared with those achieved in practice. If the strategy reveals shortcomings or problems in its implementation, it will be necessary to repeat the work to eliminate them in the coming years.

CONCLUSION.

According to the results of our research, systemic enterprise management is necessary to improve the mechanism of innovative management of women's entrepreneurship. At the same time, the introduction of innovative technologies into the activities of enterprises will increase the efficiency of the management mechanism.

According to the analysis, in order to implement the strategic management of innovation activities of enterprises, first of all, to increase the level of knowledge and skills of management personnel, reduce the level of centralization and introduce new information technologies into the information exchange system, increase the interest of management personnel in innovations, provide a clear and complete understanding of the set tasks before him and their timely implementation, to reduce the level of informal communication.⁹

The development of a strategy for the organization and development of innovative management of women's entrepreneurship in the country in these areas will create the basis for the sustainable development of women's entrepreneurship not only in the Andijan region, but also in the country's economy.

⁸ Developed by the author

⁹Honkeldieva G.Sh. Scientific and methodological foundations of corporate governance in the context of economic modernization. Iqt. a dissertation for the degree of Doctor of Science was written. author. - Tashkent, 2018 - 71 p.

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