



**MODERN ASPECTS OF ECONOMIC AND SOCIAL  
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**MANAGEMENT OF THE INNOVATION ENVIRONMENT OF  
INDUSTRIAL ENTERPRISES**

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**Annotation:** *In the conditions of innovative development of the economy, it has a profound effect on all aspects of the activity of industrial enterprises, including innovation management. Taking this into account, enterprises should rethink their approach to managing their innovation environment. This article analyzes the existing approaches to managing the innovative environment of the enterprise in the conditions of digitalization, the problems encountered, and the influencing factors.*

**Keywords:** *building materials industry, innovations, innovative environment, innovative management, innovative activity.*

In recent years, the rapid development of digitalization of the economy has led to significant progress in the activities of economic entities. Therefore, these achievements should be a new source of innovative development for all types of economic activity, because these achievements lead to digital transformation of the main elements of production, management, marketing, logistics processes. Ignoring the possibilities of digitization prevents the interest of foreign manufacturers and suppliers in the country's economy. Economist L. Goncharenko said that "industrial enterprises are obliged to introduce modern digital technologies in the conditions of "market borders are almost destroyed" [1].

To this end, business entities should take into account the main factors that will help to continue and implement digital transformation:

1) it is important to provide access to the Internet to all employees of the enterprise, both inside and outside the enterprise. In addition, relations between several enterprises in the same network should be formed at a high level. As a result of the use of one information technology, industrial enterprises producing the same product will have the opportunity to form a single trade network. Such a method allows to react more flexibly to any changes occurring in the economy and to overcome the difficulties that arise;

2) if several businesses in the same sector establish a single sales network for products and services, there may be a demand for the purchase of digital technologies. In this case, the following should be taken into account. If information technology has specific characteristics and is adapted to a specific field of activity or a product being produced, it can be used only in one enterprise, while other information technologies are more adaptable and can be used in several at the same time. can be used by enterprises.

3) the activity of enterprises depends to a large extent on the external environment, that is, on the economic and social events taking place in the country and the world. State policy, its modification, as well as the legal-normative framework regulating the economy, are factors that have a significant impact on the results of enterprises. In particular, the state's policy in the field of taxation allows to give tax incentives to local enterprises carrying out innovative activities, to create favorable conditions



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for them in certain geographical segments and to reduce their tax burden. In addition, state aid from the republican or local budget is a great help for enterprises that produce products and provide services using new information technologies.

4) significant development of enterprises and industries depends on effective implementation of innovations. Fierce competition in the market requires business entities to constantly improve the quality of existing products and search for the latest technologies that can contribute to the production of new products that are not similar or meet the needs of customers. Any innovation begins with an idea proposed by a certain person. To implement this idea, sometimes a lot of money is needed. Therefore, the management of the company faces complex tasks. First, it is necessary to regularly use the method of brainstorming in order to identify new ideas among the employees of the enterprise. Finally, the most important thing is to find enough funds to test this idea in the practice of the production process. When this path is completed and the enterprise is confident of the economic efficiency of this new idea, it implements the innovation on a large scale and as a result can receive a large amount of economic benefits.

To implement the above, it is necessary to create an innovative environment that serves as a digital basis in the enterprise. In the 1980s, thanks to the research of GREMI (Groupe de Recherche Europeen sur les Milieux Innovateurs - European Group for the Study of the Innovation Environment), in particular, a group of scientists such as F. Aidalo, M. Castells, P. Hall, the concept of "innovation environment" became a scientific concept. put into circulation. Initially, this concept was interpreted as a means of systematic analysis of the conditions for the activation of the innovation process and the development of new markets, the increase of the number of new ideas and the creation of new productions. The concept of innovation environment was considered from the point of view of institutionalism, that is, a certain social organization expressed in the sum of relations between production and management. According to M. Castells [2], the uniqueness of the innovation environment lies in the ability to create synergy obtained as a result of the interaction of its constituent elements. The GREMI team of scientists found that:

- innovative environment represents certain conditions for creation, development and distribution of innovations;
- the elements of the innovative environment are in a system of interconnected relationships;
- the basis of creating innovations is the sociological aspect of the innovation environment.

Chinese researchers Lu Xingqi, Zhang Hongle [3] researches in this regard deserve special attention. They describe the process of innovation environment formation on the example of Chinese regions, that is, the design of innovation environment includes: politics, economy, culture, science, education and the relationship between these elements. Moreover, all these elements must be centered around production.

According to one of the scientists of our country, professor N.Yoldoshev, "Innovative environment is a situation surrounding the creation, implementation and promotion of innovations" [4].

The innovative environment includes the assessment of the activities of various enterprises under the influence of socio-economic, organizational, legal and other spheres. It is formed under the influence of external and internal factors:

1) external factors consist of the state of the external environment or the macroenvironment; in this case, the activity of the industrial enterprise is significantly influenced not only by third parties, but also by those interested in its activity - these are suppliers, consumers, social bodies, etc.;



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2) internal factors are formed through the state of the industrial enterprise; The main aspects of successful operation here include the condition of the equipment, the competence and professionalism of the staff, the adequacy of the resource capacity, and others.

A manufacturing enterprise should be interested in conducting scientific research to maintain a stable position in innovation. This is primarily related to the analysis of the presence of various types of innovations in the market. Such studies identify innovations that are not currently available in the market. At the same time, there may be cases where an industrial enterprise creates innovative products similar to the products of other enterprises. This situation can lead to short-term success. Analogous products are compared by buyers both in terms of quality and price. As a result of such a comparison, consumers may choose a competitor's product, which may not differ in innovative features, but will be significantly lower than the price of the new one. This situation can lead to losses in the company's financial indicators. Therefore, it is important to develop and sell such an innovative product that is not really developed in the market at the moment. It can be an innovative product, patent or invention. Choosing to develop a certain type of innovation depends, first of all, on the purpose of the enterprise and in what field it operates. Therefore, any industrial enterprise engaged in innovation must be able to clearly see that the product to be developed will be a product that will bring a positive financial result. For this, there should be a sufficient amount of free funds that will ensure the free development of the enterprise. In addition, in order to create innovations, the enterprise must have highly qualified employees with appropriate powers.

The formation of the uniqueness of the innovative environment of each particular enterprise depends on the specific features of its technological process and market activity. In the process of digital transformation of the economy, any enterprise that is in tune with the times strives to implement innovative activities by introducing the latest information and communication technologies, new products and services. This aspect justifies the need to create an innovative environment and implement innovative activities in the enterprise. Thus, the enterprise will have additional competitive advantages in the market and will be able to gradually achieve a leading position in its activity.

The need for new sources of innovation that ensure sustainable economic growth is the main motivation for national initiatives to move the economy to digital development in many countries [6]. Innovative activities, like other types of activities, are experiencing significant changes under the influence of digitalization of society.

Thus, as a result of the analysis, we can conclude that digital transformations and innovations, despite the existing dual direction, help to effectively manage enterprises in general.

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