

**THE ROLE OF INNOVATIVE ACTIVITY IN INCREASING PRODUCTION AND
SERVICE EFFICIENCY**

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Annotation: This article is dedicated to the role of innovations in increasing the efficiency of innovation, essence, essential activities, and most important advantages of its main advantages.

Keywords: Innovation, innovative activity, innovation process, the main advantages of innovative activity.

In world practice, an effective mechanism for introducing every scientific development into the real sector of the economy has been established, that is, innovative activity is the basis of sustainable development of any country.

In 1911, the Austrian scientist J. Schumpeter showed 5 typical changes of the main tasks of innovative activity. In it, he organizes the use of new techniques and new technological processes and production from the new market supply, the application of information with new characteristics, the use of new raw materials, production and its material and technical support. He talked about the changes in sales and the emergence of new sales markets. Starting from the 1930s, he interpreted innovative activity as a change in the purpose of new production of new types of consumer goods and application of technical means, forms of market organization to industry and their use. Sometimes, innovative activity is considered as a process system, therefore, the timely development of innovation and its clearly reflected stepwiseness are recognized.

In fact, innovative activity is a whole system that has a special place in the development of the country's economy, especially in adapting production to market requirements, that is, innovative activity is actually all scientific, technological, organizational, financial, commercial, marketing activities that are carried out with a purpose. Innovative activity also includes research and development that is not directly related to the preparation of a specific innovation. Its direct role in increasing the efficiency of production activities is invaluable. This can be seen from the establishment of a national expert group on scientific and technical indicators within the framework of the Organization for Economic Co-operation and Development (OECD), and the development of the Frascati Guide (Proposed Standard Practice for Research and Experimental Work Inspections).

A market economy requires each production enterprise to create competitive products that meet market demand. Competitive products, on the other hand, require an innovative approach (increasing production efficiency and product quality by attracting advanced technologies and equipment to production enterprises, meeting global quality standards in production organization, and reducing manual labor. ..) requires, that is, it directly affects the development and rapid growth of production enterprises.

It is possible to see the following principles that affect the productivity of manufacturing enterprises by creating new types of products through an innovative approach. These include:

- ✓ to study the market capacity for the creation of a new product in production enterprises in relation to this type of product;
- ✓ to study the state of rapid preparation for the creation of a new type of product;
- ✓ organization of a specialized production cell;
- ✓ paying special attention to the reduction of product costs (market prices, consumer incomes...);
- ✓ monitoring the supply of material and production resources (in order to ensure the continuity of production);
- ✓ highly flexible and fast reproducible production;
- ✓ maximum efficiency of internal logistics;
- ✓ cost optimization of external logistics.

We know that it is extremely difficult to organize and manage production enterprises with an innovative approach, especially in countries based on market conditions. In particular, in our opinion, in order to effectively organize innovative activities in production enterprises today, special attention should be paid to the following:

- ✓ to develop a mechanism for effective organization of innovation policy in the country;
- ✓ to study ways of financing innovative activities and innovative strategy of the country;
- ✓ increase the country's capacity for scientific research and development;
- ✓ creation of legislation on the elimination of obstacles to cooperation between education and enterprises by local authorities;
- ✓ development of measures to eliminate weaknesses in the development of branches of high-tech enterprises (nanotechnologies, biotechnology, electronics, etc.);
- ✓ to find ways to attract highly qualified, competitive, mature personnel to production in order to increase innovative efficiency in production enterprises.

If we look at the numerous success stories of large companies, those who introduce new products to the market are innovative managers. Innovation managers organize creative teams, find and distribute innovations, build a portfolio of research and development orders.

Being engaged in development, they can act in various organizational structures (academy of sciences, OO'YU, scientific societies, research organizations, design bureaus, engineering companies, etc.). They lead scientific teams, coordinate scientific research.

They manage all these teams, coordinate scientific research. All this places high demands on the qualifications of innovative managers: they must have scientific-technical and economic-psychological competence, as well as the quality of traditional managers and research scientists, they must be qualified economists to evaluate the effectiveness of innovations and manage innovations. . In addition, there is a concept of innovative process, which has a periodic character. Its economic and technological impact is only partially realized in new products or technologies. It is manifested in the increase of economic and scientific-technical competence as a condition for the creation of new technologies, that is, the technological level of the innovative system and its structural elements increases, therefore, the tendency to innovation increases.

This can be classified by the following chain view of the innovation process:



Stage 7: II-implementation of innovations. The main task is to determine the rate of increase in the output of new products based on the psychology of consumer behavior.

Stage 8: O (c) - operation (consumption).

The main task is to study the level of customer satisfaction.

Stage 9: U - disposal (disposal).

The main task is to reduce the harmful effects of innovations on the environment and humans.

Analyzing this chain connection, it can be said that today the expansion of international markets and the rapid entry of the Republic of Uzbekistan into these markets, through the chain view of innovative processes, will increase the competitiveness of production enterprises, the period of creation of new products. through reduction, it is possible to rapidly develop new innovative products (technologies, materials, machines, equipment and other products) and thus it is possible to achieve an increase in production efficiency.

Summing up from the above, it can be said that innovative activity acts as a lever for increasing the efficiency of production enterprises, by forming a system of new ideas, arming production with new techniques and new technological processes, creating new competitive products, and giving production new characteristics. as it leads to the emergence of new sales markets in terms of applying information, finding ways to use raw materials effectively and efficiently.

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