

TRANSITION TO INNOVATIVE DEVELOPMENT THROUGH THE IMPLEMENTATION OF MARKETING ACTIVITIES IN INDUSTRIAL ENTERPRISES

Rajabova Kumush Bayramali kizi

Karshi State University

Master's Student of Faculty of Economics,

Academic Supervisor: **Mansurov M.**

kumushr486@gmail.com +998991822223

Abstract. This paper examines the role and significance of marketing strategies in enhancing the innovative activities of industrial enterprises. It investigates the impact of the level of innovative development of industrial enterprises on the rapid growth of the national economy. Furthermore, the study explores how the implementation of marketing strategies can contribute to increasing export performance.

Keywords: marketing, industrial enterprises, marketing strategies, innovation, export

Аннотация. В данной статье анализируются роль и значение маркетинговых стратегий в совершенствовании инновационной деятельности промышленных предприятий. Изучается влияние уровня инновационного развития промышленных предприятий на стремительный рост национальной экономики. Также рассматривается повышение уровня экспорта за счёт внедрения маркетинговых стратегий.

Ключевые слова: маркетинг, промышленные предприятия, маркетинговые стратегии, инновационная деятельность, экспорт.

Introduction

Ensuring sustainable economic growth is a priority in the state policies of countries worldwide. In this context, industrial enterprises are increasingly expected to adopt innovative projects in their management practices to create new consumer value, improve production efficiency, ensure financial stability, and enhance the global competitiveness and innovation index of national economic sectors. The implementation of innovative projects in industrial enterprises contributes significantly to achieving economic efficiency.

For Uzbekistan, which is integrating into the global economic system, defining priority areas for economic development has been emphasized in the Decree of the President of the Republic of Uzbekistan dated February 7, 2017, No. PF-4947, "On the Strategy of Actions for the Further Development of the Republic of Uzbekistan" [1]. This regulatory framework highlights the modernization and diversification of leading sectors of the national economy, particularly industrial production, to increase competitiveness. Several regulatory documents at the national level also support the development of industrial production, focusing on specific industrial branches.



Continuous and sustainable enhancement of product competitiveness in industrial enterprises requires comprehensive, well-founded measures, clearly defined objectives, and structured economic development programs. These factors are essential for the long-term success of industrial enterprises.

The implementation of marketing activities in industrial enterprises involves specialized programs and strategies. These include studying consumer behavior and competitor activities, improving product quality, coordinating pricing policies, promoting products through advertising, analyzing market demand, ensuring timely product delivery, satisfying customer requirements, and providing high-quality services. By employing these marketing strategies, industrial enterprises can quickly adapt to changing market demands and achieve their desired performance outcomes.

In our country, the development of industrial production, the creation of new industrial sectors, the modernization and re-equipment of industrial enterprises, and the expansion of product exports are directly linked to investment processes. Therefore, regulatory acts adopted to advance industrial production must be developed in close connection with organizational and legal documents governing investment activities and should complement one another. In Uzbekistan, numerous regulatory and legal documents regarding investment activities have been developed, the most important of which is the Law of the Republic of Uzbekistan "On Investment Activity" [2].

To enhance the efficiency of innovative management in industrial enterprises, it is expedient to define development directions for innovation within the framework of strategic enterprise goals and to develop relevant measures for the practical implementation of innovations. Using the proposed approach to form an "innovation management objective tree" not only achieves high efficiency but also provides a foundation for ensuring the sustainable innovative development of the enterprise [3].

The field of innovation and its directions is broad, encompassing not only the application of scientific, technical, and technological developments but also changes in products, labor processes, marketing, production organization, and management practices. In the literature, the concept of "innovation" has been extensively analyzed from a scientific-theoretical perspective, with different definitions describing various related processes.

According to I. Schumpeter, innovation is the change in production factors motivated by entrepreneurial initiative (new combinations). Its objectives include the introduction and use of new products, new methods of production, new sources of raw materials, the exploration of new markets, and new forms of organizing production. Similarly, P.N. Zavlin, A.K. Kazantsev, and L.E. Mindeli emphasize that innovation is the use of intellectual (scientific-technical) results in a specific social sphere to improve processes or outcomes. Other scholars, such as F.F. Bezdudny, G.A. Smirnova, and O.D. Nechaeva, define innovation as the process of realizing new ideas in any sphere of life or human activity that meets market demand and generates economic benefits. P.N. Mashegov proposes three perspectives on innovation: in a broad sense, innovation is a purposeful positive change; at a relative system level, it is a systemic change that enhances internal and external efficiency; at an individual level, innovation is the result of intellectual activity required by society.

Conclusion



Innovation is an advanced form of entrepreneurship in a market economy. The market economy provides real opportunities for scientific and technological development. In Uzbekistan, priority is given to innovations as a key factor in enhancing the competitiveness of the national economy. It is difficult to build a competitive country or develop competitive industries and products without fostering an innovative economy [4]. In this context, implementing marketing activities in industrial enterprises positively influences the formation and development of innovative activities. Marketing planning is the process of developing a plan for each individual production direction, product, or brand within an enterprise. In this process, the company has already made a strategic decision on the approach it will take for each specific production direction [5].

References.

1. Decree of the President of the Republic of Uzbekistan dated May 26, 2017, No. PQ-3012, "On the Program of Measures for the Further Development of Renewable Energy, Economic Sectors, and Energy Efficiency in the Social Sphere for 2017–2021."
2. Decree of the President of the Republic of Uzbekistan, No. ID-9413, "On the Concept for Socio-Economic Development of the Republic of Uzbekistan until 2030."
3. Decree of the President of the Republic of Uzbekistan dated April 1, 2021, No. PQ-5047, "On Measures to Further Improve State Policy in the Field of Science and State Management in Innovation Development" / lex.uz.
4. Innovative Marketing. Textbook. Tashkent: IQTISODIYOT, 2019. 192 p. Available at: https://www.renessans-edu.uz/files/books/2023-11-01-10-58-40_b20a6215174a98864005509208a170e8.pdf
5. IAIS VolGTU, Volgograd, Russia. Marketing. Available at: https://vgasu.ru/attachments/oi_popov-02.pdf

