

MECHANISM FOR MANAGING INNOVATIVE POTENTIAL AT TEXTILE INDUSTRY ENTERPRISES IN THE REGIONS

Shavkat Bekmurodovich Khosilov

Acting Associate Professor, University of Information Technologies and Management

Email: hosilov88@bk.ru

ORCID: 0009-0003-6612-1235

Abstract

We know that increasing the innovative potential and activity of industrial enterprises is the main task of the ongoing consistent state policy for the sustainable and balanced development of the national economy, its strong position in the world market, and further improvement of the living standards and well-being of the population. This requires the formation of industrial enterprises that can withstand any process changes and quickly adapt to the requirements of the domestic and foreign markets in a context of increasing globalization of the world economy.

Therefore, one of the main problems of the future development of the economy of Uzbekistan is the formation of a competitive and efficient innovative economy in the context of globalization. Achieving such results is achieved through the modernization and technical renewal of leading sectors and departments of the economy, the development of the training of highly qualified specialists and scientific personnel, and the formation of an intellectual property market, based on the use of high-tech scientific production.

Keywords

Innovative potential, world economy, globalization, balanced development, innovative economy, modernization, technical renewal, property market.

INTRODUCTION. The developed system of indicators is a set of quantitative and qualitative indicators of innovative potential, which are used to assess the level of systems and processes. Indicators for assessing innovative potential help us to express what state they are in relation to the established criteria, the achieved or planned level.

For a number of reasons, it is necessary to form a system of indicators for assessing the innovative potential of regions and their effective use in practice. These are:

- to obtain the opportunity to compare the assessment criteria with other specific innovation indicators;
- to assess the flexibility of modifications carried out in the conditions of fluctuations in the economy, changes in regional business and the requirements of new customers;
- to assess the availability and similarity of models for assessing innovations in business analysis and statistics;
- to increase the effectiveness of innovative measurements in assessing the efficiency of innovative processes in the region, the level of use of organizational and economic mechanisms, etc.

These, in turn, require an emphasis on the role and place of innovations in expressing the socio-economic development of the region, comparing regions, and eliminating economic fluctuations. As a result, it is possible for regions to assess their innovation processes and identify clear, defined, value-based areas of special attention, and organize innovative activities on their basis.

LITERATURE ANALYSIS. The prospective situation shows that Uzbekistan has the following problems that need to be solved in order to obtain the status of an industrial country, not only in terms of the technical level of industry and production volume:



- The current stage of modernization of the economy of Uzbekistan is characterized by a low level of international competitiveness, high energy and resource intensity of industry, which are inextricably linked to each other;
- low level of added value, excess production capacity, imbalance of regional and inter-sectoral development of industrial enterprises, and environmental pollution;
- the fact that industrial technologies are mainly acquired from abroad, the insufficient flow of investment in research and development, and the limited innovative potential of national enterprises are obstacles to the modernization of the economy.

To solve the above problems, it is permissible to implement measures in the following areas aimed at increasing the innovative potential and activity of industrial enterprises:

- It is expedient from an economic and social point of view to attract more investments in sectors of the industry with high labor intensity;

To focus on the introduction of new and high technologies, the development of innovation policy, and the creation of a state innovation system, along with the improvement of mastered industrial processes. (Kaplan R., Norton D.: *Balanced Scorecard: Strategický systém merania výkonnosti podniku*. ManagementPress, Praha 2002. ISBN 80-7261-063-5, Kaplan, S., Winby, S.: *Innovation Metrics - Measuring Innovation to Drive Strategic Business Growth*. InnovationPoint LLC. <http://www.innovation-point.com/Innovation%20Metrics.pdf>, Sabadka D.: *Vybrané metódy a techniky pre zvyšovanie inovačného potenciálu výrobných podnikov*. Doktorandská dizertačná práca. SjF TU Košice 2004., Švejda, P. a kol.: *Inovační podnikání*. Praha. Asociace inovačního podnikání. 2007. ISBN 978-80-903153-6-5).

RESEARCH METHODOLOGY. One of the important directions in increasing innovative potential, introducing innovations and creating the necessary conditions for their development is the correct formation of management. Taking this into account, we would like to turn to the innovation management process and the system of indicators used to assess it.

It is proposed to use a number of indicators in the analytical study of the innovation management process in the regions and assess its effectiveness. These indicators are presented in four groups. Resources are needed to implement any activity, including innovative activities, and their assessment using indicators expressing the level of availability is the initial stage of innovation management analysis.

ANALYSIS AND RESULTS. After the availability of resources has been determined and innovations have been created using them, it is necessary to pay attention to indicators expressing the process of their implementation in practice. Here, the main focus should be on the requirements for selecting effective projects, the degree to which the selected innovations deliver the expected results, and the indicators related to their monitoring.



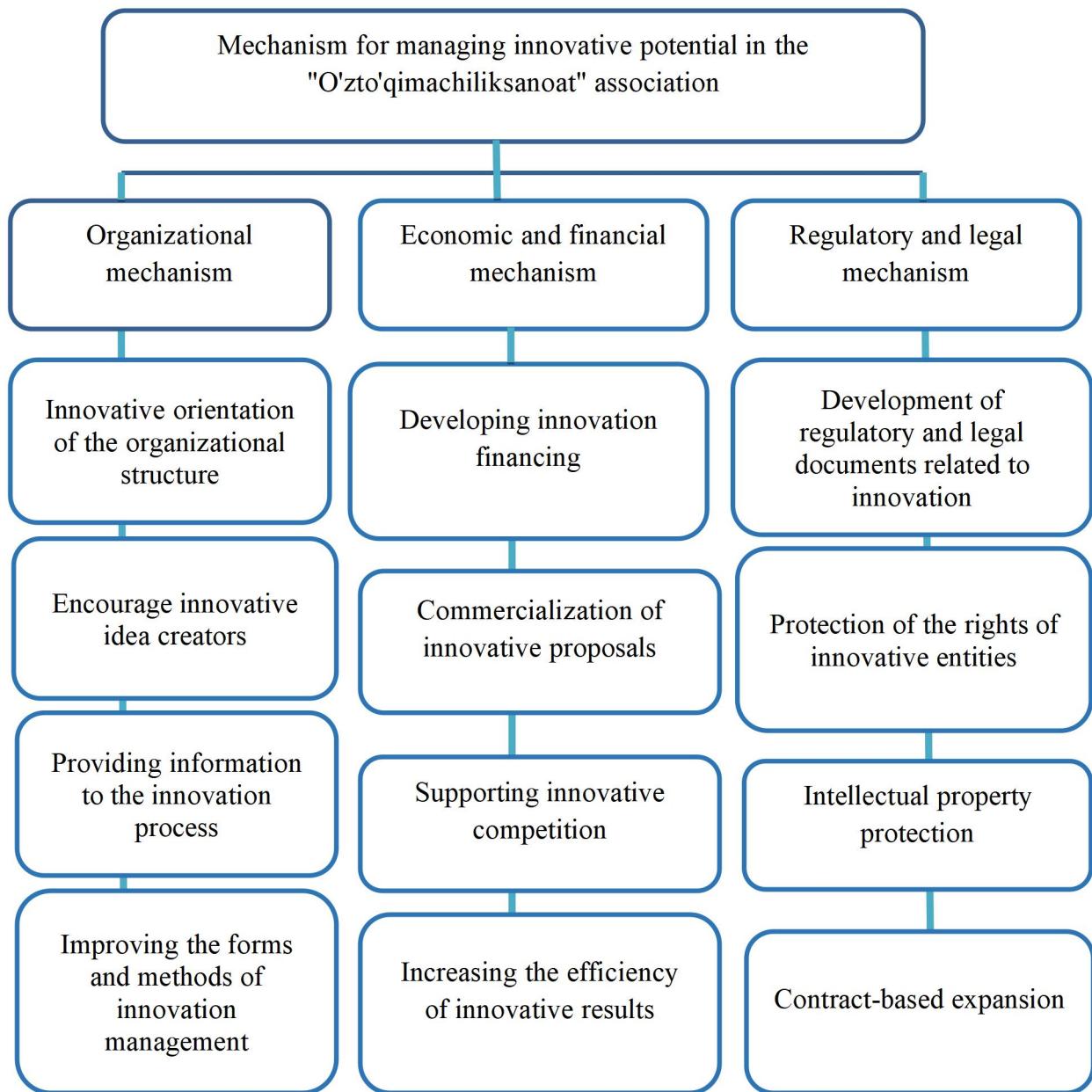


Figure 1. Mechanism for managing innovative potential in textile industry enterprises

They need to be identified and assessed based on appropriate indicators. The final result of innovations is assessed based on added value, and such indicators as marginal revenue, sales volume growth, profit margin, and revenue growth are widely used.

During the study, the research of a number of authors and approaches of enterprises on the basis of the model for analyzing and assessing innovative potential were studied. The overall operational capacity of an innovative enterprise (departments and units) is expressed in the success and effective operation of the enterprise (Pittner, M., Švejda, P.: *Řízení inovací v podniku*. 1.vyd. Praha. Asociace inovačního podnikání. 2004. ISBN 80-903153-2-1).

The innovative potential of a region is the sum of the innovative potential of enterprises in this region. Taking this into account, we will first briefly touch upon the assessment of the innovative potential of an enterprise. The level of quality and innovative potential of an enterprise is very important for achieving a high level of innovation in the following areas of



business management: technical and technological, including research and development; sales and marketing; logistics; human resources; management.

The study and assessment of the effectiveness of the processes of creating innovations and their implementation in practice requires appropriate units of measurement and their use. A strategic approach to increasing growth and competitiveness feeds relevant innovative projects and business processes. There are a number of methods and tools for measuring the level of innovative potential from a microeconomic or macroeconomic perspective.

From a macroeconomic perspective, innovative potential at the national level is the potential for development and progress. Its assessment and measurement are related to the competitive advantages of a region or country. This potential is directly proportional to all intellectual property of a country or region. The number of patents obtained or applications for them serves as an indicator of a country's socio-economic development and its innovative potential. The country's innovative potential is also assessed by the share of material and financial resources directed for these purposes in relation to GDP.

Indeed, without systematizing and improving the methodological methods for increasing the innovative potential of an industrial enterprise, it is impossible to ensure their sustainable development. Because innovations lead to market renewal, expansion of the nomenclature of goods and services, creation of new methods of production, supply and sale, and increase in the efficiency of managing the economic development of the enterprise. However, the lack of a connection between sustainable development of production and management of innovative activities, low perception of scientific and technical achievements of industrial enterprises, lack of opportunities to use innovative technologies, and inconsistency of innovative ideas with market needs determine the low efficiency of enterprise development in the national economy.

In these cases, in order to eliminate the information gap between business, science and education, it is necessary to create a single register of innovations of industrial enterprises. It will collect information on existing innovative projects and priority areas of research.

CONCLUSIONS AND PROPOSALS. Based on the above, the following measures should be taken to improve the stimulation of innovative activities of industrial enterprises: - formation of a system of orders for innovative products; - formation of a "government-business-science-education" system; - analysis of the problems of developing innovative activities and finding innovations. More precisely, it is necessary to improve the management structure of an industrial enterprise. That is, to develop proposals for the introduction and stimulation of innovations, as well as to create an organizational structure that is responsible for the development of innovative infrastructures.

In particular, the level of development of the state today directly depends on its achievements in the field of innovations, the ability to create new knowledge and effectively apply it, which is a prerequisite for successful competition. Taking this into account, there are certain conditions in our country for further support of innovative activities of industrial enterprises.

In this regard, in order to increase innovative activity, it is necessary to improve the national system of stimulating innovations. In particular, it is necessary to support the real sector of the economy, thereby saturating the domestic market with goods and services, and increasing the export potential of competitive products.

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