

SPECIFIC FEATURES AND FACTORS OF SUSTAINABLE DEVELOPMENT OF THE INNOVATIVE ENVIRONMENT IN INDUSTRIAL ENTERPRISES

Rajabova Dilbar Ixtiyor kizi

Asia International University

Abstract: At the same time, development is synonymous with quantitative growth. From the perspective of portfolio analysis, growth can be horizontal (family and horizontal diversification), vertical (forward and backward integration along the logistics chain), and diversified (conglomerate diversification). The article supports the idea of developing a strategy for the sustainable development of an industrial enterprise on an innovative basis. The grouping of the development processes of production enterprises was carried out. Within economic systems, a stable (simple reproduction), expanded, and narrowed type of development is distinguished, which is determined by the nature of changes in the parameters of the enterprise's functioning.

Keywords: sustainable development, innovative potential, industrial enterprise, innovation capabilities, innovative sustainability.

The system implies its flexibility and ability to adapt to market fluctuations, as well as the capability to continuously update technologies according to market demands. Resilience is a fundamental characteristic of any system. In a market economy, the sustainable development of an enterprise requires its flexibility and ability to adapt to market fluctuations, as well as the capacity to continuously update technologies in accordance with market demands.

Thus, in modern realities, innovativeness becomes a mandatory criterion for the development of an industrial enterprise that strives to be competitive in the market and wishes to ensure sustainable development. Nowadays, innovations serve as the driving force for the development of the enterprise and ensuring its sustainability. Therefore, the need for an industrial enterprise to actively use innovations should be ensured by establishing an effective process for managing the enterprise's innovative activities, which requires constant monitoring of both the external and internal environments. One of the most generalized indicators of an enterprise's innovativeness is its innovative potential, which serves as a key factor for the sustainable development of the industrial enterprise, indicating the relevance of the research topic and necessitating scientific research.

The word "sustainable development" is derived from the English phrase "sustainable development" and refers to development that successfully eliminates or lessens the effects of negative causes while both meeting present requirements and generating chances for future success. Therefore, the development of an industrial firm in the modern day entails establishing the conditions necessary for its It is worth noting that the enterprise is not something isolated or separated from other market entities. The functioning of the enterprise is influenced by a number of both internal and external factors. Therefore, for the successful sustainable development of the enterprise, it is necessary to study the external environment with all the favorable and unfavorable events occurring in the region, the country, and the entire world. successful operation both now and in the future.

The concept of "enterprise sustainability" is the subject of research by a significant number of scholars and has numerous definitions and interpretations. According to B. Danilyshyn and B.

Shostak, sustainable development is a system of relations in social production that ensures a rational balance between economic growth, optimization of the qualitative state of resource provision, and the development of the spiritual and material needs of the population.¹

Yu. Kovalenko believes that sustainable development is a process of cumulative changes aimed at transforming the regional system into a qualitatively higher level and is determined by the state and potential social, economic, and environmental capabilities of the region.²

V. Grosul and H. Mamaeva interpret sustainable development as a comprehensive system of organizational management, which represents a balanced, harmonious, and long-term development of the organization, whose activities are aimed at ensuring a holistic balance taking into account the changing external conditions of functioning and achieving sustainable and effective results in the enterprise's activities.³

T. Lazorenko and I. Sholom believe that sustainable development is a crisis-resistant, continuous, stable, and controllable process characterized by the growth of economic efficiency in the activities of the enterprise, alongside an enhanced sphere of responsibility towards clients and partners, as well as developed measures for environmental protection aimed at improving the quality of life for both the present and future generations.⁴

The discussion around the essence of the definition of "sustainable development" has led to the formulation of the main approaches to defining the sustainability of enterprise development. Thus, scientists highlight the following approaches:

- 1) pragmatic approach – involves the differentiation of organizational resilience, market resilience, and production resilience;
- 2) structural-systemic approach – studies the resilience of the enterprise at the macro, meso, and micro levels;
- 3) financial-oriented approach – implies understanding resilience from a financial perspective, meaning the development of the enterprise is viewed as an opportunity to achieve financial stability indicators;

¹ . Danilishin B.M., Shostak L.B. (1999). Ustoychivoye razvitiye

v sisteme prirodno-resursnykh ogranicheniy [Sustainable development in the system of natural resource restrictions]. Kyiv:SOSP Ukrayiny. (in Ukrainian)

² Kovalenko Yu.O. (2020). Pidkhody shchodo otsinky staloho rozvytku rehioniv na osnovi sotsio-ekoloho-ekonomichnykh pokaznykiv [Approaches to assessing the sustainable development of regions on the basis of socio-ecological and economic indicators]. Menedzher. Visnyk Donets'koho derzhavnoho universytetu upravlinnya. Seriya "Ekonomika", no. 3 (88), pp. 45–55.

³ Hrosul V.A., Mamayeva H.S. (2012) Сталий розвиток економіки.[Theoretical approaches to determine the essence of sustainable development of the enterprise]. Stalyy rozvytok ekonomiky , 2012. № 7. С. 104–107, pp. 104–107

⁴ Yakovenko Ya.Yu. (2019). Kontseptsiya upravlinnya stiykym rozvytkom pidpryemstv [The concept of managing sustainable development of enterprises]. Naukovyy visnyk Khersons'koho derzhavnoho universytetu, vol. 36, pp. 76–81. Available at: <https://ejournal.kspu.edu/index.php/ej/article/view/600/596>

4) the triadic approach – is based on the Concept of Sustainable Development, according to which the sustainability of an enterprise is ensured by combining economic, environmental, and social components.⁵

Speaking about sustainable development, it is appropriate to mention the Sustainable Development Concept, which was formulated in 2015 during the UN Summit in New York City. The concept envisions the achievement of 17 sustainable development goals by 2030, which will allow for a balanced development of economic, social, and environmental components. Uzbekistan has joined this concept, supported it, and is trying to implement all 17 global goals. Thus, on February 2, 2022, the Cabinet of Ministers of Uzbekistan presented "Sustainable Development Goals. Uzbekistan," which take into account the specifics of national development but do not contradict the global sustainable development goals. Considering the national position on sustainable development goals, we believe that the sustainability of a modern industrial enterprise should be ensured by a combination of economic, environmental, and social components of sustainable development. In contemporary realities, such a combination becomes possible through the activation of innovative activities, which will allow for finding optimal solutions regarding the consideration of the environmental component (rational use of natural resources, resource conservation), the social component (fair distribution of natural goods), and the economic component (cost assessment).

A modern enterprise must be socially oriented, maximally contribute to the protection of the natural environment, and support the development of science and technology. Thus, ensuring the sustainable development of an industrial enterprise becomes possible, first and foremost, through increasing the enterprise's innovative potential. We believe that in this way, it is possible to achieve a balanced combination of all the aforementioned components and remain competitive in the market.

The essence of any object can be revealed by determining its structure. The structure of the innovative potential of an industrial enterprise can be appropriately represented by three components: resource, internal, and result-oriented components. The resource component of innovative potential determines the possibility of using each available resource in the innovation process. The resource component of innovative potential includes material and technical, informational, financial, and human resources. Each type of resource forms a corresponding potential: the potential of technology and production, the potential of the informational base, the potential of the financial base, the potential of personnel. The importance of the resource component lies in the fact that it is this component of innovative potential that allows determining the directions of innovative activity, and the optimal use of all available resources will activate innovative activity and thereby increase the innovative potential of the enterprise. The internal component of innovation potential involves organizing the innovation process at an industrial enterprise through the establishment of an effective organizational structure (organizational potential); the formation of a competent managerial potential (managerial potential); the development and implementation of a powerful marketing strategy (marketing

⁵ Lazorenko T., Sholom I. (2020). Teoretychni zasady kontseptsii upravlinnya stiykym rozvytkom [Theoretical foundations of the concept of management of stable development]. Halyts'kyy ekonomichnyy visnyk, no. 6 (67), pp. 175–184. Available at: <https://galicianvisnyk.tntu.edu.ua/pdf/67/924.pdf>

potential); and the establishment of an effective sales system through the formation of the enterprise's logistical potential. The effective component of innovative potential reflects the result of implementing existing opportunities in the form of a new type of product obtained as a result of innovative activities. It should be noted that the innovative product itself is the real reflection of the entire innovative process, which ultimately forms the innovative potential of the enterprise and allows for the enhancement of the innovative potential of the industrial enterprise. The main directions for activating the innovative potential of an industrial enterprise include: mastering new technologies, improving the condition of equipment, enhancing the mechanism for managing intellectual property, diversifying developments and production, improving the organizational structure, enhancing the personnel incentive system, and increasing the level of employees' receptiveness to innovations.(table 1)

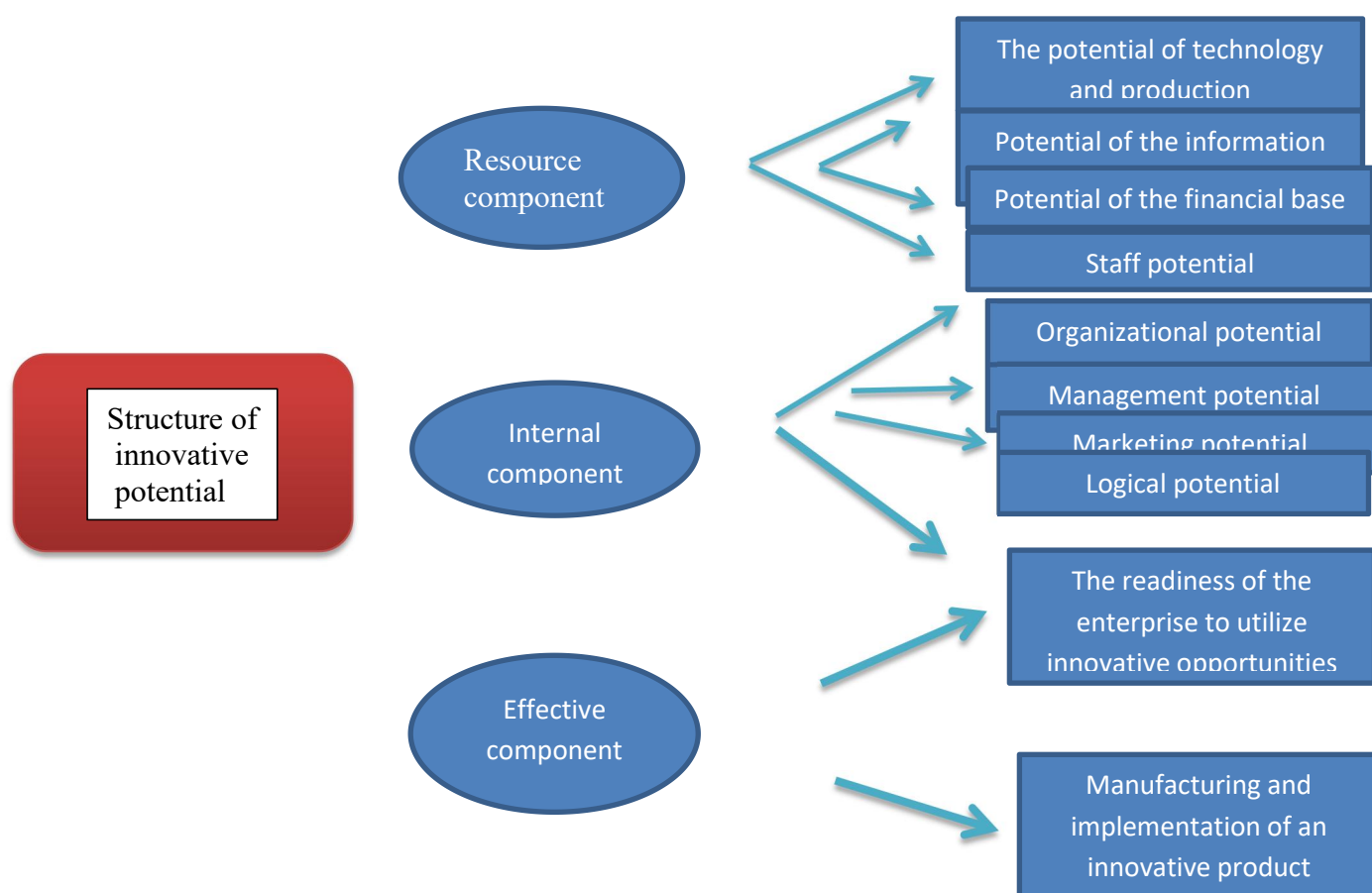


Table 1. The structure of the innovative potential of an industrial enterprise

Since the growth of the enterprise's innovative potential is one of the determining factors in shaping its sustainable development, it is advisable to study the relationship between these concepts and determine the impact of increasing innovative potential on the sustainable development of the enterprise. The developed conceptual model for studying the relationship and impact of innovative potential on the sustainable development of an industrial enterprise includes

an analysis of the techno-economic indicators of the innovative activities of the industrial enterprise, allows for the assessment of the level of innovative potential of the industrial enterprise, and the formation of an effective structure of innovative resources of the industrial enterprise, which will enable the forecasting of changes in innovative potential and the implementation of solutions aimed at ensuring the sustainable development of the industrial enterprise.

The conducted scientific research allows us to conclude that solving theoretical and methodological problems of sustainable development of an industrial enterprise based on increasing its innovative potential is of great importance for the activities of the industrial enterprise. Ensuring the sustainable development of an industrial enterprise is impossible without the systematization and improvement of the directions for increasing the enterprise's innovative potential. It is innovations that contribute to the renewal of the market, the expansion of the range of goods and services, the creation of new methods of production, supply, and sales, and the improvement of the efficiency of managing the economic development of the enterprise.

Let us note that the lack of connection between the sustainable development of the enterprise and the management of innovative activities, the low level of use of scientific and technological achievements by industrial enterprises, and the absence of incentives and opportunities for the use of innovative technologies. Thus, the sustainable development of an enterprise based on enhancing its innovative potential is a necessary condition for the effective operation of any economic entity.

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