

MECHANISM OF AN INNOVATION MANAGEMENT

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Abstract :Innovation management is a set of principles, methods and forms of innovation process management. The innovation process is the action to transform knowledge into innovation, or innovation. It consists of several stages. This article shows the methods of attracting new equipment and technology into the production process, the algorithm for training workers in the use of this equipment, which is the main part of innovation management.

Key words:innovation, innovation process, innovation management, modernization, technique and technology, fixed assets.

Scientific and technological progress, especially its current stage -the scientific and technological revolution, contributes to the development of mass production of many types of products while reducing the socially necessary costs for their manufacture. The internal logic of the development of science leads to the creation of fundamentally new and improvement of existing types of products and technologies, accelerating the pace of their renewal, which introduces specific changes in the system of social needs.

At the same time, new needs arise, various ways to satisfy different needs with one product are revealed, the ratios between different needs change, the possibilities of satisfying the same needs with different types of products are revealed, etc. The complication of economic processes has a serious impact on market relations and its conjuncture. As a result, a competitive environment is being formed between enterprises which, in turn, requires regular changes in the range and range of products. Regular product changes and the production of innovative products require large funds, costs and a highly skilled workforce.

Currently, modern enterprises, in order to survive in the market and have a wide sales volume, are content with any level of costs. There are different types of classification of innovations. Depending on the criteria used, there are: -by type of work: scientific, technical (design and technological), pilot and production innovations;-according to the specific results of the innovation process: patents, inventions, new or modified products, advanced technological processes, services, standards, new methods of management and organization of production;-according to the degree of novelty: fundamentally new, new, modification (modifying) and pseudo-innovations (pseudo-innovations);-by subject content -product, technological, socio-economic, environmental, information, organizational and managerial innovations;-by type of effect: scientific and technical, economic, social, environmental, informational and political innovations;

-in terms of coverage of the main areas of activity: production and technological, organizational and managerial, socio-political and financial and economic

innovations [1]. The innovation process is the creative process of creating and transforming scientific knowledge into new products that are accepted by consumers. The simplest model of the innovation process is the innovation chain, which is a complete scientific and production cycle, consisting of relatively independent stages of stages. In industrial enterprises, the issue of innovation management can be viewed from two points of view: First, innovation management is considered as the attraction of new equipment and technology, the use of modern management methods. For example, one of the methods for regularly reducing the costs of an enterprise is the constant modernization of equipment and production technology. At the same time, having updated fixed assets, i.e. power machines and other production equipment, achieve a reduction in electricity and labor costs.

It is considered to be the attraction of innovative products in production management, and is mainly focused on upgrading production equipment, which is one of the tasks that have a high management requirement. The purchase of new fixed assets and technologies requires the management of the enterprise to make financial and strategic decisions. The effectiveness of the decisions made reflects their leadership skills and managerial experience. In this regard, managing the processes of purchasing innovative products is an integral part of innovation management. Secondly, managing is the creation of new innovative products and services. Innovative activity is closely related to the assimilation of new knowledge and the creation of new products. The effectiveness of the process of creating new products comes from the effective management of innovation.

The increased competition in the market forces enterprises to conduct continuous research into innovative products. As a result, the markets every day offer products with a new function and quality, or products with a completely new look and character. Some enterprises, due to the effective activity of innovation management, achieve the offer of new products that have no analogues in the world market. Enterprise innovation management embraces and implements these two important aspects. If, during their implementation, the production process or the process of creating new products is not taken into account, then the innovation policy will not give a correspondingly positive result [2].

In order for the process of innovation management to be effective and efficient, so that the enterprise, due to the ongoing innovation policy, successfully conducts its activities in the market, innovation management must be based on a strict algorithmic sequence and compiled according to general management patterns. The process of developing an innovative management algorithm should cover, among other things, technological processes. Management of the processes of introduction of innovations in production and their modernization consists of two main parts. The first of them is the management of the ratio of the human resource to the workplace. The second is the management of fixed assets available in production. If we take into account the scale of the production area, workshop or site in which innovative management is implemented, this will contribute to increasing the efficiency of innovative management.

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