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The Main Directions of Development of Innovative Activity in Enterprises

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ABSTRACT

Although the study of innovation processes may seem realistic, it shows that only one hundredth of all ideas, and in some cases one in a thousand, lead to commercial success. So, in order for an idea to be effective on the one hand, and on the other hand, it is necessary to consider many proposals. The impact of innovation on firm performance has been a matter of significant interest to economists and policy makers for decades. This article examines the main directions of the development of innovative activities in enterprises, in which current problems and future prospects are studied.

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1. Introduction

The current development of the world community is characterized by the systemic integration of the economies of states, the international concentration of capital, the globalization of the world market and the economic activity of companies. An important factor in this is the basic intellectualization of scientific and technological progress and production. The economic and technological superiority of the United States, Japan, and the European Union is reflected in their ownership of science-based and high-tech industries, which ensure their political dominance in the world. Recognizing the importance and vital importance of innovation activities, the governments of these countries immediately moved to innovation policy through state support and special government programs. This has enabled local companies in the countries to make a high-tech leap and ensured that there is a high gap between all macroeconomic indicators compared to other countries. Today, the strategic essence of the strategy of economically leading countries is formed on the basis of innovative activities of companies, the content

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of which is the production and marketing of new goods, development and introduction of new technologies, creation and application of new knowledge.

2. Literature review

According Börje Johansson and Hans Lööf (2008) to innovation activities of a firm are observed as its R&D spending and participation in three categories of innovation systems. The various factors that can influence a firm's innovation efforts are divided into, (i) firm location reflecting the regional milieu and (ii) firm attributes such as corporate structure, nature of the knowledge production, type of industry and a set of specific firm characteristics. The process of innovation entails the action of renewal of change. Within the business context Perdomo-Ortiz and others (2006) define innovation as a 'dynamic capability'.

Innovation activities are all scientific, technological, organisational, financial and commercial steps which actually, or are intended to, lead to the implementation of innovations. Some innovation activities are themselves innovative, others are not novel activities but are necessary for the implementation of innovations. Innovation activities also include R&D that is not directly related to the development of a specific innovation (OECD, 2005).

3. Methods

We have chosen a scoping approach to map the key concepts that underpin the research area. The review was conducted to identify, examine and clarify definitions and in the conceptualization of the term used in innovation activity studies. We try to provide an overview of how the complexity of the field of innovation activity in economy is described, including the different definitions and interpretations of the term. The aim is to determine the scope and coverage of the concept of innovation activity and give indication of the volume of literature and studies available. To capture the broader scope of the interpretations of innovation activity practices, a variety of studies are included.

In an enlarged form, the investment analysis of innovation activity can be represented by the following stages:

1. Analysis and forecast of directions of scientific and technological progress (STP) in this and related industries. This stage is necessary to understand future technological and functional threats. As already noted, technological threats are the possibilities of producing a product of a given company using other, more advanced technological processes. In this case, due to the use of outdated technology, the enterprise may turn out to be uncompetitive in terms of costs, and in some cases, in terms of product quality, for example, in the production of metal by various methods. A functional threat is associated with the possibility of competitors emerging with a new, more progressive product that will perform the functions of the old one at a higher level, for example, when replacing mechanical scales with electronic ones.

2. Analysis of the fund of available inventions and R&D results. This stage involves the study of already made inventions. In this case, one should proceed from the principle: "future innovations are existing inventions".

3. Selection of the most effective inventions. At this stage, it is necessary to understand which inventions are the most progressive and effective and what is the likelihood of their transformation into innovations in the future.

4. Analysis of the market for innovations. The market for innovations can be represented by two large blocks: the market for the so-called contract R&D and the market for technological licenses.

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5. Development of innovative strategies.

6. Analysis of the capital intensity of innovations required to implement strategies. At this stage, the innovation analysis turns into the investment one.

Serious innovation is inconceivable without large investments, and effective investments without effective innovations. In some cases, enterprises have funds, but no investments. Because there are no innovative objects of their application. The very same efficiency and risk of industrial and technical investments are closely related to the structure of innovation.

4. Results

An important condition for the effective implementation of state science and technology policy in the context of globalization is the concentration of scientific potential, financial and material resources (based on ongoing programs and projects) in the priorities of effective development of science and technology policy. In general, as a central link, it is necessary to develop the prospects of socio-economic and scientific-technical policy at the national and regional levels, investment strategy, as well as the strategy of enterprises, banks and other financial institutions.

In the current context, it is important to coordinate the activities of the "education - science - production" trinity. The basis of such a unit is the management of knowledge at the national, regional and corporate levels from knowledge and its results, including technologies that require new scientific achievements. Looking at the issues of successful innovative development, it is necessary not only to understand the importance of the emergence of innovation and its distribution mechanism, but also to take into account the principles of creating the necessary infrastructure to form a demand and supply market. The innovative supply market is objectively saturated with respect to the demand market.

It is well known that innovative new ideas are rarely successfully implemented. Although the study of innovation processes seems realistic, it shows that only one hundredth of all ideas, and in some cases one in a thousand, lead to commercial success. So, in order for an idea to be effective on the one hand, and on the other hand, it is necessary to consider many proposals.

Although innovation management problems are interpreted differently in research, the set of problems associated with the integration of innovative activities has not been sufficiently studied in the process of shaping the development goals and strategies of a company operating in a competitive market environment.

To achieve the goal of developing innovative activities, each company must address the following issues:

- The importance of innovation in the company's activities is a competitive resource, the economic generalization of the role of innovation in the formation of the company's strategy and goals;
- to determine the characteristics of the innovation process and its impact on the management system of companies, to justify the need for a heuristic - integration - adaptive approach in the implementation of innovative activities;
- Statistical analysis of innovative activities of successful global companies;
- Analysis of modern tools of global companies, methods and algorithms for effective implementation of research and development (ITTKI), study and evaluation of practical approaches and solutions to the problems of innovative processes based on the experience of global companies in the US, Europe and Japan;

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- Analysis of the current state of innovation activity of companies, assessment of the possibility of applying the concept of strategic innovation management in the economic conditions of the country, development of practical recommendations for companies to create innovations, etc.

The innovative process is a balanced improvement of work in all areas of the enterprise, based on the control of profitability at each link. All innovations are carried out on the basis of a comprehensive, systematic, comprehensive analysis of the work of the enterprise, the main thing is to compare the results obtained not with the results achieved, but with the current capacity (size) of the market. The purpose of such an analysis is to determine to what extent the enterprise has used its market opportunities in each period.

The news market can be interpreted as a system of economic forms and mechanisms related to the conditions of knowledge acquisition, the functioning of innovative communications, the sale of scientific goods. The market mechanism includes communication between sellers and buyers of news, pricing, credit and other value categories. It also includes the supply and demand for innovations, the supply evaluation system and the achievement of agreed prices, money supply (investment), the cost of innovation, and more. Innovative communication serves the turnover and is a central mechanism targeted at market participants in the news, which allows them to manage the innovation process.

The market is often seen as a technical and economic category that acts as a mover from the producer to the consumer. Such a simple description of innovative communication does not accurately reflect the nature of the news market, as it by its nature performs the following important functions:

- First, it serves as a guide to scientific and technical policy;
- secondly, has an innovative impact on the investment process;
- Third, the need to develop innovative communications in order to accelerate the implementation of scientific and technological potential in government agencies;
- Fourth, it forms the scientific and technical requirements for innovations;
- Fifth, it has a direct impact on the creation of innovations by increasing the demand for innovative goods.

5. Conclusion

In order to perform the above tasks, the news market must be able to have an economic impact on the process of creating new products and its creators. The essence of the interaction is characterized by the fact that the researcher and the manufacturer develop a new product and technology, depending on the decrease or increase of interest in this or that innovation. The benefits relate to the income derived from the application of the result and its distribution. If initially the innovation sector is completely limited, not dependent on the application of innovations in production and there is no news market, the impact of the market, the flow of goods and their economic performance will depend on the possibility of change based on investment conditions, thereby changing the interests of market participants . The peculiarities of the market mechanism are reflected in the formation of supply and demand for investment, in the description of the market.

At present, the world experience in the field of innovation is successfully applied in various sectors of the economy of the Republic of Uzbekistan, and it is a guarantee of systematic development of the country's potential.

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