

Innovative Marketing in a Competitive Economy

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Abstract: This article discusses the introduction and widespread distribution of new products, services, technological processes are becoming the main factors in the growth of production, employment, investment, foreign trade turnover. It is here that the most significant reserves for improving product quality, saving labor and material costs, increasing labor productivity, improving the organization of production and increasing its efficiency are hidden. This predetermines the competitiveness of enterprises and their products in the domestic and world markets.

Keywords: Goods, enterprises, process, labor, growth, efficiency, innovation, implementation, technology

The innovative development of the economy is based on the process of creating, preparing, searching and implementing innovations, that is, ensuring the transformation of an idea into an innovation.

Innovation is a fundamentally new product or technology that is the end result of purposeful, risky innovative activity.

The innovation process is the process of consistently transforming an idea into a product through the stages of fundamental and applied research, research and development, marketing and other forms of creative activity.

The key criteria for the classification of innovations are the potential and the degree of novelty, reflecting the levels of technical and economic progress of society and determining business cycles.

Currently, enterprises are faced with the need to update the technological base of production, improve the quality of products, expand sales markets, which implies an active innovation policy and the introduction of marketing innovations at the enterprise.

The following features of innovative marketing are distinguished:

- the competitiveness of the future final product depends on the correct choice of the direction of research during the period of R&D on its development, since there is a significant period of time between the development and application of scientific and technical products, where the result can manifest itself in one or another future period;
- since the product of scientific and technical activity is the initial link of the final product, marketing of the first cannot be effective without studying the market of the second;
- marketing efforts should be aimed at studying the use value of an intellectual product, since it saves living and materialized labor in the sphere of material production;
- an intellectual product is subject to more rapid obsolescence. This determines the need to apply efforts to protect and preserve intellectual property rights, to ensure its patent part, which is undertaken in the process of marketing scientific and technical products;
- the created intellectual product, depending on its nature and focus, can be sold in different markets to different consumers, where the search for replication is one of the marketing tasks.

Creation, implementation and wide distribution of new products, services, technological processes are becoming the main factors in the growth of production, employment, investment, foreign trade turnover. It is here that the most significant reserves for improving product quality, saving labor and material costs, increasing labor productivity, improving the organization of production and increasing its efficiency are hidden. This predetermines the competitiveness of enterprises and their products in the domestic and world markets.

On the basis of combining the key provisions of the theory of innovation and the theory of competition, a

definition of innovative competitiveness is proposed, which means the creation of competitive advantages from the introduction of innovations into new forms of organization of production, labor, service and management, that is, the ability of business entities based on active innovation to compete with their rivals. Indispensable condition implementation marketing product innovation is the need to change the pricing system. To solve this problem, it is advisable to use the economic concept "Pricedown - costdown", which is based on a progressive method of targeted strategic cost management (target costing). Target costing is especially relevant in the production of innovative products, when fundamentally new in quality and affordable products are released. If target costing is combined with elements of the "community" business model system, then enterprises wishing to sell their products will have a wide opportunity to communicate with buyers of their products online, taking into account the requirements for product quality, its price, advertising the product with the help of consumers.

The use of a target costing system leads to a decrease in time and money costs, because in traditional marketing systems, the cost and price of products are determined only at the last stage of the development of a new product, and if the price is higher than the market price, then the design process has to start from the beginning.

Thus, the concept of marketing considers the innovative potential in constant interaction with the external environment, which influences its formation, but itself changes under its influence. Consistency

assumes that the innovative potential of the economy and its industries is the environment for the development of the enterprise's potential.

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