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Innovative Approaches to Enhancing the Competitiveness of Industrial Enterprises and Challenges in Improving their Efficiency

Orazboyeva Ozoda Gulomjon qizi
Magistr student of Gulistan State University
ozodagulamovna@gmail.com

A B S T R A C T
Today, the results of a number of scientific and applied research aimed at increasing the competitiveness of exports in the world market reflect the need to organize a production process based on the intensity of competition, reflecting modern economic relations in the context of the impact of transcentralization and concentration of international capital movements. The priority of such cases is reflected in the increasingly complex international trade processes based on the growth of exports and imports.

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Introduction

Practical implementation of priorities in international trade processes, large companies maintain their positions in the global market for their activities As determined by the stay, each country exports on its own a national strategy aimed at ensuring competitiveness formation is required. This strategy is a market mechanism along with organizational and economic mechanisms to stimulate exports measures that reflect compatibility require the formation of a system of measures. That is why every country is taxed to encourage export activities creation of a single principled basis of weighing, customs and currency regulation organization of modern mechanisms of taxation, advanced in production material and energy density of the product through the application of technology tries to organize production based on reduction.

Formation of a competitive economy in our country, increasing the influence of the domestic market in ensuring competitive advantage, external improving the structure of market-oriented goods and services and stable under the influence of a number of measures to update the range high rates of economic growth were ensured. However, in our country The global market of products depending on the competitiveness of certain industries high level of specialization in production and export, the priority of government regulation in the demonstration of domestic economic potential, the lack of modern mechanisms of the credit and financial system, the parameters of targeted use of factors such as infrastructure, scientific and technical capacity, labor resources underutilization of export potential processes. In these processes on the need to address the complex situation in a systematic manner President of the Republic of Uzbekistan Sh.M.Mirziyoyev is as follows "... the most important guarantee of sustainable economic growth - production of competitive products, new international markets for them finding and increasing exports is the full use of transit potential ”[1].

The above casesincrease the competitiveness of industrial enterprisesstructural links evidence of the urgency of conducting research to identify the factors influencing the formation will give.

Literature review

Innovative models of increasing the competitiveness of industrial enterprises and features of their implementationforeign economists M.Porter [2], F.Kotler [3], Z.Griliches, F.R.Lichtenberg [4], M.Gelvanovskiy, V.Jukovskaya, I.Trofimova [5], L.N.Chaynikova, V.N.Chaynikov [6]and others.

In our countryprocesses related to the conditions and factors that increase the competitiveness of industrial enterprises M.T.Yaxshieva [7], N.X.Xalilov [8], I.A.Axmedov, N.I.Primova [9], R.O.Alimov, A.F.Rasulov, A.M.Qodirov [10] works'.

Research methodology

Research methods such as analysis and synthesis, induction and deduction, statistics and comparison were used in conducting the research.

Analysis and discussion of results

Modern models of achieving competitiveness have a general character of economic development and are characterized by the formation of a competitive environment. These factors are: the quality of production the condition of the point of view and its effectiveness; scientific potential, qualifications, scientific and technical achievements of employees; the state of related and service sub-sectors in key competitive industries; terms of demand; business strategy and structure.

Internal of local products to form a competitive environment ensuring high competitiveness in the market, as well as in foreign markets important. Although the share of products in domestic and foreign markets is significant, there is room for further growth. This makes it urgent to focus on saturating the domestic market and increasing the competitiveness of export-oriented products. Achieving sustainable development and increasing the competitiveness of the national economy requires having an advanced innovative economy. To achieve this, it is necessary to create equal competitive opportunities for all producers in the domestic market, ie to create a favorable macroeconomic environment, support national producers in foreign markets, and at this stage of economic development develop competition policy.

The existence of a stable correlation between a favorable macroeconomic environment and product competitiveness is consistent with the basic tenets of modern economic theory and has been proven by numerous applied studies. One of the important indicators of the country's competitiveness is sustainable economic growth and ensuring macroeconomic balance. On the basis of the medium-term programs adopted by the Action Strategy for the five priority areas of development of the Republic of Uzbekistan for 2017-2021, high GDP growth rates will be achieved by maintaining macroeconomic balance, deepening structural and institutional changes.

So, Today, the industrial enterprises of the republic are technologically advanced. However, alongside innovation, it is crucial to continue fostering a competitive environment through the strategic management of innovation processes. This is particularly significant amid the accelerating pace of globalization across all economic sectors, the increasing integration of economies, and the growing competition in the commodity market. A key characteristic of modern development and its short-term outlook is that strategic innovation management is becoming an indispensable tool. This trend is prevalent not only in economically developed nations but also in countries undergoing market reforms.

In recent years, new forms and methods of decentralization of the innovation cycle are emerging in Uzbekistan. There is a rapid process of formation of new joints, the main task of which is to perform engineering and current work. An "entrepreneurial" approach to innovation is becoming more prevalent, with the inventor becoming the leader in the development and implementation of innovations. Improving the competitiveness of the national economy is inextricably linked with the activation of innovation processes.

In order to ensure the successful operation of innovative enterprises in Uzbekistan, the solution of the following tasks is of great importance:

- creation of an environment conducive to the search for and absorption of innovations, mainly dependent on the skills of local managers;

- Subordination of all innovation activities to consumer needs;
- Reducing the number of levels in management in order to accelerate the process of "research - production - sales";
- Reducing the time for development and implementation of innovations.

The current state of the innovation environment does not allow to achieve a high level of innovation orientation of local business in the short term. Therefore, its development requires effective action of the state in various directions. The transition of society to innovative development is hampered by the command-and-control rules of standardization and certification in the development of new goods, the departmental monopoly on technical services for the introduction of new industries.

In this context, equal opportunities will be ensured for all, with incentives directed not at individual enterprises but at promoting specific types of production and services. Granting privileges should not lead to monopolization of key industries, as this would be unacceptable. At the same time, the effectiveness of the innovation process will largely depend on the engagement of research institutes, universities, and companies specializing in this field.

Thus, innovation-driven policies—including pricing, taxation, structural, and regional aspects—should be integrated into all areas of public economic policy. Another obstacle to the economy's innovative development is the existing standardization and certification system. While government measures in recent years have increased transparency, reduced reliance on informal payments, and expedited document processing, they have yet to fully address the underlying challenges in this sector.

To expand innovative activities in Uzbekistan's industrial sector, special attention should be given to the most efficient industries for the structural analysis, research, and production of industrial goods. Establishing specialized organizational structures within enterprises—such as technical centers, dedicated teams for planning scientific and experimental developments, coordinating research and production units, and temporary technical groups—is essential for fostering innovation. Additionally, collaborating on scientific and technical projects with various services and researchers, as well as utilizing methods like research discussions and internship programs, would be an effective approach to enhancing innovation-driven industrial growth.

The expansion and stimulation of innovative activities, the formation of an innovative economy, the "knowledge economy" are among the priorities for the development of the national economy.

In the world experience, many ways of structural modernization of the national economy and the positive results achieved are known. Two of them can be distinguished as the main modern direction:

- modernization and development of education, science and innovation in accordance with the requirements of the "knowledge economy";
- Entrepreneurial activity, especially innovation one - way support.

The following problems faced by domestic producers in a market economy require modernization of the economy:

- depreciation of fixed assets;
- Production equipment has reached the end of its service life and spiritually obsolete;
- use of inefficient technologies;
- Lack of qualified personnel in priority sectors;
- Production of uncompetitive products.

The main focus is on modernization programs that are put into practice to find a positive solution to the problems mentioned above at the level of the national economy.

These are:

1. Expanding the production of competitive products;

2. Reducing the cost and improving the quality of products;

3. Expanding and stimulating the production of new types of products;

4. Increasing labor productivity;

5. Increasing the flexibility of production to the effects of various internal and external factors.

In the future, in the management of modernization processes in enterprises of leading sectors of the economy, in our opinion, it is expedient to introduce the following mechanisms:

Firstly, development of a single system for managing the modernization process at these enterprises or the establishment of a single link;

secondly, introduction of procedures and principles for the management of modernization processes in the general management of industrial enterprises;

third, Strict management of start-up, timely installation and delivery of equipment for modernization, technical and technological renewal of enterprises;

fourth, strengthening the management role of the responsible organizations for regular audit and monitoring of enterprises with a high share of spiritually and physically obsolete technological equipment;

fifth, a system for evaluating the effectiveness of management of modernization processes in enterprises of leading sectors of the economy development and implementation.

Today, domestically produced, processed products and further increase it, although its share in foreign markets is significant available. This is aimed at saturating the domestic market and exporting It is important to focus on increasing the competitiveness of products makes The solution of this urgent task is in manufacturing enterprises depends on the characteristics of competitiveness management.

The innovative potential of the national economy is reflected in the constant introduction of new changes in the goods produced by enterprises, the creation of new products, the introduction of the latest achievements of scientific and technological progress to meet consumer demand. All this allows to maintain the existing position in the market, ensure long-term economic efficiency of the enterprise and its integration into the world community.

Innovative potential includes the following key tasks, which have a tactical and strategic vision:

- assessment of the real competitiveness of products in foreign and domestic markets;
- ensuring a given level of quality, minimizing the total cost of production and operation;
- Determining the required amount of investment and their stages of the innovation process and their distribution among the participants;
- to determine the relationship between the cost of new product quality and the results of innovative activities of the manufacturer. In a market economy, it is important to determine the effectiveness of innovation.

Conclusions and suggestions

Today, while the share of domestically produced and processed goods in foreign markets is significant, there is still room for further expansion. Increasing production serves the dual purpose of meeting domestic demand and boosting exports. In this regard, enhancing product competitiveness becomes a key priority. The successful resolution of this critical task largely depends on how manufacturing enterprises manage competitiveness, ensuring their products meet international standards and market demands.

Implementation of the state policy aimed at the development of innovative activities in national enterprises and the formation of innovation infrastructure serving them creates conditions for the gradual expansion of production of import-substituting products in the country and increase the competitiveness of national enterprises. This requires the formation of innovation infrastructure in our country and their effective management. Because the formation of innovation infrastructure creates the basis for socio-

economic development of society and the formation of an innovative economy, secondly, it improves the intellectual potential of the republic and increases the share of innovative products in GDP.

Innovation is a constantly evolving economic situation that produces new types of products and is updated. Given that innovation potential is a key factor in radically updating and improving the scientific and technological or production process of economic development, fundamental research should be conducted mainly on the basis of appropriate economic policies for the effective development of sectors of the economy.

Innovative potential is also reflected in the organization of production of new types of products and services through the creation of new manufacturing enterprises, the promotion of existing ones. The development of innovative potential of enterprises operating in our country will depend on the further development of measures to strengthen the management system in this area, the production of new types of products and incentives for employees who create new technologies.

In general, the classification of direct and indirect state involvement in enhancing the innovative potential and activity of industrial enterprises is somewhat conditional. Non-financial methods, though they involve the redistribution of financial resources, require less funding compared to direct financial measures. However, a combination of direct and indirect government incentives, alongside institutional mechanisms for fostering innovation, remains one of the most effective approaches.

At the same time, the current stage of economic and social development necessitates improving innovation incentives and enhancing their effectiveness. In this regard, developing a comprehensive strategy to encourage innovation in industrial enterprises is essential. Such a strategy should focus on forecasting innovation needs, identifying key challenges, determining both facilitating and hindering factors, and creating mechanisms to stimulate innovation adoption, ultimately ensuring sustainable industrial growth.

In short, we believe that the government should support innovation in all enterprises, including large enterprises. Innovative giants have more opportunities to enter the world market, which, in turn, provides additional foreign exchange inflows to the country.

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