

## INNOVATIVE MANAGEMENT OF ENTERPRISES - A REQUIREMENT OF THE NEW ERA

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**Abstract:**In this article, the innovative management of enterprises remains a pressing requirement of the modern market economy. In the process of introducing innovative ideas and advanced management methods into the company's activities, innovative management, unlike traditional management, consists mainly of adapting to constant changes and finding new methods of innovative management of enterprises and firms in the digital market economy. Today's enterprises face several important questions, and this article extensively covers the essence of innovation management, its main strategies, and their impact on business.

**Keywords:**Effectiveness, innovative ideas, technological innovations, modern strategies, agent management, lean management, management strategies, analytical marketing.

### **Introduction.**

In the context of today's global economy, the issue of innovative management of enterprises remains one of the most pressing topics. One of the important aspects of innovative management at enterprises is ensuring the competitiveness of products manufactured by enterprises in innovative management, further increasing the efficiency of the enterprise, entering newly opened markets, optimizing production based on localization with reduced costs, and organizing the achievement of environmental sustainability in production. Currently, enterprises effectively use the following innovative management models, including: the open innovation model - these enterprises should pay attention not only to internal innovations, but also to external ideas.

In Uzbekistan, there is a transition to an information system for innovation management, and modern startups and technology parks are developing. Smart technologies are being introduced in agriculture, in addition, fintech and blockchain technologies are growing in the banking and financial system, but traditional management methods have been preserved in many enterprises. This was due to insufficient funding sources for the implementation of innovations. The qualifications of the personnel were also insufficient. In addition, the main factor in the systematic organization of the green economy and innovation management in the country is the further stabilization of the economic activity of enterprises and the introduction of modern innovations in enterprises.

### **Analysis of literature on the topic.**

Analysis of the literature on the topic of innovative management of enterprises is one of the important factors in increasing the competitiveness of enterprises and adapting them to market requirements. Classical and modern literature in this area studies the following aspects: The scientific works of Uzbek scientists on innovative management are also of great importance. Below are the works of some scientists who have conducted research in this field and their main directions. Theory and Strategies of Innovative Management Gulomov S.S. - conducted research

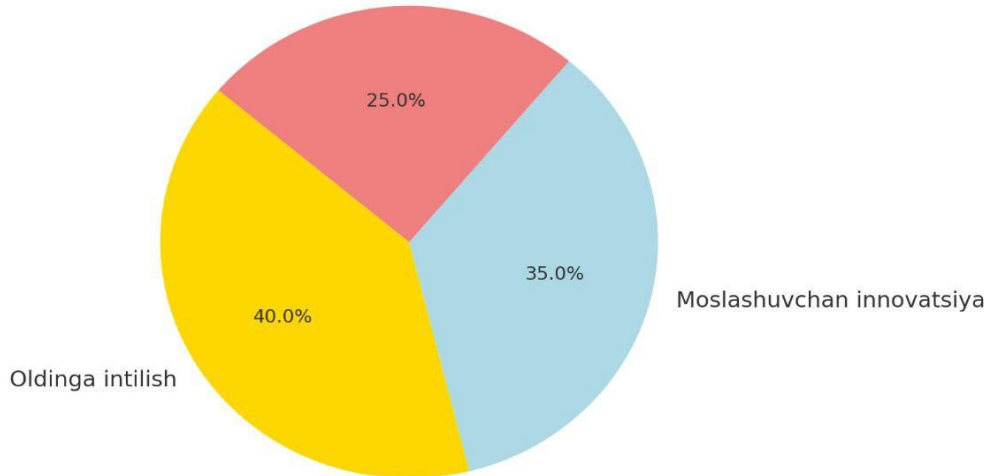
on innovative development and its economic impact in Uzbekistan. His scientific works examine innovative management and technological development strategies. Abdukarimov I.T. - There are scientific works on the innovative economy and its impact on management processes. His research focuses on the application of innovative business models in the context of Uzbekistan. Kodirov N.K. - conducted scientific research on the impact of competitive innovative development on enterprises, modernization of industry, and technological innovations. Sodiqov A. and Mamatova G. conducted research on the implementation of innovative management systems at industrial enterprises in Uzbekistan. One of the foreign scientists, J. Schumpeter (1934), in his "Theory of Innovation," asserts that innovation is the main driving force of economic development. P. Drucker (1985) - put forward the concept of "innovative management," which is the key to business success. M. Porter (1990), in his work "Advantages of National Competitiveness," substantiates the necessity of innovative strategies for enterprises to achieve success in the global market. Methods and approaches of innovative management In recent years, many scientific works on innovative management of enterprises have attracted attention. Open Innovation (Henry Chesbrough, 2003) - research on the model of open innovation. Enterprises should implement innovations based not only on internal innovations, but also on cooperation with external sources (startups, research institutes, clients). Agile Management (J. Higsmith, 2009) is an effective method for the rapid implementation of flexible management systems, especially technological innovations. Disruptive Innovation (C.Christensen, 1997) - provides an understanding of innovative approaches that change the traditional market. Factors influencing the innovative development of enterprises Many scientific sources analyze the factors influencing innovation management State policy and financial support (OECD Innovation Policy Reviews, 2018). Digital Technologies and Industry 4.0 (Klaus Schwab, 2016) - digital transformation of enterprises and IoT, possibilities of using artificial intelligence. Green Economy and Sustainable Development (UNEP, 2019) - the application of environmental innovations and carbon neutrality strategies. Many sources analyze the experience of innovative management of enterprises based on real examples.

## RESULTS

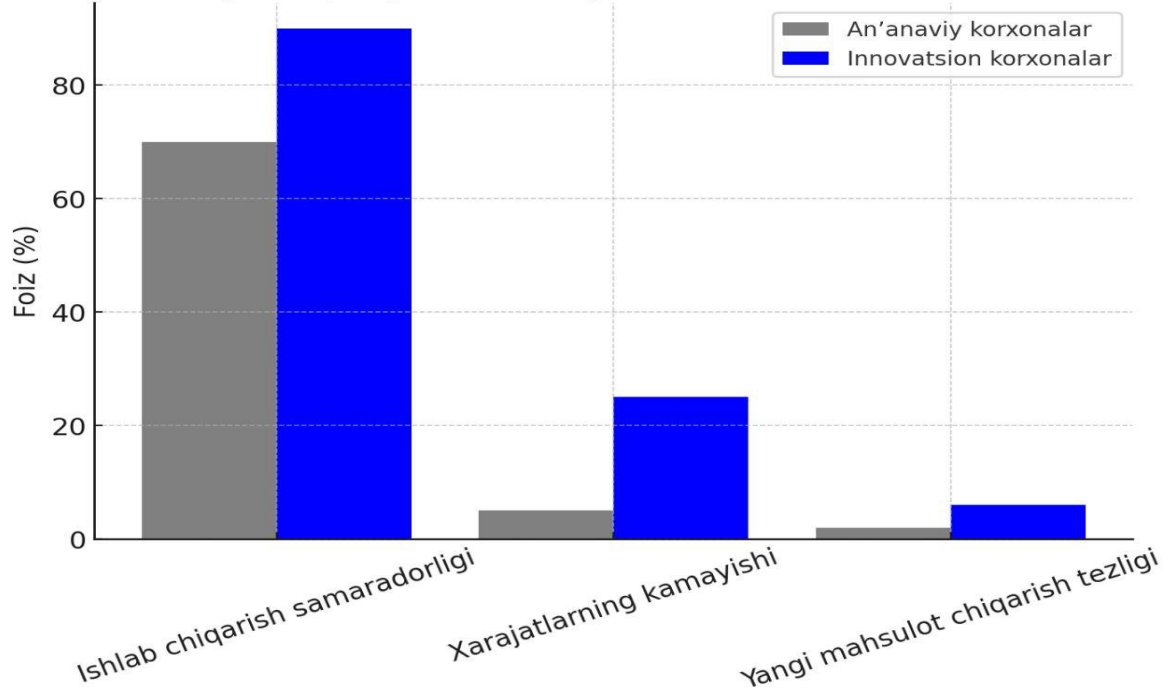
One of the most important factors is the transfer of enterprise or company management to a new modern management system. This, in turn, requires innovative management in the implementation of the new system. When applying this system in practice, we can see the distribution of enterprises by innovation strategies and the practical application of new types of innovations in the following diagrams.

Kompaniyalarning innovatsion strategiyalar bo'yicha taqsimlanishi (%)

Ichki jarayonlarni innovatsiyalash



Innovatsiyalar joriy etish natijasida samaradorlik oshishi (%)



As can be seen from these tables and graphs, investment in internal processes is an important tool for increasing the competitiveness and efficiency of innovative management for modern enterprises. Uzbek enterprises are slowly introducing innovations, but there is progress in the IT sector and fintech. Application of innovative management models. Open innovations are suitable for startups and technology parks. Agile management is important in the IT and service industries. Disruptive innovations are useful in creating new business models. It is necessary to implement flexible management systems in Uzbek enterprises.

Problems of innovation management in the conditions of Uzbekistan: financing of innovations is insufficient, many enterprises remain in traditional management methods. There is a shortage of qualified innovation managers. Innovative management and green economy Green technologies are being developed in Uzbekistan, but environmental innovations are not being sufficiently implemented in many enterprises. It is necessary to strengthen the policy of state support for the green economy. For the implementation of innovative management at enterprises, it is necessary to improve the state support system. One of the most important factors of competitiveness in the modern world is the effective management of innovations, since in the management of enterprises, it is important not to constantly carry out traditional management, but to further develop a new innovative management system. Enterprises should pay constant attention to the process of creating innovations to occupy a leading position in the market and meet the needs of clients. Innovative management is understood not only as the introduction of new technologies, but also as the management of business processes based on modern strategies. When we talk about the relevance of innovation management, I believe that in today's market economy conditions, a team of specialists with modern knowledge and skills will be needed for the development of enterprises and their place in society. This has been one of the pressing problems in all market economy systems. Currently, enterprises face several important questions. This article extensively covers the essence of innovation management, its main strategies, and their impact on business. Innovative management is the process of introducing new technologies, innovative ideas, and advanced management methods into the company's operations. Innovative management, unlike traditional management, adapts to constant changes, supports digital transformation, and increases the social and environmental responsibility of enterprises. Companies that have properly implemented innovative management will have the following advantages: adaptation to market demands - creation of products and services that meet customer needs. Increasing competitiveness is strengthening one's position in the market. Increasing production efficiency - automation of production processes and optimization by innovative methods. For example, Tesla became a leader in the electric vehicle market thanks to innovative management.

As can be seen from this graph and diagram, we can see that the growth rate of innovative enterprises has increased compared to traditional enterprises. This indicates that the company's performance indicators are good. There are various strategies for effective innovation management. They can be divided into the following groups. Innovations of this type are associated with the automation of production processes, the introduction of digital technologies, and the use of artificial intelligence capabilities. For example, IoT (Internet of Things) - control of production processes using smart sensors. AI (Artificial Intelligence) - predicting customer needs in advance and adapting offers. In this case, the internal management system and work processes of the enterprise will be improved. For example: Agile management is a fast and flexible management method. Lean management is a system for the economical use of resources and the elimination of unnecessary costs. Innovations are also bringing significant changes in the

field of marketing. Analytical marketing is the analysis of customer behavior in real time. Personalization is increasing loyalty by providing individual offers to clients.

Innovative management influences various aspects of the company. Production efficiency increases. Thanks to automated systems, labor productivity increases by 30-50%. Workers pay more attention to creative processes than to organizational work. Costs will decrease Energy efficiency will increase. Materials are used economically. We offer personalized services with AI to better meet customer needs. Fast delivery systems satisfy clients. For the successful implementation of innovation management, the following conditions must be met. Creating an innovative environment - encouraging employees with creative and innovative thinking. Development of technological infrastructure - investment in modern technologies. Risk management is the minimization of risks when implementing new technologies.

The research results show that the efficiency of enterprises that have implemented an innovative management system has increased, they are quickly adapting to market conditions and developing in accordance with technological innovations. Also, through innovative management, enterprises have the opportunity to more effectively use their resources, improve the qualifications of employees, and fully satisfy customer demand.

### **Conclusion.**

The enterprise strategy based on innovative management includes digital transformation - the use of automation and artificial intelligence technologies. Principles of a green economy - implementation of environmentally friendly production processes. Innovation management - support for new business models and startups. Personnel capacity building - emphasis on creative and intellectual potential. Thus, innovative management is a requirement of the new era and is an important factor in the rise of enterprises to a leading position in the global market. Innovative management of enterprises is an important requirement of our time and serves to increase competitiveness and ensure sustainable development. Such factors as technological progress, digital transformation, and environmental sustainability necessitate the implementation of an innovative management system. The research results show that through innovative management, enterprises effectively use resources, adapt to market demands, and increase investment attractiveness. This ensures not only economic efficiency, but also social interest for society. Thus, innovative management is one of the main factors in the success of enterprises and plays a decisive role in their sustainable development in the future.

In today's conditions of globalization and technological development, innovative management of enterprises is becoming a relevant topic. To maintain competitiveness and ensure sustainable development, enterprises are required to abandon traditional management methods and transition to innovative approaches.

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