

WAYS TO ORGANIZE INNOVATIVE ACTIVITY IN ECONOMIC
SECTORS AND INCREASE ITS EFFECTIVENESS

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Abstract. *Today, developed countries are more interested in their future expectations than knowing the current financial situation, that is, all economic entities can assess their viability with their financial capabilities, not with the results achieved in the past or current period, but with recent and future changes. In order to ease the process of assessing the level of competitiveness of the proposed product, it is necessary to clearly define the criteria for selecting such a product. Usually, this is the product that has the largest share in the total production volume, or a fundamentally new product that the manufacturer plans to strengthen its market position.*

Keywords. Innovation, competitiveness, market position, new product, consumer, consume, marketing.

"Five priority ways of development of the Republic of Uzbekistan in 2017-2021" aimed at increasing the involvement of commercial banks in the process of financial rehabilitation, modernization, technical and technological renewal of economically weak enterprises of the President of the Republic of Uzbekistan On the organizational measures for the development of the project of the state program for the implementation of the action strategy in the "Year of supporting active entrepreneurship, innovative ideas and technologies" (May 8, 2018) , "Innovations to Economic Sectors and Sectors" aimed at ensuring the stable pace of economic growth and macroeconomic proportionality and stable operation of the basic sectors of the real sector of the economy, providing targeted

support to enterprises of the leading sectors of industry and small business "On additional measures to improve the mechanisms of implementation"1 (May 8, 2018)

is one of them.

In the process of improving the approaches to the development and implementation of the innovation strategy, special attention is paid to the analysis of the methods and methods of innovation management on the basis of improving the quality of the organizational structures and the use of the personnel, information and resource potential of the organization. However, any activities that allow to increase the efficiency of innovative processes will necessarily be directed to the production of a competitive scientific product and profit from it.

In practice, the fulfillment of these conditions requires a comprehensive analysis of the main aspects of production activity in order to have information about the real situation and potential opportunities before choosing a specific type of innovative strategy.

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When choosing an innovative strategy, the level of competitiveness of new products can be realistically assessed only with the help of comparison methods, in which the technical-economic, environmental and social characteristics of the best analogues in the world (if any) are taken as a basis for comparison. depends on its specific characteristics, conditions, technical and organizational capabilities. But in any case, indicators of economic, social and other non-economic consequences of the considered results should be included in their composition. Because it is with the help of these indicators that it will be possible to monitor and analyze the innovative activity of the enterprise.

Innovative activity at the enterprise level is intended for a certain period of

time and is manifested as a source of economic growth with periodic dynamic growth. This

situation testifies to the existence and realization of the innovative status of enterprises in the period of growth.

Innovative activity in enterprises develops as a complex of scientific, technical, technological, organizational, financial and activities. Through this factor, it serves as an important tool in determining the overall efficiency of the enterprise, as well as the growth of socio-economic indicators. Let's analyze the main factors, elements and directions of innovative activity in plant breeding, an important branch of agricultural production. According to the scientific literature, from the point of view of innovation, there are 3 main directions in plant breeding:

1. Agricultural technician:
 - ❖ use of intensive crop rotation;
 - ❖ use of high-yielding varieties and hybrids of agricultural (plant-growing) crops;
 - ❖ expansion, improvement and improvement of the irrigation and reclamation system;
 - ❖ use of effective chemical and biological means of mineral fertilizers for plant protection.
2. Technical technological:
 - the use of high-performance machines and mechanisms in crop cultivation;
 - use of new technology (for example, drip irrigation) in practice;
 - •use of new container (tara) and wrapping tools in product packaging and sale;
 - expanding the product storage base.
3. Organizational and economic:

- ✓ promotion of production specialization and concentration processes;
- ✓ rational organization of financial stimulation and organization of work;
- ✓ improving methods and forms of product sales;

The first part of this direction presents the types and characteristics of agrotechnical innovations. Such innovations represent the processes of using high-

yielding varieties and hybrids of crops, expanding the irrigation system, and using new biological means in plant breeding.

It should be noted that the development of science and technology in agriculture depends on the purpose of creating and using different directions of innovations. If the goal is to improve the land, then the use of new scientific technologies to achieve the goal will have the expected effect.

One of the ways to attract innovation in agricultural enterprises or modern branch farms is the implementation of organizational and economic activities in farms. This process stems from the need to specialize and expand production or create multiple projects, while new or improved product sales methods, as well as the motivation and retraining of employees involved in the innovation process, as well as the improvement of their skills, contribute to the effectiveness of the use of innovations in agriculture. calls for it to be one of the serving tools.

Such efficiency indicators will be further developed through innovations in the future. As a result of our research, it can be concluded that in the age of scientific and technical development, creation of innovations and its use in the activity of industrial enterprises remains one of the current main issues.

In this regard, it is advisable to implement the following in order to further improve this system:

- introduction of innovation methods in the effective use of products,

technology, equipment and other tools grown in the agricultural enterprises being organized;

➤ to support innovative initiative in order to achieve financial stable development in newly established agricultural enterprises;

➤ to provide them with new innovative ideas in order to develop enterprises processing agricultural products;

➤ to pay attention to the improvement of activities related to improving the skills of employees of agricultural enterprises and take into account innovative ideas;

➤ effective organization of innovation activities in agricultural enterprises such as developed countries.

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