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INNOVATSION LOYIHALARNING RAQAMALASHTIRISH VA QIYMATINI BAHOLASH XUSUSIYATLARI

Oxunjon Qulliyev Anvar o'g'li

Buxoro davlat universiteti

iqtisodiyot kafedrası o'qituvchisi

Annotatsiya: Xarajat menejrlarning moslashuvchanligini hisobga olishi kerak, bu kelajakda loyihada ishlashni davom ettirish zarurligi to'g'risidagi qarorni o'zgartirishi mumkin.

Kalit so'zlar: innovatsion, loyiha, xarajat, istiqbol, pul oqimlari, daromad, pul oqimlari, investor, investitsiya.

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Zamonaviy texnologiyalar va platformalar mijozlar, hamkorlar va davlat tashkilotlari bilan shaxsiy muloqotni minimallashtirish hisobiga korxonalar va jismoniy shaxslarga xarajatlarni qisqartirishga yordam berdi, shuningdek, o'zaro muloqotni yanada tez va oson yo'lga qo'yishga imkoniyat yaratdi. Natijada tarmoq resurslariga asoslangan, raqamli yoki elektron iqtisodiyot paydo bo'ldi. Iqtisodiyotning raqamli segmentiga tegishli bosh manba – trakzaktsion sektorning o'sishidir. Rivojlangan mamlakatlarda bu ko'rsatkich YaIMning 70 foizdan ortiq miqdorni tashkil etib, davlat boshqaruvi, konsalting va informatsion xizmat ko'rsatish, moliya, ulgurji va chakana savdo, shuningdek, xizmatlar sohasini (kommunal, shaxsiy va ijtimoiy) birlashtiradi. Iqtisodiyot diversifikatsiyasi va dinamikasi qanchalik yuqori bo'lsa, mamlakat ichida va tashqarisida noyob axborotlar aylanmasi shunchalik ko'p, milliy iqtisodiyotlar ichida axborot trafigi esa shu qadar salmoqli bo'ladi. Shu bois ishtirokchilar soni ko'p va IT xizmatlar keng tarqalgan bozorlarda raqamli iqtisodiyot jadal sur'atlarda rivojlanadi. Ayniqsa, bu – transport, savdo, logistika va shu singari internet bilan faol ishlovchi sohalarga cheksiz qulayliklar yaratadi.

Innovatsion loyihamiz narxi qancha? Loyiha xarajatlarini qoplay oladimi yoki yo'qligini taxmin qilish kerak bo'lganda, ko'pincha masala qo'yiladi. Ba'zi hollarda ishlab chiqarish xarajatlari allaqachon zarar ko'rishi mumkin va loyihaning narxini aniqlash zarurati sotib olish bo'yicha bitim shartlari yoki xarajatlarni o'zgartirish bilan bog'liq bo'lishi mumkin. Har qanday holatda ham loyihaning qiymati bozor sharoitlariga bog'liq bo'lib, ishning rivojlanishiga qarab amalga oshirish, shuningdek istiqbollari.

Ushbu xarajat menejrlarning moslashuvchanligini hisobga olib, kelajakda loyihada ishlashni davom ettirish to'g'risida qarorni o'zgartirishi mumkin. Masalan, yo'qotishlarni oldini oladigan menejrlar, agar u iqtisodiy salbiy istiqbolga ega bo'lsa, loyiha ishlarining hozirgi holati va bozor kon'yunkturasini hisobga olgan holda rad etishlari mumkin. Agar bizning baholashda real variantdan foydalanish imkoniyatlari ko'rib chiqilmasa, bu loyihaning rentabelligini past baholashga va tannarxni yaratish uchun investitsiya imkoniyatlarini

yo'qotishiga olib kelishi mumkin. Haqiqiy variantlar uslubining eng muhim xususiyati - bu tez o'zgaruvchan iqtisodiy sharoitlarni ko'rib chiqish qobiliyatidir, bunda sub'ekt jahon iqtisodiyotidagi hozirgi vaziyatda alohida ahamiyatga ega.

Shu bilan birga, qoida tariqasida, loyihalarni har qanday qiymatini baholash asosida, ushbu usul o'ziga xos xususiyatlarga ega bo'lishiga qaramay, pul oqimini diskontlash usuli yotadi va sharoit sharoitida tahlil qilish uchun mos kelmaydi. noaniqlik. Daromad yondashuvining afzalliklari uning universalligi va nazariy asoslanishi hisoblanadi. Ushbu yondashuv aktivlarning narxini (bozor, sarmoyalar va boshqalarni) amalga oshirilgan operatsiyalar turiga va baholash vazifalariga qarab aniqlashga imkon beradi, shuningdek, iqtisodiy amortizatsiya mexanizmini hisobga olgan holda kelajakdagi daromadlarni, kutishlarni va iqtisodiy eskirishni ko'rib chiqishga imkon beradi.

Daromad yondashuvining asosiy etishmasligi - mehnat sarflari va hisob-kitoblar uchun zarur bo'lgan dastlabki ma'lumotlarni olishning murakkabligi. Ushbu yondashuvni qo'llash juda murakkab, chunki loyihani amalga oshirayotgan tomon oladigan kelajakdagi daromadni taxmin qilish qiyin. Shunday qilib, kelajakdagi daromadlar to'g'risidagi ma'lumotlar, ehtimol, noaniq xususiyatga ega.

Naqd pul oqimlarini diskontlash usulining kamchiliklari baholash natijalariga ahamiyatsiz ta'sir ko'rsatishi mumkin, ammo noaniqlik va qaror qabul qilish zarurati bilan aloqa qilishda risklarni investitsiya qilish imkoniyatlarini baholashda bu usuldan foydalanish tez-tez xatolar manbai bo'lib qoladi. allaqachon loyihaning o'ziga xos xususiyati bo'lib, uning narxini belgilaydi.

Amalda ushbu uslubning turli xil modifikatsiyalari qo'llaniladi. Xususan, diskontlash stavkasida loyiha tavakkalchiligini hisobga olish o'rniga kompaniyaning bahosini olish uchun xatarlarni hisobga olish pul oqimlariga to'g'ri keladi: kutilayotgan pul oqimlari biznesning o'ziga xos xatarlariga qarab "tortiladi". Shunday qilib, biotexnologik kompaniyalarning o'ziga xos xatarlari, amalga oshiriladigan biotexnologik loyihani ishlab chiqish bosqichlarini o'tishi bilan bog'liq (farmakologik preparatlarni (dori-darmonlarni) ishlab chiqish jarayonida asosiy bosqichlar klinik sinovlarning ayrim bosqichlarini ajratib turadi). Shunday qilib, diskontlash stavkasi faqat barcha bosqichlar o'tgan loyihalarning xavf-xatarlarini hisobga oladi.

Daromad yondashuvini qo'llash eng maqbul darajada ifodalanadi, chunki loyiha qiymati kelajakdagi pul oqimlarini yaratish qobiliyatidan iborat. Bundan tashqari, ahamiyat ushbu pul oqimlari bilan bog'liq bo'lgan xatarlar bilan ifodalanadi.

Agar pul oqimlarini diskontlash uslubiga qo'shimcha sifatida real variantlar usulini umumiy ko'rinishda real variantni taqdim etish mumkin bo'lsa, u yoki bu harakatni amalga oshirish imkoniyati sifatida (bizning holatimizda innovatsionlikni amalga oshirish imkoniyati) yuridik yoki jismoniy shaxslarga ega bo'lgan loyiha). Bu boshqalarga ega bo'lmaydigan va natijada qiymatga ega bo'lgan imkoniyatdir: mahsulot ishlab chiqarishni boshlash imkoniyati (haqiqiy variant) tannarxda ko'rsatilgan. Ushbu imkoniyat, agar ushbu imkoniyatni amalga oshirishda jami foyda olish ehtimoli mavjud bo'lgan taqdirda, ushbu realizatsiya uchun sarflanadigan xarajatlardan oshib ketishi mumkin (agar bunday ehtimollik nolga teng bo'lsa, haqiqiy variant xarajatlarga ega bo'lmaydi). Haqiqiy variantlar usuli bunday imkoniyatlarning narxini aniqlashga imkon beradi.

Loyihani tugatish (sotish) varianti qiymatga ega, chunki qutqarish qiymati loyiha narxining pastki chegarasi bo'lib xizmat qiladi. To'xtatilishi mumkin bo'lgan loyihaning narxi xuddi o'sha loyihaning narxiga qaraganda ancha qimmatga tushadi, ammo bu imkoniyatga imkon bermaydi. Bu holda tanlov narxi - innovatsion loyihaning qiymati. Variantni amalga oshirish narxi - investitsiya loyihasini amalga oshirish qiymati (innovatsion loyiha bilan bog'liq holda mahsulot ishlab chiqarishga sarflanadigan xarajatlar). Asosiy aktiv - investitsiya loyihasidan taxminiy daromad keltiradigan tovarlar (ishlar, xizmatlar), realizatsiya (ko'rsatish, bajarish). Variantni amalga oshirish sanasi - sana, bunga yana loyihani kutilayotgan daromad bilan amalga oshirish mumkin.

Haqiqiy variantlar usuli qo'llaniladi, agar narx "an'anaviy" yondashuvlar bilan hisoblangan bo'lsa - hajmi salbiy yoki nolga yaqin bo'lsa yoki kompaniya moddiy boyliklarga ega bo'lmasa.

Loyiha qiymatini baholash, ehtimol, loyihani tanlashning eng muhim bosqichidir (texnik, marketing tahlilidan tashqari), chunki ushbu bosqichda loyiha moliyaviy parametrlarga ega.

Loyihaning nomoddiy aktivlarini baholashda boshqa an'anaviy yondashuvlar ko'proq qo'llaniladi. Ular iqtisodiy samaradorlik va kompaniyalarga qanday aktivlar keltirishi mumkin bo'lgan foydalarni baholashga asoslangan.

Tom Kopeland va Asvat Damodaran kabi baholash sohasidagi ko'plab moliyaviy mutaxassislar yuqori texnologiyali startapni baholashda ko'p manzarali yondashuvni qo'llashni qo'llab-quvvatlaydilar. Turli venchur sub'ektlar (innovatsion loyihalar bilan bog'liq) oraliq bosqichlarning ketma-ketligi bilan farq qilishi mumkin va bo'lmasligi mumkin va bo'lmasligi mumkin, shuning uchun baholash keyingi bosqichga yaqinlashish ehtimoliga bog'liq bo'ladi. Ushbu noaniqlik, qoida tariqasida, baholovchining yanada murakkab, ko'p manzarali tahlili va katta ijodkorligini keltirib chiqaradi. Bundan tashqari, boshlang'ich korxonani baholashda, biz pul oqimi yoki sof daromaddan foydalanishimiz muhim bo'lishi mumkin, chunki katta miqdordagi pul mablag'lari yetuk kompaniyaga qaraganda boshlang'ichda past bo'ladi.

Yaxshiyamki, baholash usullarini tanlashda investorlar rahbarlik qilishlari kerak bo'lgan asosiy narsa - bu ma'lumotlarning mavjudligi va mablag'larni eng foydali sarmoyalash maqsadida ushbu ma'lumotdan malakali foydalana oladigan tegishli xodimlar.

Innovatsion loyihalar innovatsion siklning barcha bosqichlarida yuqori noaniqlik bilan tavsiflanadi: g'oyaning asosiy bosqichida, loyihani tanlashda, shuningdek innovatsiyalarni amalga oshirishda. Maqolada ilmiy-innovatsion loyihalarni innovatsiya va raqobatbardoshlik nuqtai nazaridan baholashning uslubi va grafik modelini ko'rib chiqish masalalari muhokama qilinadi. Maxsus ma'noda innovatsion munosabatlar raqobatbardoshlik samarasidir, bu esa bizning innovatsiya funktsiyasi - $K \cdot F(i)$. Ushbu ko'rsatkichlar mezonlari tahlil qilinadi, shunda investitsiya investitsiyalari uchun innovatsion loyihaning jozibadorligi aniqlandi. Eng muntazamik vositalarini rasmiylashtirish uchun eng muntazam apparat - bu mutaxassislar to'g'risidagi bilimlarga asoslangan mantiqiy va matematik-statistik protseduralar majmui bo'lgan ekspert baholash. Olingan o'rtacha hisob-kitoblar va vazn koeffitsientlari, innovatsiyalarning grafik modelida innovatsion loyihalarni joylashtirish va innovatsion loyihalar raqobatbardoshligi. Shunday qilib, o'rganilayotgan usul loyihaning innovatsiyalari va raqobatbardoshligi nuqtai nazaridan ustuvorlikni belgilaydi.

Adabiyotlar ro'yxati

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