

Strategic Management Of Innovative Processes At Light Industry Enterprises In The Conditions Of Digitalization Of The Economy

Yusupov Ulugbek

Abstract. This article covers the issues of strategic management of innovation processes in light industry enterprises in the context of digitalization, which examines the content management strategies of light industry enterprises. According to the author, a management plan is needed to strengthen the economic status of the country, produce competitive products, meet consumer needs and ensure high-tech production.

Index terms - light industry, digitization, manufacturing, innovation processes, strategy, competition.

1. INTRODUCTION

Effective management of innovation processes in all-round development of the national economy is one of the important aspects of innovative activity. Therefore, one of the main tasks of strategic management of the innovation process is modernization of material and technical base of industrial enterprises, development of production facilities, development of new activities, production of high-tech products, creation of innovative environment at enterprises, stimulation of innovative production.

At the same time, modernization of production in the economy and further development of the competitive business environment is one of the key priorities of the state's innovation policy. This is because the importance of strategic management of innovation processes in economic entities established on the basis of denationalized and privatized enterprises is growing.

2. THEORETICAL FRAMES OF TERMIN "INNOVATION"

Recent research by researchers, specialists and scholars engaged in fundamental and applied research has included: "innovation", "innovation", "innovation activity", "innovation environment", "innovation processes", "innovation potential", "national innovation system", innovative products " ," innovation production " ," innovation zone " .

Since the term "innovation processes" is one of the objects of study in our research, we will

focus on this phrase in the article. In the scientific literature on innovation process management, the term "innovation process" is defined as the process by which ideas come to a specific product, promoting the use of new techniques and technologies and services, and facilitating the transformation of scientific knowledge into innovation [1].

Consequently, we can say that the innovation management strategy is a management plan that aims to strengthen the country's economic position, produce competitive products, meet consumer demand and ensure high-tech production. In particular, the choice of a clear strategy for innovative product development is to select the most appropriate of the possible ways and methods for innovative development. At the same time, the choice of strategy is to accelerate innovation, to bring industrial enterprises to competitiveness.

Currently, one of the most attractive and promising industries is light industry. However, if there are positive trends in its development, there are a number of systemic problems: a high proportion of imports, a lack of qualified specialists, technical and technological backwardness, and poor development of market infrastructure.

An innovative program for the development of the industry, which will also increase the level of competitiveness and economic indicators, will expand the area of cooperation with foreign companies and research centers, will eliminate a number of problems and implement a strategy for the effective development of both the light industry as a whole and a separate textile enterprise.

The term "innovation" comes from the English word innovation, which literally translates into Russian means "introduction of innovations".

*Yusupov Ulugbek
Researcher at Tashkent state university of economics
Republic of Uzbekistan*

Despite the unambiguous definition of innovation, this category is very multifaceted. Many authors in their works explore the categories of innovation and innovative activity in different dimensions.

The concept of “innovation” was first considered by the Austrian economist Josef Schumpeter, who defined innovation as a new scientific and organizational combination of production factors, motivated by an entrepreneurial spirit.

At the same time, the economic equilibrium is considered not in a static state, but using dynamic processes, that is, to achieve maximum results, the entrepreneur uses innovation. The main areas of innovation are presented in Figure 1 [11].

Theoretical issues of Applying of artificial intelligence in the textile industry were researched by Ergashxodjaeva, S. J. and et.al. [1], Yuldashev N.,Tursunov B. [2] and others.

Methodological principles for the development and improvement of assessment methods were investigated by Ibragimov, I. U., & Tursunov, B. O. [4] and others.

Features of organization of production at light industry enterprises and improving logistics were studied by several scientific works of Tursunov B. [3;5;6;7;8]

Other scientists define innovation as the end result of intellectual activity (scientific and technical research, scientific and technological discoveries and inventions; scientific ideas) in the form of some new, object (system, technology, equipment, goods and services) or in the form of some object, qualitatively excellent from the previous analogue.

3.ANALYSIS AND RESULTS

According to experts, over the last 10 years, developed countries have achieved significant growth in high-tech products, as well as in exports such as micro-electrons, optical fibers, radio-electronic, laser, nuclear and computer technologies.

Table 1 Developed countries with high science-intensive technologies

Name of technological fields	At a high level developed country
Technology of new materials	USA, Russia
Microelectronic technologies	Japan, China
Optical Fiber and Electronic Technology	USA, China
Laser technologies	USA, Russia
Radio-electronic	USA, Japan

technologies	
Computer technology	USA, Japan, India, China
Information and communication technologies	USA, Japan, China
Nuclear Technologies	USA, Russia
Technology of production of industrial equipment	Germany, China
Technology for the development of engine devices	USA, Germany
Energy and energy saving technologies	USA
Biotechnology	Japan, Israel
Nanotechnology	USA, Russia
Pharmacy	USA, India, Russia

As Table 1 shows, the US has the greatest potential among developed countries with high-tech industries. Because, according to estimates, US \$ 390 billion a year. The government will provide funding for innovation and human capital around US \$ 1 million.

In global economic competition, the economic entities operating only in countries with favorable conditions for the development of science and technology are gaining a significant advantage. In particular, public expenditure on research and development activities in the United States was 2.8% of GDP [2]. Government spending on research exceeds 10% annually. The sources of funding for this sector include private firms and organizations, venture capital funds, federal and state budget funds.

In Japan, 3% of GDP is allocated for research and development. About 80% of total expenditures on research and development institutions go to NGOs and 20% to government spending. According to the data, 13% of Japanese people are engaged in innovative activities, 25% - practical and 62% - experimental design.

Uzbekistan pays great attention to the development of human capital. According to the data, in 2012, 59.2% of total government expenditures were directed to the social sphere, of which more than 34% was used for financing the education system. The results of our country's efforts to develop human capital can also be seen in the data provided by international organizations.

According to the 2012 Global Innovation Index report prepared by Inssad International Business School in partnership with the World Intellectual Property Organization, which ranked among the top five business schools in France,

Uzbekistan ranked 35th among 141 countries on human capital development. Ranked second [12].

Research shows that by the early 21st century, investing in human capital has become the most effective way of allocating resources. World experience shows that advanced socio-economic development of the country and its competitiveness in the foreign market is provided by the presence of a developed national innovation system. Thus, the formation and effective interaction of all elements of the national innovation system should be one of the main objectives of the state's innovation policy.

This is because the development of a strategy for innovation processes is clear enough for the state to achieve sustainable development. At its core is a continuous and purposeful action plan to seek, develop and implement innovations that will increase the efficiency of social production, increase the satisfaction of society and its members, and improve the quality of life. In essence, the innovative course of development means expanding the scope and application of scientific achievements in all key areas of human activity and their implementation.

One of the key factors in the strategic management of innovation processes is the human resources. It is known that through the effective organization and management of innovation processes commercialization of theoretical knowledge, innovative projects and ideas is carried out, and innovation goes from project and idea to concrete product, technology or service. As a result, there is a chain of events related to the implementation of innovative products. Based on the research, the chain of events is organized as follows.[13]

Phases consisting of a whole chain of events of scientific and technical preparation, innovative product development, the period of scientific and innovative product development and innovation processes through theoretical analysis of the process of innovation from design and idea to a specific product, technology or service. is described.

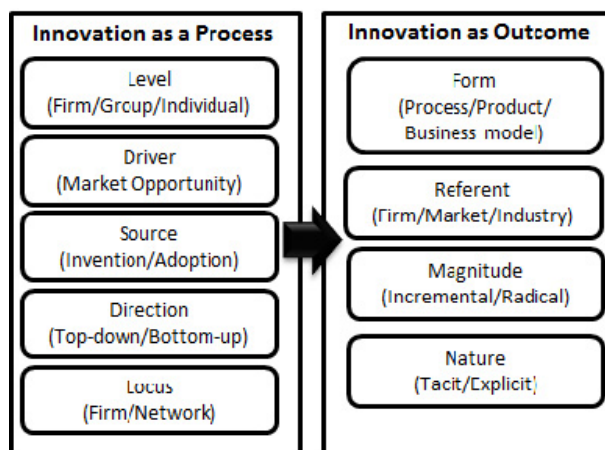


Fig. 1. The direction of innovation [11]

International standards define innovation as "the end result of innovation, embodied in the form of a new or improved product introduced on the market, a new or improved technological process used in practice, or in a new approach to social services."

The modern direction of the Japanese school of management is the kaizen theory, the task of which is that all systems of the organization (including marketers, manufacturers and technologists) focus their efforts on satisfying the growing needs of customers, and not on solving intraorganizational problems and tasks.

Kaizen is being translated from Japanese as a continuous search for improvements in work and products. This is a special model of thinking and behavior that the company is trying to spread among its staff. Masaaki Imai cites the infrastructure supporting this model. He called this infrastructure a "kaizen umbrella", the elements of which are shown in Figure 2 [12].

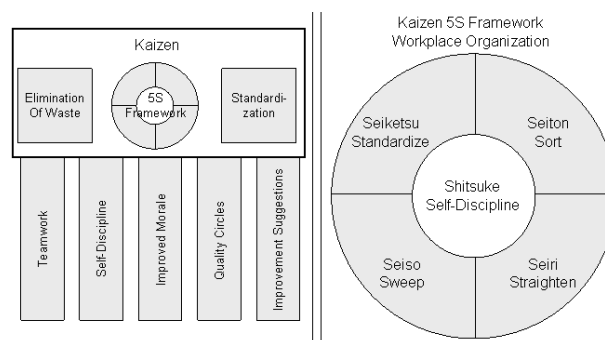


Fig. 2. Elements of the Kaizen Strategy [12]

Each employee at any post and at any level of the company's activity is actively working to constantly change and improve all processes. As a result, "kaizen" is considered as a continuous process of enterprise development through the introduction of innovations in all components of

functional activities, ensuring high competitiveness.

Thus, "innovation" should be considered as a comprehensive concept that takes into account novelty, market demand, maximizing the entrepreneur's profit, is aimed at a specific end result, and also implements a customer-oriented enterprise strategy. The latter is important in modern economic conditions, when most industries are distinguished by a high level of competition, and enterprises strive to diversify and modify their activities and goods, satisfying consumer expectations.

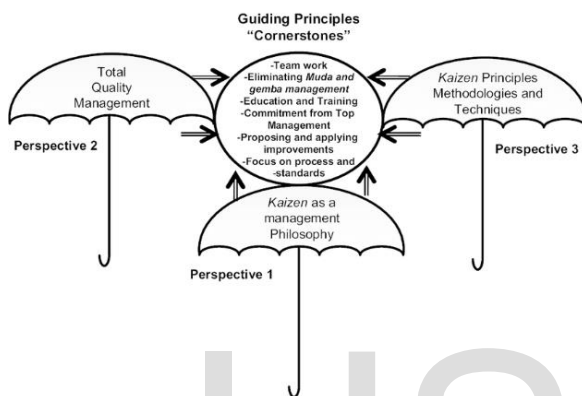


Fig. 3. Identified guiding principles of Kaizen [14]

It should be noted that even innovations that promote a new way of using goods or services or opening up new markets should be oriented towards a specific, clear, conscious application. They should be focused on the specific need that they will satisfy, on the specific end result that they will provide.

Innovations should possess such properties as scientific and technological novelty, industrial applicability and commercial feasibility. From this point of view, innovation combines creative thought and the ability to successfully bring an idea to life. New ideas may relate to the possible improvement of all aspects of the business, not just products and services.

The transition to an innovative type of economic development is possible only on the basis of the realization of competitive advantages in the field of high technologies, modernization and the creation of high-tech industries, the result of which is products with significant added value obtained through the application of the achievements of science, advanced technologies and technology.

One of the most attractive from the point of view of innovative development and important sectors of the economy is light industry. This

industry contributes to the harmonious development of the country's regions, provides economic and strategic security, improves the welfare of the population, and promotes the development of small and medium-sized businesses.

The main sub-sectors of light industry in terms of output are textile and apparel production, combined together not only by type of economic activity, but also consisting of a single technological chain.

In the conditions of the modern economy, it is necessary to take effective measures for the innovative development of enterprises in order to prevent a critical level of development of the textile industry. Currently, the textile industry is facing a dilemma: either to finally give up its positions to foreign goods in the domestic market, or to begin an active search for ways to increase the competitiveness of its products. For example, to introduce more advanced equipment at enterprises that allows not only improving quality, but also changing the structure of products, moving from mass production of products of the same type to small-scale production, which is dynamically changing under the influence of the market. All this speaks of the need to develop innovative support, which is worth considering from two perspectives.

Firstly, from the point of view of the application of forms and methods of supporting innovation, that is, financial and legislative support for the development of innovation.

Secondly, innovation should be understood as one of the tools for the development of industry in general, and of an individual enterprise in particular. That is, innovative support from this point of view is the use of new measures to attract investments for technical re-equipment and radical modernization of production in order to stabilize the financial stability of textile enterprises, improve product quality and enhance its competitiveness.

One of the methods for implementing innovative support for textile enterprises is the development of customer-oriented strategies. Such a policy is actively used at Japanese enterprises and is being implemented as part of the Kaizen economic development strategy.

The concept of customer-oriented strategy of the enterprise provides that the range and quantity of manufactured products are dictated directly by the consumer. In other words, the introduction of a customer-oriented approach in entrepreneurial activity requires a more careful attitude to consumers. A clear identification of

customer needs allows the company to optimally organize its activities to achieve maximum results.

Foreign countries with developed economies are already trying to develop innovative development strategies that will not only increase production and economic efficiency, but also significantly improve the living standards and requirements of human choices and improve living conditions.

At the present stage of development of the world economy there is a new stage in the formation of innovative processes in industrialized countries, ie transition to the economy based on knowledge acquisition, dissemination and use. This can be seen by the fact that industrial enterprises are increasingly influencing competition. This requires adaptation of production and management in the industry to the ever-changing environment. As a result, scientific and practical solution of problems related to the process of organization, formation and strategic management of innovative activity is of special importance. Therefore, in the country, as experts and economists are required to ensure the production of high-tech products as the competitiveness of products, production of innovative products, increase in exports, activation of innovation processes and implementation of innovative projects are the priorities of state innovation policy.

Each country develops its economy and industrial production based on its scientific and intellectual potential based on innovative technologies, nanotechnologies, tools, machinery, alternative energy sources and the like. In this regard, Uzbekistan also pays special attention to innovative activities related to the introduction of new technologies, equipment and tools into the industry [13].

The volume of production of innovative products in the volume of production of existing industries and industries in our country is growing and developing qualitatively. The growth of innovative production in the sectors, in turn, ensures sustainable economic growth. It is worth noting that while sustainable growth in the sectors has been ensured, their share in the rate of economic growth varies, and their further growth contributes to overall growth.

The analysis shows that, despite the state's constant support and encouragement of innovative ideas and projects, spending on scientific and technical development was 0.2% of GDP in the reporting period. The share of innovative products in GRP was 2.9%. In our opinion, it is necessary to increase the financial resources of the state for

practical, fundamental and project design and technological works.

At the same time, it is necessary to determine which factors have the strongest influence on economic growth within the sectors and on what sectors they are transitioning to innovative production. At the same time, in our opinion, it is advisable to implement the following measures in regulation and management of innovation processes in the country:

- Creation of the national system of organization and effective management of innovative activity of the industrial enterprises;
- Development of a system for assessing the level of development of economic and innovative activity in the regions;
- improvement of mechanisms of risk assessment and management in innovative activity of industrial enterprises;
- Development of policies to encourage and support intersectoral innovation;
- formation of an integrated system of innovation policy implementation between research institutes, design organizations, higher education institutions and manufacturing enterprises;
- development of infrastructure to promote and effectively manage the national innovation system;
- creation of financing system related to commercialization of innovative projects.

4. CONCLUSIONS AND RECOMMENDATIONS

Thus, the essence of the innovation policy of the country is the development of innovative activity in the country, the introduction of new innovative technologies in industrial and entrepreneurial activity, the creation of a legal basis for innovation activity, strategic management of innovation processes and effective management of organizational and economic regulation.

Effective use of advanced technologies and the modernization of the national economy are of great importance in this regard. In particular, the organization and strategic management of innovative processes, in particular, financial support of research, development and design activities, the creation of new devices, new approaches, the creation and use of innovative projects, the creation of patents, certificates, know-how and other products. The development of strategic plans related to the use of these resources is of particular relevance today.

As a result, the issues of development of innovative processes in the country, increasing the innovative potential of industrial enterprises,

effective investments in human capital and the prospects for the formation of a national innovation system are the main topics of scientific and practical discussions between scientists and economists.

Based on the aforementioned views, in our strategic management of innovation processes in Uzbekistan, in our opinion, the following should be paid:

- Accelerated development of innovation in production, service and education;
- wide opportunities for import of new technologies, information and communication equipment, production facilities and modern management techniques from foreign countries;
- Providing young professionals with short-term training abroad to develop their products and services in accordance with international standards;
- development of economic, financial, organizational, managerial and legal instruments of government support in the implementation of programs for the development and implementation of national innovation systems.

Such developments determine the prospects for the establishment of innovative production in our country, modernization of the national economy and effective use of local raw materials, and increase of export potential.

References:

- [1] Ergashxodjaeva, S. J., Kyvyakin, K. S., Tursunov, B. O., & Ahmadovich, H. Z. (2018). Evaluation of textile and clothing industry clustering capabilities in Uzbekistan: based on model of M. Porter. *Int J Econ Manag Sci*, 7(439), 2.
- [2] Yuldashev N., Tursunov, B. (2018). Applying of artificial intelligence in the textile industry as factor of innovative development of the branch. *Бюллетень науки и практики*, (4), 396-403.
- [3] Турсунов, Б. О. (2017). Стратегия развития легкой промышленности Республики Узбекистан. *Вестник Института экономики РАН*, (5).
- [4] Ortikmirzaevich, T. (2018). Distinctive features of organization of production at light industry enterprises. *Zbornik radova Departmana za geografiju, turizam i hotelijerstvo*, (47-1), 88-93.
- [5] Ortikmirzaevich, T. B. (2017). Improving logistics as main factor in textile capacity usage. *Zbornik radova Departmana za geografiju, turizam i hotelijerstvo*, (46-2), 44-52.
- [6] Ortikmirzaevich, T. B. [2017]. Principles and functions of management of production capacity. *Journal of Process Management. New Technologies*, 5(4), 61-68. doi:10.5937/jouproman5-15248
- [7] Tursunov, B. (2017). Role of Managing Industrial Stocks in Increasing of Textile Enterprises Capacity. *Journal of Applied Management and Investments*, 6(4), 260-266.
- [8] Tursunov, B.O (2018) "Modern methods of production capacity usage management in textile

enterprises," *Economics and Innovative Technologies: Vol. 2018 : No. 3*, Article 32.

[9] Zharikov V.V. and friend. *Management of innovation processes*. - Tambov: Publishing House TamSTU., 2009. -180 p.

[10] *World Economy: Forecast until 2020* / Ed. A.A. Dynkin / IMEMO RAS. - M, 2007.

[11] Oreshenkov A. Efficiency of production of innovative products // *Science and Innovation*. No. 10 (80). 2009, S.64-68.

[12] https://www.researchgate.net/figure/Dimensions-of-innovation-based-on-4-Innovation-as-a-process-has-the-following_fig1_259623003.

[13] https://www.12manage.com/methods_kaizen.html.

[14] https://www.researchgate.net/figure/Identified-guiding-principles-of-Kaizen_fig4_254192814

IJSER