



Digitalization As a Factor of Innovative Development

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ABSTRACT

The relevance of the article topic is determined by the need to develop theoretical guidelines to increase the sustainability and efficiency of innovation-based industrial development, i.e. based on the knowledge economy. This is especially important in the context of limited economic resources and insufficient use of scientific and technological advances.

Keywords:

Macroeconomic structure, world economy, technological development, country's industry, innovative activities.

I. Introduction

Today, the extensive factors of development are almost exhausted, and it is necessary to increase the efficiency of the national economy on the basis of qualitative improvement of factors of production, that is, on the basis of comprehensive use of scientific and scientific achievements, technological development. The country's competitiveness and its role in the world economy depend on the successful implementation of innovation policy.

The purpose of the article is to develop theoretical rules and recommendations to ensure the sustainable development of the industry based on the transition to an innovative path of development.

II. Literature review

The practical significance of the work is that the scientific rules, conclusions and recommendations obtained during the research can be used by the executive to address strategic objectives aimed at ensuring the sustainable development of the country's industry.

An analysis of local and foreign literature has shown that the level and dynamics of development of the innovation industry is a key factor in economic growth for most countries. Consequently, today the country's place in the world arena is determined not by the abundance of labor and natural resources, but by the quality of human capital, the level of education, the practical application of knowledge and innovative activities.

III. Analysis

In the modern economic dictionary, "innovation is innovation in the field of technology, technology, labor organization and management, based on the use of scientific advances and best practices, as well as the use of these innovations in various fields and industries."

It should be noted that different scholars, depending on the object and subject of research, consider the novelty as follows:

- as a process (V.S.Rapport, B. Santa and others);
- as a system (V. Lapin, J. Shumpeter);

- as a change (O. Vodachkova, Y. Yakovets and others);

- as a result (S. Beshelev, F. Gurvich).

For example, J. Shumpeter means the opening of new products, new technologies, new forms of organization of industrial production, new markets through innovation.

In our view, innovation is an innovation that is introduced into production and acts as a factor of intensive economic growth to achieve economic, social, environmental, scientific and technical or other types of effects.

We support the idea that the concepts of "innovate" and "innovation" need to be differentiated. Innovation is the result of formalized research. Innovations can be formalized in the following forms: inventions, patents, trademarks, documentation for a new or improved product, technology, and management or production process. However, the main thing is to introduce innovation, turn it into innovation and achieve a positive result.

News in economic analysis is fundamental; decisive those radically changes the nature of the production process or allow the release of a product previously unknown in the market, and only small products that change the shape of the product or any process.

Thus, innovative activity consists of two stages: the first involves the acquisition (or creation) of innovation, and the second - its implementation. Therefore, such activity of an industrial enterprise (and society as a whole) can only be called innovative, involving the implementation of these two stages and causing economic and other types of impacts.

The total resources (labor, material, financial, scientific and technical) used for innovation in industry constitute the innovative potential of the industry. Innovative activities are not a goal, but a means of expanded reproduction of the country's economy and increase its efficiency.

The study of theoretical approaches to understanding innovation allows for a comprehensive classification.

The "Level of Innovation Utilization" classification feature indicates opportunities to use the latter. For example, the development of a new system of remuneration of public sector

workers, which is closely linked to the final results of labor, is a novelty at the national economic level, and new progressive forms of labor organization in industry are innovations in the industry.

IV. Discussion

The "Criticality Level" classification criteria suggest that innovations should be categorized according to their use of scientific knowledge and their impact on economic development. For example, radical innovations are associated with fundamental discoveries, the results of which are applied in various areas of social activity. In turn, systemic innovations are also based on scientific research, but the scope is limited. As for modifying innovations, here we are only talking about improving technology, technology and work organization.

The classification feature "Area of Innovative Activity" describes the implementation of innovations in the economic, technological, technical, production and marketing spheres.

The classification feature "Impact of Innovation" reflects the impact of the introduction of innovations on the performance of enterprises, industry and the country's economy as a whole. The effect of innovation can be technological, financial, scientific, technical, social, environmental, marketing or integral.

The following main types of innovations in the industry can be distinguished:

- innovation of products (works, services);
- innovation of technological processes or technological innovation;
- organizational innovation;
- social innovations.

1. Product (service) innovation is the creation of a new product or service that increases the competitiveness of the enterprise and society as a whole.

2. Technological process innovation or technological innovation is a process of renewing the production capacity of an innovation entity aimed at increasing efficiency and saving resources, which in turn leads to

increased profits, improved safety measures, environmental protection measures and introduction of new information technologies.

3. The main tool of technological success is the orientation of investments to innovation, innovation.

The issues of managing the innovative development of the economy are complex and controversial, as they affect the interaction of several parties - the state, venture capital firms, scientists and inventors, and universities. In order to prioritize the knowledge economy as the main driving force of modern society, it is necessary to create an integral, complete and at the same time mobile and evolving strategic system and mechanisms for the commercialization of new technologies for the innovative development of the country.

Implementation of the strategies requires the establishment of a system of support measures. As you can see, a lot of analytical work is required here, and serious analysis requires sufficient knowledge.

Today, most industrialized countries hope for long-term sustainable economic growth with the transition to an innovative way of development, the latest achievements of industry, the economy in general, science and technology - information technology, biotechnology, new materials, resources and is characterized by a wider use of nature-saving technologies. Therefore, increasing the innovation sensitivity of enterprises and the economy as a whole is one of the main tasks of a modern industrialized state.

Due to the limited resources available to society, each level of technology achieved is characterized by a specific curve of production capacity. Any attempt to meet one social need in an efficient production environment leads to a decrease in the ability to meet another need. One must sacrifice one thing for the other that each point on the curve corresponds to a certain degree of satisfaction of existing social needs with the fullest possible use of all the resources and scientific and technical achievements at the disposal of society. Any point in the coordinate plane of the curve indicates that the production efficiency is insufficient. It is impossible to get to the top

without additional resources or new, advanced technologies. Is it still possible to break the production capacity curve and how? Obviously, this will require finding new resources or increasing the efficiency of the resources currently involved in production.

The first method seems very problematic today. Wars to rebuild the world, I hope, will never be repeated. The era of great geographical discoveries, unfortunately, is already over - there are almost no gaps left on the map of our planet. The chances of finding new large deposits of minerals are also small - almost everything possible has already been discovered, but of course there are reserves to increase the efficiency of mining. But this, in turn, requires a large amount of additional investment. We can only hope for the second way - the path of intensive technological development that humanity has advanced in the last three centuries. From the second half of the 18th century; there is a clear link between the state of the economy and the emergence of new industrial technologies.

According to many scholars, including N.D. Kondratyev, D.S. Lvov, S.Y. Glazyev argues that any change in the parameters of the technological order leads to certain changes in economic indicators, dealing with the problems of interrelation of technological order change and design change, this together will change the whole structure of industry sector of the economy.

Technological structure as an economic category is a set of technologies used at a certain level of production development and at a certain stage of economic development. The change in these structures reflects the laws of the cyclical nature of economic development.

In the works of S.Y. Glazyev and the technological structure of D.S. Lviv is presented in the form of "serial replacement of large complexes of technologically interconnected industries". The period of intensive development of the technological paradigm is about 40-60 years, the whole life cycle is a century, and the degree of change of the paradigm depends on scientific and technological progress. To date, there are many studies that consider cyclicity as a universal

law of economic and social development. As part of the macroeconomic structure, the structure of the industrial sector of the economy also develops under the influence of cyclical fluctuations.

Soviet economist long wave theory created by N.D. Kondratyev has been interpreted by various economists in terms of value, labor, overall social and innovative and technological aspects. The latter approach is most appropriate for the study of structural changes in the current stage of economic development, as it allows identifying internal and external factors of changes in industrial structure, as it is cyclical in the economy of the industrial sector under the decisive influence of innovation and technological factor scope of dynamic processes.

V. Conclusion

The date of the beginning of the cycle is often associated with the growth of economic activity, economic recovery, which are associated with the development of new technologies and the emergence of new industries in the structure. For some economists, the origin of cycles is related to the effect of their shortening. For example, N.D. Kondratyev and the duration of the first cycle is 55-60 years, the second is already less than 45-48 years. In the theory of cyclical crises of capitalism, K. Marx noted the 7-11 year cycles of V.L. Jugs. For example, Baburin predicts that with the growth of scientific and technological progress, the process of compressing the waves will intensify, and they will last for a period of 40 years. Differences in the authors' assumptions about the duration of the cycles are often related to the indicators used for the analysis, as well as to the countries in which the calculations were performed.

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