

Eurasian
Research Bulletin

Model Management of Innovative Development of Industrial Enterprises

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ABSTRACT

The purpose of the study is to develop the theoretical and methodological provisions, as well as the practical recommendations for the management of the innovative development of the industrial enterprises of a vertically integrated structure, which is considered as one of the mechanisms to improve its competitiveness. The result of the study is the development of a structural and parametric model of the innovative enterprise management and the creation of a mechanism to improve the efficiency of its activities.

Keywords:

model management, innovative development, practical recommendations, industrial enterprises.

In the conditions of the vertical integration of the industrial production systems, not only the possibility of acquiring ready-made innovations increase due to the growth of the financial power of the company, but also the development of the innovation on their own through the use of a whole factor range. As a key factor in the development of the innovative activities of the industrial enterprises should be considered the possibility of the operational resources redistribution between economic entities in the interests of the balanced development of their innovation and investment activities. In the subsystem of the innovative development on the basis of the developed innovative strategy of the company

implemented the processes associated with the definition of specific objectives of the management of innovative development, the development plans and development programs of the innovative development and the definition of management technologies of the innovative development. Since the basic basis of the innovative development of any economic system is technology, the composition of the relevant technologies has been determined (figure 1). A comprehensive study of the systematized technologies of the innovative development of the economic systems allowed analyzing the modern trends of the innovative development management of the economic systems.

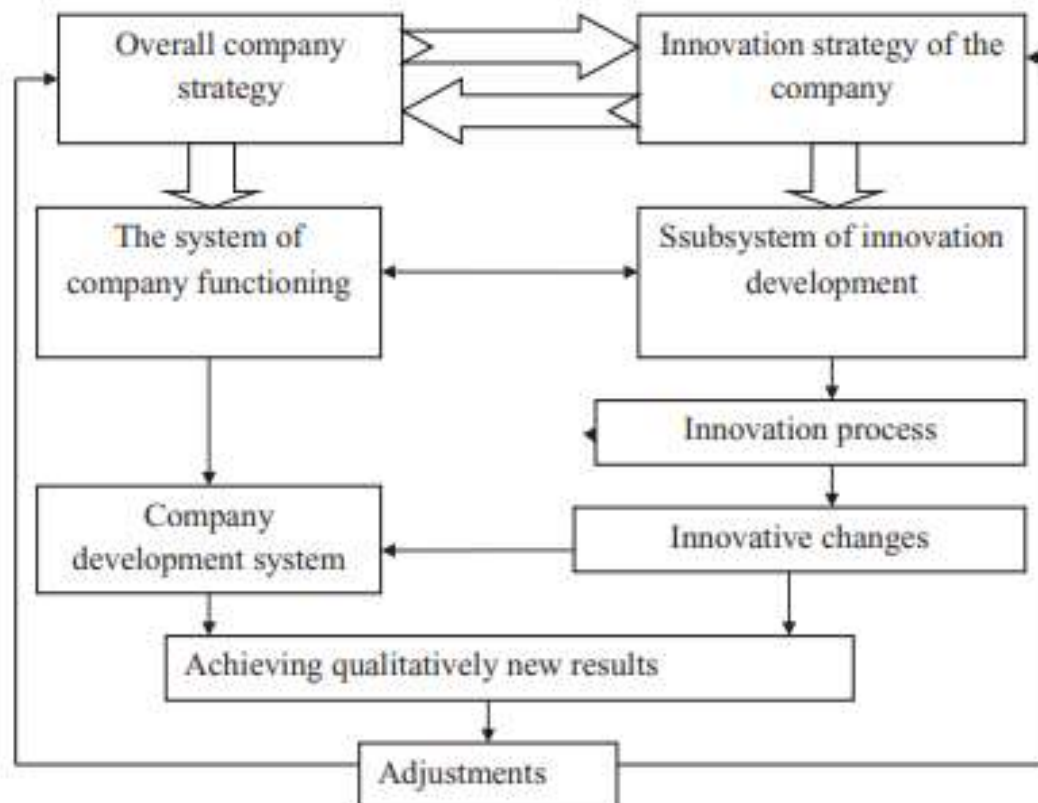


Fig. 1. Scheme of innovative development of economic system as an object of management at microeconomic level.

The generalization of the results of the known researches showed that the main trends of the innovative development management of the economic systems are the following. First, there is a tendency of the management schemes complication of the innovative development of the economic systems, due to the acceleration of the scientific and technological progress, on the one hand, and the increasing saturation of the market, on the other hand. As a result, the share of the innovative products against the background of the traditional products of the economic systems has increased significantly. These circumstances are associated with the increasing requirements for the quality of the innovative development management of the economic systems.

This is the main trend in the innovative development management of the economic systems, from which follow all other trends.

Secondly, there is a tendency of the efforts redistribution in the innovative development management of the economic systems, due to the growing role and importance of the human capital as the fundamental basis of the emerging knowledge

economy. These circumstances impose increased requirements for the competence of the managers of the innovative development management system of the economic systems.

Third, since the performance of the production and commercial activities of any economic system in the area of the innovation is significantly influenced by the management of the functioning and organizational structure process within which the innovative processes are carried out, in the conditions of the growing market uncertainty, the flexibility in the resources use and compliance with market requirements is of fundamental importance.

Fourth, in the conditions of the market saturation growth, the problem of the innovative activity commercialization of the economic systems, which requires new management decisions, is increasing.

Fifthly, in the conditions of the increasing concentration and centralization of the capital, when the transnational corporations have become the core of the global postindustrial economy, providing more than a quarter of its gross product, there is a tendency of the processes complexity of the innovative and

investment development management of the enterprises included in the vertically integrated structures.

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