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THE ROLE OF USING INNOVATIONS IN IMPROVING THE COMPETITIVENESS OF GOODS

Tairova Masuma Muhammedrizaevna¹, Urakova Makhsad Khakimovna²
Kayimova Zumrad Abdullayevna³, Giyazova Nozima Bayazovna⁴

ABSTRACT

This article outlines the objective need to improve the competitiveness of goods and provides a classification of the factors influencing the competitiveness of goods. The importance of innovation and its role in improving the competitiveness of goods is demonstrated.

Key words: *innovation economics, competition, competitiveness, product, product competitiveness, price, product quality, innovation, marketing.*

Today, the formation of an innovation economy, the growing globalization and integration processes make it an objective necessity to increase the competitiveness of the economy. The scientific literature indicates that the competitiveness of the economy can be in various forms and levels. These include regional, industry competitiveness, enterprise and product competitiveness. As market researcher M. Porter indicated, competitiveness is the feature of the subject of market relations in the market of similar goods, services, as well as competitors of market relations, which allows separately evaluate high, medium and low levels of competitiveness.

It should be noted that the competitiveness of the products manufactured by enterprises is of particular importance as this form of competitiveness is the basis for ensuring competitiveness at other levels.

Consistent reforms are being implemented in our country to ensure that the goods produced in the country meet the modern requirements, and are export-oriented and competitive. In particular, in the Strategy of Actions for Further Development of the Republic of Uzbekistan for 2017-2021, according to PD-4947 Decree of the President of the Republic of Uzbekistan dated February 7, 2017 "On the Strategy for Further Development of the Republic of Uzbekistan", such priorities are set for "mastering principally new types of products and technologies, and thus ensuring the competitiveness of national goods in domestic and foreign markets" [1].

The competitiveness of a product is evaluated by its ability to respond to market demand, to satisfy the consumer's demand for similar products on the market, and its key characteristics, quality and design.

Manufacturers' competitiveness of the product means not only the transfer of a particular product, but also the use of a particular pricing strategy, and also the revenue of the segment where the decision is

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made in the consumer market. It should be noted that competitiveness also reflects the overall quality of the product and its price.

The issue of producing competitive goods and increasing the competitiveness of goods is one of the main topics that have always been the focus of economists. There are different views on the competitiveness of the product and its features, the factors that affect its competitiveness.

In particular, the Russian scientist Garbatsevich determines the competitiveness of the goods by their competitiveness in the domestic and foreign markets through the effective use of all sources and the provision of relatively low-quality goods. Describes that it meets the specific needs of the consumer, ensures profitability, and improves the efficiency of the producer [2].

E.I. Mazilkina and G.G. Panichkina note that “the competitiveness of goods is a comparative and generalized description of the product, which is a measure of the difference in the cost of meeting the needs and the difference in profit from that of the competitor” [3].

In our opinion, the most successful definition of a product's competitiveness is the definition given by Plyasunkov. According to him, the competitiveness of products meets the quality requirements of a particular market (markets) during the production period, and is a sophisticated multidimensional feature that reflects the ability to adapt in terms of quality and cost [4].

The competitiveness of goods depends on many factors. At present there are many directions of classification of factors influencing the competitiveness of goods.

S. According to Garbatsevich's classification, factors affecting the competitiveness of the goods are divided into two groups: external and internal. However, A. Trubilin is of the opinion that the competitiveness of the goods is formed by external factors, quality indicators and economic indicators.

Figure 1. Classification of factors affecting the competitiveness of goods [2], [5]

Garbatsevich S.	A.Trubilin
<p>External factors: institutional factors (political, economic and legal), as well as the determining factors, including the level of competition in the markets, forms and methods of state regulation of economic processes, parameters of the aggregate demand and gross supply ratio, especially production prices;</p> <p>internal factors: determined by consumer demand: price, quality, construction time, warranty and after-sales service, etc.</p>	<p>External development factors: tendencies of economic and market development, scientific and technological progress, changes in the structure of consumption, competitors' composition, reputation of the enterprise;</p> <p>product quality indicators: indicators established by current standards, norms, recommendations; It also includes security guarantees, product security;</p> <p>economic indicators: indicators that shape the value and cost of goods</p>

It should be noted that in this classification of the competitiveness of the goods one common feature can be distinguished, namely, their division into external and internal parts.

It is also believed that the competitiveness of goods is directly linked to various factors that affect production costs, labor productivity and labor intensity.

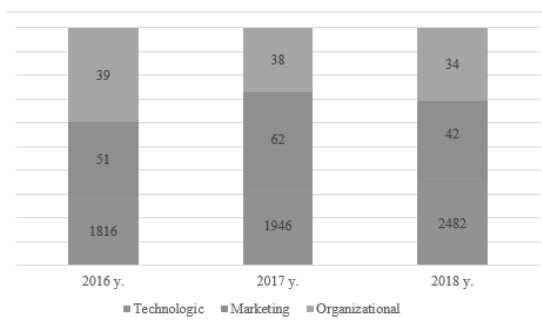
Today, non-price factors are at the forefront of global competitiveness, of which the quality of the product, its novelty, high technology and intellectual intensity of products are important. Therefore, most countries around the world provide products competitiveness by using innovation, applying innovative technologies, and producing products that cannot be created without the scientific and technological potential of production.

The introduction of innovation in productive activities gives businesses a competitive edge and determines success factors. In our opinion, an active entrepreneur who constantly introduces and implements innovations, innovations, new technologies, techniques, management and labor systems in their activities will always be in danger of falling into bankruptcy. After all, as Schumpeter noted: “exactly the innovative approach to economic activity determines the level of development of the economic system in each period. Also, the task of entrepreneurship is to reform and improve production by opening up new sources of raw materials or markets, using inventions to produce new goods or new products in a new way. The scientist predicted revolutionary changes in the economy through innovation and entrepreneurship” [6].

In the economically developed countries of the world up to 70-85% of GDP growth is accounted for by new knowledge, which is reflected in technology, equipment, personnel training and production organization.

In the new environment, it is the intellectual capital that makes up the bulk of its investment, its essential components are scientific-research experimental construction activities, patents and licenses, trademarks, scientific knowledge and skills of employees, corporate culture and so on, that is, objects acquired and valued in the market, and do not have material form.

It should be noted that in the knowledge-based economy, the share of labor associated with the production of products is significantly reduced. In its final value, a significant contribution will be made to the creation, testing and marketing of scientific research, product or service, as well as its delivery to the consumer and service throughout the life cycle. However, these stages use intellectual labor, which requires a high level of knowledge and intensity of use.



Picture 1. Number of innovations (technological, marketing, organizational) implemented by enterprises and organizations in 2016-2018¹

¹ Created by authors based on the data from www.stat.uz

The picture above shows the increasing number of innovations that businesses and organizations have been implementing over the years. In particular, the number of technological innovations in 2016 was 1816, while in 2018 this number was 2,882, and we can witness the increasing number of organizational and marketing innovations.

Regardless of the area or form of innovation, the common aspects that reflect their innovation are united.

First, all products, services, processes that are being introduced into production or brought to market must be new (or significantly improved).

Secondly, the product must meet the needs of the production or individual consumption, while the innovations at the same time are reflected in a particular product, service or process.

Thirdly, the product must meet the market demand, justify its commercialization and, finally, meet the needs of manufacturers.

A favorable business and innovative environment should be created to introduce and effectively use innovation in manufacturing activities.

The enterprise organizes innovative activity with the rational and effective use of the existing business environment. To say in a word, the business environment combines all the necessary conditions for the creation of innovative entrepreneurship.

Favorable business environment allows innovative entrepreneurship to accelerate the implementation of innovation in the enterprise and launch existing resources, to implement innovative ideas at the enterprise and to enter into agreements with domestic and external partners to produce modern products.

The process of forming the innovative environment of an organization is the purposeful creation of favorable conditions for conducting innovative activities. Measures to create an innovative environment are necessary for any innovative organization, as they provide another strategic tool for managing the commercialization of innovations and, ultimately, the effectiveness of innovative activities.

The process of developing a strategy for creating an innovative environment for the organization is carried out in several stages. The first step is to gather the necessary information on the external (opportunities and threats) and internal (organizational strengths and weaknesses) factors of the innovation environment. The data collected is analyzed in terms of three strategic divisions: defining the goals and objectives of innovation; development of innovative projects; resource allocation between projects and organizational units. Once the goals, measures and sources of their development are identified, the strategy is studied in terms of extending the competitive advantage by building a loyal customer group.

The next step involves the implementation of measures within the developed strategy for creating an innovative environment for the enterprise, and monitoring of the results, including the commercialization of innovation. Further, the effectiveness of creating an innovative environment will be assessed. Thus, the process of forming an innovative environment of the enterprise is cyclical and is characterized by the changing external and internal conditions for the implementation of innovative activities.

In conclusion we can say that the development of new technologies and the speed of selling new types of goods and services on their basis are changing the market situation and consumer needs. The consumer wants to buy what, where, how, and at what cost. In such cases, effective use of innovative activity in the

production of the enterprise is necessary. It will be the main tool for enhancing the competitiveness of products and services in national and international markets through the wide introduction of innovations in the manufacturing process.

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