

Features of Innovative Processes in Modern Sphere of Services

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ABSTRACT: Nowadays the sphere of services needs strengthening interrelation with strategy of development of an economic complex as a whole. Innovative activity in sphere of services in terms of its orientation should not cover only the spheres of manufacture of the goods and their consumption as a whole, but it should trace features of specific consumers.

KEYWORD: innovations, innovative processes, sphere of services, innovative system.

Innovation is the main form of turning knowledge into wealth and is a key feature of the "knowledge economy". There are the following main types of innovation activity:

- technical, related to the introduction of new types of equipment, devices, tools, as well as technical and technological methods of labor in service;
- organizational and technological, related to new types of services, more efficient forms of service and organizational labor standards;
- managerial organizations focused on improving internal and external relations, using methods and forms of management;
- complex, simultaneously covering different aspects and aspects of service activities.

In the modern economy, there are several fundamental features and trends in the development of innovative processes [1]:

- 1) Research and development is not the only source of knowledge for innovation. Market research, experience, etc. are no less frequently used sources of innovative information.
- 2) Innovations are being implemented today in all industries, services and the public sector of the economy, including government bodies.
- 3) The modern understanding of innovation comes from an interactive and systemic model of innovation processes, in which innovation systems (regional, national and international) play a key role, within which new knowledge is created, disseminated and used.
- 4) Relying on a wide range of technologies, enterprises are increasingly forced to obtain new knowledge from outside.

Numerous studies carried out in the framework of three-factor neoclassical models of economic growth on a statistical array of indicators of the dynamics of the development of the economy of various countries in different periods of time gave rather high estimates of the contribution of technological progress to ensuring the observed growth rates [2].

Later, the economic rise of the newly industrialized countries of Southeast Asia, based on the development of new technologies, confirmed the universality of the positive relationship "innovation - economic growth".

Moreover, the failure to make innovation a source of economic growth is often explained by the stagnation in developing countries in other regions of the world, for example, in Latin America and Africa, compared with the countries of Southeast Asia.

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According to the theory of M. Porter, the competitive development of a country can take place on the basis of factors of production, investment, innovation or welfare, i.e. factors of the highest level of development.

Countries that are part of the global technological core, such as the United States, Japan, Germany, Great Britain and France, have become economically developed due to the intensification of innovation, while the share of R&D expenditures in the GDP of these countries is constantly increasing

The contribution of the innovation component to economic growth, measured by the rate of GDP growth, has steadily increased in developed countries in recent decades.

An innovation economy is a type of economy in which profits are created not so much through material production and the sale of capital, but through the generation of an excess flow of innovations that constantly raise the bar in technological competition.

Its main task is to ensure the effective passage of the entire innovation cycle, for which a whole set of legal, economic, organizational and financial instruments work.

In the "knowledge-based economy", the driving force behind innovation processes is not only market mechanisms, but also a targeted state policy, in connection with which the state takes an active part in the formation of all elements of the innovation system:

-increasing targeted support for research related to national interests and priorities, with global problems, with long-term forecasting of the consequences of management decisions and the introduction of new technologies;

- expanding assistance to scientific and technological development and the innovation process through the introduction of benefits and preferences for the private sector, which invests in the development of science and widely uses innovations;
- stimulation of cooperation between the subjects of innovation activity, assistance in the formation of partnerships between participants in the innovation sphere;
- development of institutional conditions and guarantees for the effective development of the scientific and technical sphere and innovations; - formation of innovative guidelines in the system of state goals, as well as maintaining their priority in relation to other goals;

- inclusion of the sphere of innovation activity in the system of key priorities for ensuring the national security of the state.

Many countries that do not have the scientific and technological resources necessary for large-scale industrial breakthroughs today provide economic growth through the innovative development of the service sector.

This way should also be of particular interest to Uzbekistan, given the unsatisfactory state of its industrial, scientific and technical potential against the background of a relatively high share of the service sector in GDP. In this situation, the innovative development of the service sector should become a powerful source of economic growth, probably even more significant than technological innovation in industry.

Process innovation is a necessary element in the development of a service company. All this requires the formation of a scientific, methodological and theoretical justification and the development of adequate tools. Innovative activity as an independent type of activity has the following features:

1. In the course of the implementation of innovations, the object of management changes: the specifics of the product, objects and tools of labor, and technology change.
2. The management of innovation activity, in contrast to the traditional management of an organization, is characterized by high instability and variability of all elements of the management system and high risk.
3. Innovation management is often motivated by external economic factors. At the same time, quite often innovative projects have an image or social orientation. Traditional financial approaches to substantiate the economic efficiency of innovative solutions do not always adequately take into account the impact of innovations on the internal and external environment of the organization, and the positive effect of innovations is underestimated.
4. Innovation management involves not only organizational and technical aspects, but also the coordination of activities.

The innovative activity of service enterprises is inextricably linked with the innovation strategy, which is understood as a set of general goals for the long term and ways to achieve them, taking into account the internal characteristics of enterprises and the external environment.

Innovative activity in the service sector also increased significantly.

For example, in Estonia and Germany, the share of innovatively active firms in the business services sector has reached 50%.

Thus, the organization of innovative activities of enterprises representing the service sector should ensure,

firstly, the achievement of a common vision of the supply of services in the consumer market;

secondly, the definition of strategic priorities in the transformation of this area;

Thirdly, the development of a strategy for the activities of enterprises in the long term;

fourthly, the creation of a communication system focused on the implementation of services;

fifthly, the formation of innovative personnel with the definition of areas of responsibility for the results of work;

sixthly, the introduction of system controlling the processes of development of services in the consumer market.

The implementation of the selected areas, in our opinion, will create conditions for the expansion of the service market, strengthen the competitive position and advantages of service enterprises.

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