

ВНЕДРЕНИЕ ИННОВАЦИЙ НА БАЗЕ СУБЪЕКТОВ МАЛОГО ПРЕДПРИНИМАТЕЛЬСТВА В РАБОТУ ПО ПОВЫШЕНИЮ ЭФФЕКТИВНОСТИ ПРОИЗВОДСТВА

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Аннотация: Данная статья о важности достижения конкурентных преимуществ в малом бизнесе на сегодняшний день с помощью внедрения инноваций, а также об их значении в эффективной деятельности организации.

Ключевые слова: инновации, малый бизнес, менеджмент, сегментация рынка, экономика, экспорт.

INNOVATION ON THE BASIS OF SMALL BUSINESS ENTITIES IN WORK PRODUCTION EFFICIENCY INCREASE

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Annotation: This article about the importance of achieving competitive advantage in small business today with the passing of innovations, as well as their importance in the effective activities of the organization.

Keywords: innovative, small business, management, market segmentation, economy, export.

Introduction Today's day in the enterprise production , production and market activities in the development of a new type of product, work out, innovative technologies and digital technologies introduction to essential is earned is. Long - term enterprise of effective functioning display, its competitiveness

increase and development of high levels to achieve the enterprise innovative activity level by is determined.

Research

Our country's President, Shavkat Mirziyoyev's "2022 — 2026 in the year of Uzbekistan", the republic of innovative development strategy of approval on 2022 year 6 June in UP-165-the number of the decree according "small entrepreneurship innovative activity increasing by the territory of social-economic rapid growth to ensure, innovative business entities (industry work out of the organization), the number of its 613 than 2 250 up to far to deliver, innovative infrastructure entities (technoparklar, technology transfer centers, innovation clusters, venture organizations, innovation centers, business incubators and akseleratorlar) the number of 3 times to increase, internal and external markets for commercialization as a result of which created new innovative developments, the number of 2 times increase as the task set is given.[1]

Innovation process innovation changes the preparation and implementation of the increase is to is and single a whole constitute which are mutually connected from the circuit up I find. This process, as a result out carried o'zgarib to innovative appearing toe' ladi. Innovation the process of implementation increase to diffusion balances - new conditions and application areas of a once mastered and using, which is this innovativerni in time the distribution of very big importance has. Innovation is the process of periodic character has, in this economy, the organization of to and the management compact system working out when you take into account to take need. Also that economic literature "innovation" a potential scientific - technical progress (ITT) to true, new products and technology in the realization out of cycle as interpreted is. Our country is in the news due to enter one of the problems many years for scientific - technical progress of economic studies in the framework of worked out. "Innovation" term from the Uzbekistan's transition economy in both independent and also a number of similar concepts: "Innovative activity", "innovation process", "innovative decision", and

so on.k. marklash for were used. Xorijlik the scientists from N. Monchev, perl i., d. v. I xart, E. Mensfeld, R. Foster, B. Tviss, Y. Shumpeter, E. Rodjers and others this understanding to their own research object and the subject according to each xil interpret qiladiler, but of innovation that each xil definition of analysis such a conclusion brought kelis adi, changes to this innovativerning to himself, the specific content of the organization qiladilar, changes in function , while innovation activities, the main function is.

Austria scientists Y. Shumpeter by five typical changes in separatelgan:

- 1) new technology, new technological processes and production, production, new market supply use (before - buy);
- 2) new properties having data tatbiq to;
- 3) yangi raw materials use;
- 4) work production and its material - technical supply of organized complexity changes;
- 5) new sales of the market is the emergence be.

This is the rules, Y. Shumpeter by 1911 the year since formed. It innovation concept-consumer goods with new types of new work, the production and the technical means, the market established in the forms to the industry tatbiq to and of them is to use purpose in a change as interpreted was.

Innovation management is incredibly complex. Innovative jarayonlirning the development of the qonuniyat analysis make to innovative managers are the professionals necessary, they're the news, enterrning each xil organizational and economic aspects with the dealing there are. Theyrning this innovativerni managing the main function - the innovation process, earlier push, probably the to'siqlirni forecast to make and theyrni eliminate to the way of a sign. [2]

"Innovation" is the word, news, new creation, new technologies or new changes with associated with all the activities, for is used. In fact, the innovative word lotin taken to be "innovative"from taken and "the news" or "development" of the meaning it represents. Innovation with associated activity of different areas

when used in also, basically updates, learn, create and perform to processes means. This process of technology development, new products, creating, xdata, and then prime minister improvement, entrepreneurship and economic renewal, social and cultural development, strengthening learning and other areas, be may. Innovation, every kind in the area news and developments get to go to the opportunity it gives.

In the economy, innovation, new technologies, products, services and processes of the study, creation , and execution of processes refers to. Innovation, new ideas, speed, due to the expansion and due to the creation on the basis of his business development for created to be can.

A directory in innovation, new business and methods, technologies, markets, products , and services, improving by enterprises development and effectiveness to increase try to represent. This activity is to facilitate, quality improve, costs kompensatsiyalash and market of the weld increase help will.

Innovation, new ideas and products that work out, new market segments, access, work activities, facilitate and work production level in increasing great importance to be able to be, of the economy development and in accordance use it for is important.

Innovation on the basis of small business entities in work production efficiency increase to the following ways of use you can:

New products and services work out to: Small business entities new products and services, working out with germination learn and they apply or existing products update they can. This trade activities expansion, new market segments, access and customers to new interested measures to learn for opportunities to create the opportunity it gives.

Technological development: Small business and technological development strengthening studied, new technology use , and with them their own business, introduction to through the effectiveness of the increase they can. This automation, the internetof platform use, lighting and foreign to the expansion of their own into gets.

Experience training boost: Small business innovation mastering to training update and in them high quality of products, production , production , and services to improve, replace , you should. This staff new technologies to learn and for them to support encouraging by practical experience and mature and to increase the opportunity it creates.

Social media and advertising: Innovation to employees, customers and other persons provide to for social media and advertising media, the use of small business for very important. This is a new products and services, post to, trade activities, expansion and customers with connecting to the possibility of it creates.

Cooperation and alliances: Small business innovations learn and them their business to the introduction in other entrepreneurs, academic institutions, and emerging technologies offer who will individuals with cooperation they can. This is mutually thoughts sharing the news to learn the capacity and expanding for good opportunities it creates.

This way, the use of small businesses for innovation, and the study and use an important role plays and their effectiveness to increase help will.

Conclusion. Innovation provides the opportunity to be campaigning and active in competition, attract customers through the unique characteristics and advantages of the enterprise itself and add value to them. The use of an innovative Tavar in competition ensures the continuous development of the enterprise and the Prevention of competition through itself.

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