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**SCIENTIFIC AND METHODOLOGICAL ASPECTS OF THE FORMATION OF AN INNOVATIVE SET OF SERVICES**

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***Abstract:***

***Introduction.*** This article considers the methodological aspects of innovative development and research of the service sector at the current stage of economic development, scientifically based proposals and recommendations for the balanced development and diversification of service enterprises, improving the efficiency of the service sector of the economy. Methodological issues of improving the practical mechanisms of application of innovative technologies and tools in the field have been studied.

***Research methods.*** Ensuring the rapid growth of the service sector in the country, further support of entrepreneurship and the creation of new jobs for the population, as well as the balanced development and diversification of service enterprises, improving the competitiveness and quality of their services will continue ongoing reforms. In developing high-speed services, it is important to use innovative developments in various areas of the industry. This is because the services sector plays an important role in the life of society in comparison with other areas. Every scientifically grounded innovation in this field, that is, an innovative development, will show its effectiveness in a shorter time than other areas. In our country the attention to this area is increasing year by year. As proof of this, the Ministry of Innovation Development of the Republic of Uzbekistan, the Fund for Support of Innovative Development and Innovation, the creation of centers for innovation ideas, developments and technologies, and a special emphasis on scientists and scientists is possible. Innovation has become a pressing issue in recent years. It is becoming increasingly difficult for society to imagine all aspects of the country's development, management, financing and other areas without innovations.

***Results and discussions.*** It is innovation that leads to market renewal, product quality and diversity, service improvement, the use of new production methods, and improved management.

***Conclusion.*** As an integral part of the economy, the market for innovative services, like many other industries where intellectual potential prevails over

*material potential, requires constant attention to the organization of the innovation process.*

**Keywords:** *innovation, innovative approach, scientific developments, new types of services, commercialization, innovative infrastructure, new types of services, nomenclature, introduction.*

**Introduction.** In the context of globalization of the world economy, the rapid adaptation of each country to the conditions of the international competitive process is a key factor in its successful and sustainable development. This article considers the methodological aspects of innovative development and research of the service sector at the current stage of economic development, develops scientifically based proposals and recommendations for the balanced development and diversification of service enterprises, improving the efficiency of the service sector, expanding new services. It is precisely this that is becoming an important factor of economic growth and a key tool in the struggle for competition for the consumer. It is widely acknowledged that innovation, innovative activity today is a strategic factor of economic growth and plays a fundamental role in the development of the economy of the country and its regions. Scientific research and experimentation are attracting more and more material and human resources to the field of design and innovation. Consequently, the main advantage of developed countries is related to the high level of development of science. In this regard, the factors that ensure sustainable economic growth of the state today and in the future are determined by the consistent development of science.

For an innovative economy, it is important not only to create new scientific and technical knowledge, but also to what extent and to what extent the results of innovative activities are fully used in economic activity. Methodological issues of improving the practical mechanisms of application of innovative technologies and tools in the field have been studied. Ensuring rapid growth of the service sector in the country, further support of entrepreneurship and creation of new jobs for the population, as well as balanced development and diversification of service enterprises, improving the competitiveness and quality of their services is one of the key areas of ongoing reforms. Our analysis shows that the share of the service sector in GDP in the world averages 61%. In our country, this figure is 36%. But 86 percent of the added value is created in this area. If we continue this analysis at the national level, the volume of services per capita in Karakalpakstan, Kashkadarya, Namangan, Surkhandarya is 2 times lower than the national average. Only by improving the roadside infrastructure, it is possible to create additional services worth 700 billion soums. In particular, there is a need for more than 400 large service facilities on 10,000 kilometers of roads passing through more than 150 districts and cities.

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At the same time, many services can be created with the participation of investors through the organization of light construction, catering and entertainment facilities in some parks and alleys, the provision of vacant part of education, culture, sports and health facilities to entrepreneurs. Measures are being taken to continue the procedure of quarterly payment of value added tax for entrepreneurs with an annual income of less than one billion soums. This will allow more than 8,000 entrepreneurs to have a turnover of 220 billion soums in a quarter.

**Materials and methods.** Development of the service sector is one of the priorities of the Uzbek economy. By the Decree of the President of the Republic of Uzbekistan dated February 7, 2017, an action strategy on five priority areas of development of the Republic of Uzbekistan for 2017-2021 was adopted. This document has, in fact, become a “road map” for structural reforms in all spheres of society. Today, the service sector is one of the most important sectors of the economy. The Resolution of the Cabinet of Ministers of the Republic of Uzbekistan “On the Program of Development of the Service Sector for 2016-2020” identifies the following priorities for the development of the service sector in the country:

- increase of gross domestic product through the development of the services sector, bringing its share in the economy of the republic to 48.7%;
- 1.8-fold increase in services in rural areas by 2020;
- creation of conditions for the accelerated development of the service sector, structural changes through the development of engineering and communications, road and transport infrastructure, the introduction of modern information and communication technologies in the industry;
- formation of a competitive environment, assistance in the development of small and private businesses;
- expansion of various innovation services, new means of communication;
- Ensuring technical capabilities of the population to use telecommunications networks, providing quality services based on them, full transition to digital telephone and television systems, increase the share of communication and information in the economy to 2.5% by 2020;
- development of financial services with the introduction of the latest electronic payment technologies;
- further development of high-tech services in the field of health.

**Results.** According to the analysis, the development trends of the world economy show that the share of the service sector in the GDP of developed countries exceeds 50.0 %. The World Bank estimates that service revenues account for about 70 percent of world GDP. Among the leading countries in the service sector, this figure is 88.3 % in Luxembourg, 87.4 % in Cyprus, 85.5 % in Malta, 76.3 % in Denmark, 74.8 % in Spain and 79.6 % in the United Kingdom. percent, and in the

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United States, 77.6 percent. One of the conditions for the development of the service sector in our country is the growth of the country's economic potential and increasing the competitiveness of the national economy. The analysis shows that the services sector in Uzbekistan is developing faster than the real sector of the economy. This is due to structural changes in the national economy, taking into account the trends of globalization in the world economy, which in turn will increase the welfare of the population, as well as fill the market with services. It is known that with the onset of the economic downturn or the long-term period of inflationary development, calls to activate the flow of news will begin to ring. Underlying such demands is to treat technological and organizational change as a source of long-term economic growth. There is no doubt that there is serious evidence to support such views. However, a careful study of public policy aimed at introducing innovations shows that, in fact, the claims that serve such an opinion are less than at first glance. Leaving aside some of the circumstances surrounding the development of technique, technology, and the public order, we understand an important idea that deserves serious consideration. This idea was first put forward by J. Schumpeter, and then became the idea that the observed changes in economic activity were in some way related to technical, technological, and organizational changes. The starting point of Y. Schumpeter's methodology is the difference between the initial movement of innovation introduced by a small number of entrepreneurs and the imitative activity of the mass of followers. He may dare to introduce innovations or open a new business. But as soon as someone acts decisively, the rest begin to be willing to imitate him. Therefore, the introduction of primary innovations is often accompanied by the introduction of secondary innovations and simulations. This means that news input is rarely evenly distributed. They appear "occasionally in groups or clusters". The fact that the news inflow is in such a discontinuous state, in turn, leads to strong changes in the level of capital investment. The creation of new enterprises, financial companies, which will follow the basic innovation, will inevitably lead to a stir in the field of capital investment. This process is exacerbated by the movement of a cumulative cumulative mechanism that creates "second waves" of business expansion in interconnected industries and services. According to I. Schumpeter, "A lot of things arise at the peak of such a "second wave", without any innovation or real internal impulse from the real driving force". In short, the reasons for the emergence of economic growth should be related to the formation of innovation input clusters.

**Discussions.** At the same time, the introduction of innovations simultaneously affects production capacity, transparency of raw materials, prices, consumer income, monetary resources, and so on. undermines the economic relations between the two countries. The economic system goes out of equilibrium, and certain results that result from the introduction of innovations can only be gradually assimilated by

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society. Therefore, a sharp decline in economic growth is inevitable, followed by a restructuring of the economic situation, price structure, costs and cash flows. In the process of decline, its own development dynamics is often determined, and thus the system falls into a state of economic stagnation. The widespread use of the term "innovation" today increases the interest in studying its essence. D. Arjibudji, J. Hovels, D. Bell, Pyu Drucker, B. Lundval, N. Mazur, R. Nelson, V. Ivanov, Y. Shumpeter, R. Fathuddinov, N. Rozenberg have studied various aspects of the organization of innovative processes in the international experience. It can be found in the works of A. Porshneva, K. Puznya, A. Rummyantseva and other scientists. Well-known works of Y. Shumpeter, G. Mensh, Dj. Forrester developed mechanisms of macroeconomic models that provide the concept of the innovative structure of economic growth. There are many scientific works devoted to the formation of innovative potential and its management system, including the works of V. Gromeki, G. Dobrov, Yu. Kopigin, A. Medvedev, V. Solovev. S.S. Gulomov, A.Sh. Bekmurodov, B. Berkinov, Sh.N. Zaynutdinov, K. Mirzaev, A.F. Rasulov, A.M. Kadyrov, Sh. Otajonov, A. Umarov and other scientists conducted scientific research. To assess the level of novelty and to determine the amplitude and duration of conjunctive shifts, J. Schumpeter introduced a criterion of novelty, and this criterion formed the basis of this classification. As Schumpeter puts it, "Depression is nothing more than the response of an economic system to rapid development, or the adaptation of a system to a situation in which it has fallen as a result of such development". In turn, the revival of the economy will depend on another process - adaptation. Sometimes the development of this process can serve to move the system towards a state of equilibrium. With a new "explosion" of innovative activity, the whole cycle repeats itself. In the theoretical structure under consideration, it is important that the "rejuvenation" of the entire economic system is determined by the introduction of radical innovations that should be distinguished from the modification of existing technologies. According to this concept, which is usually associated with the name of the Russian scientist Kondratev, the movement of economic conjuncture takes the form of cycles equal to a period of about fifty years. Rejecting this concept, Schumpeter determined that the rise of the first wave of Kondratev (1787-1800) was accompanied by the emergence of steam engines, the second wave (1843-1857) - with the spread of railways, and the third wave (1898-1911) - based on the prevalence of electricity and automobiles. Thus, the introduction of technological innovations in classical theory is the primary cause of the observed changes in economic growth.

Today, the author of the theory of large cycles of conjuncture, N.D. Kondratev's research is once again gaining importance. According to this theory, the modern crisis required a new era in the rising tide that began in the late 1980s, a declining wave - the transition of the economic system to a process of "reloading" and getting

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rid of excessive accumulated capital through its “soap bubble”. made a sharp turn towards the period. Also, according to Kondratev, each cycle goes through a new stage of technological development, the development of productive forces in a new historical context, which is why it is not a simple reversal of the previous cycle. Kondratev divides the development of innovations into four phases (periods), dividing them into ascending and descending stages of a large cycle. These phases are revival; ascension (prosperity); called depression (recession) and depression (depression). The rising phase covers a long period of high-level economic conjuncture in the international economy, led by about 20-30 years (revival and rise), in which it develops dynamically, easily overcoming short-term shallow crises. The declining phase (periods of recession and depression) is a period led by a long, low economic situation lasting about 20 years, which, although temporary rises, is led by depression and low levels of entrepreneurial activity, resulting in unsustainable global economic growth. from time to time falls into deep crises. Thus, a period of crisis and depression is inevitable before the upswing phase. Surprisingly, it was during the Depression that the economy was most prone to innovation. In particular, the Russian economist-scientist Balabanov I.T. According to him, "innovation is a materialized result of the introduction of capital into a new form of organization of production, labor, services, management, including new techniques and technologies, including new forms of control, accounting, planning, analysis." Also, Borisov A.B. describes innovation as follows: “innovation is the result of creative activity aimed at the development, creation and dissemination of new types of technologies, the introduction of new organizational forms”. Also, Borisov A.B. describes innovation as follows: “innovation is the result of creative activity aimed at the development, creation and dissemination of new types of technologies, the introduction of new organizational forms”. Fatkhutdinov R.A. and "innovation is the end result of the introduction of innovation in order to change the management of the facility and achieve economic, social, environmental, scientific and technological and other benefits." A similar definition was given by V.L. Popov, who said: "Innovation - the end result of innovation, which creates a new type or improved product sold on the market, a new or improved technological process used in practice." Uzbek economists have also conducted extensive research on the economic meaning of the term "innovation" and developed their own modern interpretations. Among them are economists R.I. Gimush, F.M. Matmuradovs, innovation means “innovation and innovation. At the heart of this innovation is a new order, a new habit, a new style, a new discovery. ” On the basis of VG Medynsky's research he came to the following conclusion: "as an innovation is understood an object introduced into production as a result of research or the creation of a qualitatively new one of a similar type" Depression forces us to look for opportunities to “survive,” and innovation processes

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can overcome them. This situation was first described by the German researcher G. Mensch (Mensch, 1979) identified and called it the “trigger effect of depression” in which he argued that depression drives the innovation process. G. Mensch also pointed out that the innovation process is not rhythmic and has a periodic character, and that this process ends with the formation of innovation clusters each time in the diffusion process. American researcher K. Freeman (Freeman, 1987) states that this occurs during revival. The timing of the innovation process extends over a long period of time, including a period of depression and a period of partial recovery. However, yesterday M. Hirooka (Hirooka, 2006) proved that there is an inextricable link between the diffusion of innovations and Kondratev's major cycles based on the analysis of a large amount of empirical data, and confirmed that the news diffusion. Thus, the diffusion of news is fully consistent with the ascending phase of the Kondratev cycle and reaches its rhythm at the highest peak of the cycle. An important practical conclusion can be drawn from this: the success of the state's innovation policy depends on the ability of government leaders to anticipate and actively support the time when strengthening innovation processes can have a synergistic effect in times of depression and recovery. Conversely, if government support is delayed, the effectiveness of innovations will be significantly reduced. However, at the end of the twentieth century, we witnessed that the introduction of technological innovations sometimes became a separate goal and had little to do with the real needs of the development of society. This results in environmental problems, an increase in technological and man-made risks, the emergence of new viruses (biological viruses and information viruses), and so on. appears. This series highlights the need to introduce certain restrictions and regulatory tools in the introduction and distribution of technical and technological innovations. There are many definitions of the concepts of “innovation”, “innovation process”, “innovative activity” in the economic literature. The concept of “innovation” (news) is interpreted in modern economics as the final result of more innovative activity in the form of a new or improved technological process, new or improved product, introduced into the market, used in practice. Sometimes the result obtained in the social sphere is added to this definition. Among the universal features inherent in innovation, most authors distinguish the following: novelty, market demand, commercial feasibility.

**Conclusion.** It is also appropriate to classify innovative processes in the field of services. This is especially important for organizational and economic innovations, because the key here is not the result, but how well these innovations ensure the continuity of the whole activity. As we can see, the organizational and economic component of innovative activity today is not properly valued. However, it is the main driving force in the development of modern types of techniques and technologies. Other areas of innovative activity can be developed in a targeted and

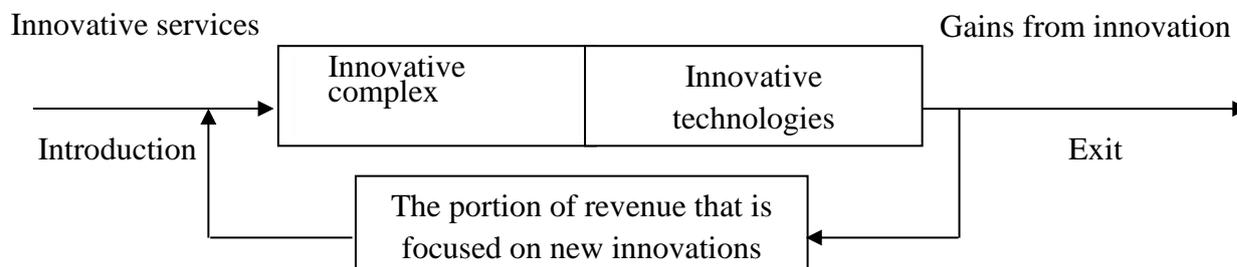
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economically rational manner only within the framework of new organizational and economic models. In our opinion, the innovation strategy should always include an individual organizational and economic mechanism that will ensure the successful operation of services in the market. That is, organizational and economic innovations are the basis for effective implementation of innovation policy in the field of creation of new products and technologies, in addition to creating general conditions for the development of the services sector. Based on the existing theoretical and methodological research of the authors in the field of innovation in the field of services, we try to systematize the whole range of organizational and economic innovations of services and identify the basic laws that led to their occurrence. However, in order to better understand the role of organizational and economic innovations, it is necessary to understand how this specific object of innovative activity is formed and planned. In addition, coincidences play an important role in the process of innovation, because in the field of organizational and economic innovation, a single innovation can go in several independent ways. As in the field of technology, it can be said that in the field of organizational and economic development, the innovation process is focused on the interaction of random factors and factors of a cumulative nature.

For example, the process in question is characterized by both small and large changes in organizational and economic relations. These two classes of changes are characterized by their average rates of occurrence, which differ significantly from each other. If large changes in organizational structures are not covered by a chain of small changes, they can become the cause of the cyclical behavior of the system, as the cumulative mechanism in effect serves to spread their effects beyond the time interval in which they occur. In addition, the centralization of random changes into clusters over time may also occur. Under the influence of the cumulative mechanism, the clusters feel a tendency to coalesce, thus ensuring a relatively high degree of saturation. Hence, the impact of each of the clusters extends beyond the time frame in which these changes occur. So, neither the averaging nor the occurrence of new occurrence velocities in a random distribution lead to the disappearance of the trend. Perhaps under the influence of some major organizational and economic changes we can observe the emergence of new changes or the emergence of large change clusters accompanied by relatively smaller changes or chains. In short, serious organizational and economic innovations are the result of the accumulation of smaller innovations in terms of scale and level of impact, i.e., as in technological cycles, objectively there is a certain sequence of organizational and economic development cycles. The emergence and spread of organizational and economic innovations in the field of services can be correctly understood only on the basis of a systematic approach to internal mechanisms.

The innovative complex of the services sector is an open system, ie it collects and modifies external resources (Figure 1).

**The introduction to the model reflects innovative services that are transformed into specific innovative technologies and products**



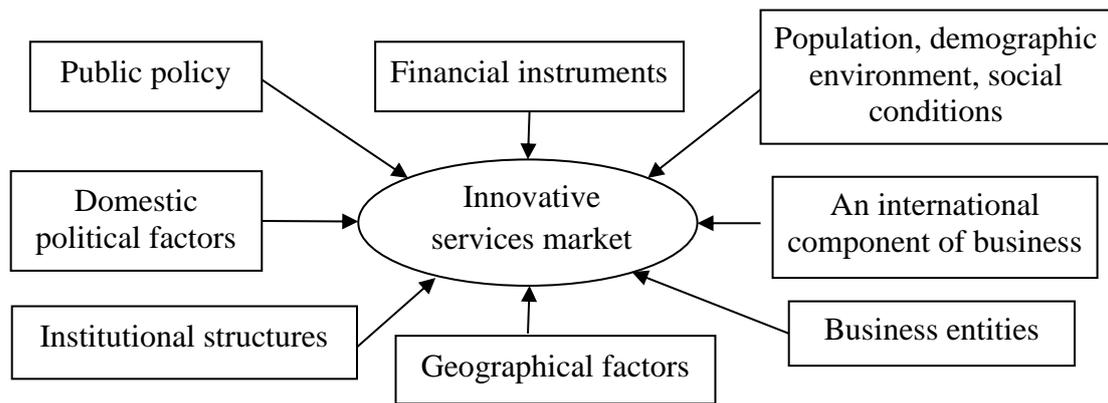
**Figure 1. A systematic model of the innovation process in the field of services**

From the point of view of the methodology of the systemic approach, the innovation complex of the services sector can be described as a complete system consisting of elements (business entities, banks, consulting firms, information systems and developers of innovations) combined with defined interactions. It has its own internal resources in the form of complex knowledge, experience, know-how, investments, etc., that is, spent and regenerated in a certain way in the innovation process.

It should be noted that the innovation process in the field of services is influenced by social, national and cultural factors. In this case, the resource is expressed as a reserve that allows you to accumulate it to a certain amount, to restore the whole innovative process.

The potential of resources for innovative activities is used in the cash flow carried out in the innovation process. Thus, the innovation potential represents the actual or expected ability of the innovative services to be used to organize the innovation process. Innovation strategy in the field of services, as a result of strategic management, is primarily based on the analysis of external factors of development. Therefore, it is important to determine which characteristics and conditions of financial markets today determine the direction of innovation strategy. Figure 2 shows the key elements of the external environment affecting the innovative services market.

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**Figure 2. Influencing the market of innovative services factors**

Direct copying from existing service innovations is much more difficult due to the specificity of each individual service type. Much of modern theoretical work on the diffusion of new technology is based on the assumption that the descriptions of a novelty remain unchanged in the process of its dissemination and assimilation. It is clear that such an approach to organizational and economic innovations is not feasible. In fact, changes in the characteristics of organizational innovation make it possible to apply it in a new way in addition to affecting its diffusion rate, and thus significantly expand its field of distribution. In turn, the diffusion of new organizational-economic models often has a serious impact on technical and technological innovations. Without a good understanding of the factors governing organizational and economic development, our knowledge of diffusion in this area will not be complete.

Now, there is a change in the role of innovation in the global economy, the directions and mechanisms for the implementation of innovation processes. At the same time, innovation is becoming a decisive, driving force of economic growth based on the intellectualization of the economy. In this regard, in today's conditions, only an economy based on knowledge that is realized in an innovative, namely scientific, high-tech, skilled workforce can be competitive. Our analysis shows that in 2020, a total of 304 organizations carried out research and development. The main share in the number of organizations engaged in research and development by type of economic activity was 177 in professional, scientific and technical activities, 67 in education and 11 in manufacturing.

If we look at the organizations that have carried out research and development, by sector, there are 118 organizations in the public sector, 121 in the business sector, 64 in the higher education sector and 1 in the private non-profit sector.

As an integral part of the economy, the market for innovative services, like many other industries where intellectual potential prevails over material potential, requires constant attention to the organization of the innovation process. If we

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introduce a system of creating innovative techniques and technologies that use modern, advanced and cost-effective technologies and ensure high quality and consumer properties of goods, we will be able to attract young people to this field, meet the domestic needs of our population. we can achieve further increase in production.

It is expedient to take into account the following in the development of service sector entities through innovative development paths:

First, by encouraging employees of enterprises to engage them in more marketing research, focusing on the development of new innovative ideas;

Second, to organize the establishment of test sites on the territory of the enterprise before the implementation of innovative projects created by young employees;

Third, to expand access to credit and the necessary resources for businesses and private entrepreneurs, and to create a system of lending to innovative projects;

Fourth, to address the issues related to ensuring the continuity of electricity, natural gas, drinking water and similar utilities, which are the most important factor in production in remote areas of the provinces;

Fifth, the organization of benefits in the sale of innovative products and mini-shops created;

Sixth, it is necessary to export not only raw materials, but also high-capacity products, which will be carried out by specialists in the formation of organizational, legal, financial mechanisms and conditions necessary for the development of export potential of the services sector.

Today, the transition to innovative development requires not only the optimization of resources and the mobilization of innovative potential, but also the systematic transformation of the institutional structure of the economy.

In this regard, the manifestation of trends that are slowing down the innovative development of the national economy requires the development of new approaches in determining its most important directions. In this sense, the institutionalization of the development of innovative activities in the field of services is an important step towards their elimination.

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