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Ways to improve the competitiveness of products produced on the basis of innovative measures

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Abstract: *The scientific article describes the scientific and theoretical basis for improving the effectiveness of product competitiveness assessment on the basis of innovative measures in the construction industry. In order to increase the competitiveness of construction products, first of all, the factors influencing it are identified, the degree of impact of these factors is assessed, and suggestions and recommendations are made on how to increase product competitiveness through the success of product innovation in construction markets.*

Key words: *Innovation, innovative event, innovative idea, innovative project, construction industry, marketing research, competitiveness, product quality, innovative model.*

Introduction.

Today we think that increasing the competitiveness of products in the enterprises of construction industry in our country can be carried out mainly through the development of innovative activities in this enterprise, because no matter how successful the enterprises of construction industry work, the employees managing the enterprise do not intend to use new techniques and technologies for the production of high-quality products, the inability to have their place in their markets is one of the main pressing issues in the conditions of a market economy.

Therefore, special attention should be paid to the evaluation of the effectiveness of construction products and its constant improvement in the enterprises of the construction industry.

The president of our country, who was able to see the solution of these issues in advance, said: M. The adoption of the decree of Mirziyoyev “on modernization of the construction network of the Republic of Uzbekistan, approval of the strategy of accelerated and innovative development for 2021-2025 years”[1] the fact that innovative economic and political events are taking place in our Republic shows that there is a great change in this area (in the construction network).

Literature review.

in order to increase the competitiveness of construction products, the restoration of production facilities with modern high technologies, many economists and political scientists conducted research on the evaluation and improvement of

the effectiveness of construction products by improving innovative activities in the rapid development of the economy, including:

“The criterion of attractiveness for consumers is the competitiveness of products” (S.G.Svetunkov).

“The competitiveness of a product is one of the most important characteristics of the market - a product that reflects its competitiveness will take place in the market” (E.V. Minko, M.L. Krichevsky).

“The competitiveness of a product is a feature of a product (service), which reflects its difference from competitive products, the degree of compliance with certain requirements and satisfaction in value terms” (V. Gribov, V. Eruzinov).

A.V. Barentsev, V.A.Omelchenko and o.L.According to Petrenko, it is said that “the success of the enterprise means - to bring real benefits and huge profits to enterprises that have carried out innovation, to bring indirect benefits to the evasion of reducing costs or increasing the quality of products, to establish their position in the company and its exit to new international markets”[4], without which we do not agree.

In itself, it is known that events of an innovative nature are necessary to have new technologies for the production of new products or products of this specific nature, that is, the enterprise is interested in the opinion of consumers in making a decision on whether or not to produce a planned construction product. The consumer is always right. After all, it allows us to earn money (by paying for it) and thereby earn money (money) on our products”[5]. Secondly, since the main consumers of the enterprises of the construction products industry are considered to be construction enterprises and those engaged in this process, we believe that the requirements of the main consumers as well as the development and growth strategies of the enterprises of the construction industry in the region should definitely be taken into account.

Research methodology.

Improving the efficiency of competitiveness of the construction products produced by "Benefit" LLC, which is an object of research, assessing the objectivity of the processes of effective management of the innovative activity of the enterprise and determining the omillarni that affects it is the main stage of scientific work.

Another of the main objectives of the scientific research is to ensure the competitiveness of construction products on the basis of innovative activities at the Enterprise "Benefit" LLC and to evaluate its success.

As a result, based on innovative measures in our scientific work, we will try to develop an acceptable approach for the Enterprise Benefit LLC, having analyzed some ways of omillarni evaluation that affect the competitiveness of construction products.

The main purpose of applying innovative measures (solutions) in the enterprises of the construction industry is to choose and successfully implement an innovative strategy that allows the enterprise to strengthen its position in the construction market, maintain its immidality.

As a result of the implementation of innovative activities in " BeneFit " LLC:

- There is an opportunity to learn the necessity of carrying out innovative activities (solutions) at BeneFit LLC;
- Analyzing the innovative development activities of BeneFit LLC, the opportunity arises to study its strengths and weaknesses in the production of products;
- It will be possible to develop proposals and recommendations on the selection and implementation of innovative development strategies for the future of BeneFit LLC.

Analysis and results.

The norms of selection of specific product innovation (changes) in the enterprises of the construction industry of the Samarkand region can usually be carried out by making those or those innovative decisions that bring economic benefits.

Taking into account the specific characteristics of the innovative products that BeneFit LLC produces, we aim to take a look at the evaluation of the future success of the innovative products that are being produced. To do this, we will first analyze the determination of product innovation by the system of indicators of success Table-1.

Table 1.

System of indicators of product innovation success

№ τ/p	Indicators	Normative (probability) indicators				
		0,2	0,4	0,6	0,8	1
1	2	3	4	5	6	7
1	Compliance (compliance) of tokens with consumer needs)	There is no improvement (change)	Change of existing product	Low profit or small profit	Significant change, increased profit	New product type, (there is change)
2	Level of competition (UD _a -generalized indicator of the level of competition)	[1; 0,8]	[0,8; 0,6]	[0,6; 0,4]	[0,4; 0,2]	[0,2; 0]
3	Growth rate of construction in the region	A significant decrease in the pace of construction in the coming years in the region	Construction rates in the coming years in the region-of insignificant (a little bit) decline	Maintain the same level of construction rates in the region	In the region, the pace of construction in the coming years is insignificant (a little) lifting	In the region, the pace of construction in the coming years-significantly growth
4	The attitude to the innovation process-the monastic attitude of the recognized leader	true	A little bit of binary	secondary	striving	progressive
5	Age of the company	The age of mourning	Mature period	The period of success Growth period	Beginning	period
6	Organizational structure of innovation implementation Innovation	there is no innovation practice	Systematic divided innovation, self-management	Product renewal manager	Innova-tion section	Innovation is driven by the completion of the top-notch manager
7	Finance of enterprises of the	Inability to find	Sources of financing	A large part of	Financing a large part of	Their own funds are

	construction industry of innovations compatibility with capabilities	financial resources	only on account of Borrowed Funds (Credit, Debt)	the sources of funding own funds financing a small part of the borrowed funds from the account	the borrowed funds from a small part of the sources of malyalash-convulsions-convulsions own funds	enough to master the news
8	Compliance of tavarlar with the authority of the enterprise	Does not fit	Use of third-party production capacities	The capacity of the enterprise in several stages is its own bring to a state (coordination-diligence)	Production capacity in one stage bring to a state (coordination)	Enterprise's production capacity complete with latest product own bring to a state (coordination-diligence)
9	Employees have the necessary production experience (experience availability)	Does not fit	Attracted specialists from another place	Retraining of employees in several stages	Employees in one stage re-preparation	Coordination with new knowledge that fully corresponds to employees' work-lab experience
10	Technical excellence of product innovation	Competitive-low compared to the product line	Slightly lower than the competitive mah - sulotlot	Competitive productslot on an equal footing	Self-Garching news	Keeping the news in its own condition
11	New product (brand) price	Competitive much higher than the product	Slightly higher than competitive products	Competitors-of is equal to the price of the product	Pricing is slightly lower than the product price	Pricing is much lower than the product range
12	Compliance (compliance) with the objectives of the organization)	Does not fit (Not suitable)	It is somewhat consistent with the organization's short-term objectives	Meets the organization's short-term objectives	Response to short-term maq-sed be-ridden, but with a long-term goal-rigabirosis is masked	Fully aligned with the organization's innovation strategy

When determining the success indicators of innovative products produced by "Benefit" LLC, it is also desirable to determine the omillarni that affects it. The success and failure of a new construction product also depends on the level of competition, that is, on how much the competition is affected.

Based on the analysis conducted in our opinion, the probability that the product *nnovasi* will succeed in the market depends more on the competitors in the market. Hence, to assess the level of competition, GL. We aimed at using the model of determining the generalized competition (U_d) proposed by *bagiev*.

The general indicator of the level of impact on competition includes values from 0 to 1. 1 value indicates (corresponds) the maximum level of competition impact on the market.

The indicator of generalized competition is calculated according to the formula:

$$U_d = \sqrt{U_t \times U_r \times U_d} \quad (1)$$

Here, U_t -the intensity of competition in terms of market dynamics, characterizes the growth opportunities of the enterprise in the market without colliding with the interests of competitors;

U_r -the intensity of competition on the profitability of the market, characterizes the relationship of demand and supply in the market, the higher the profitability of the market, the more the demand exceeds the supply, the stronger the impact of competitors;

U_d -the intensity of competition in the distribution of market share in the market, characterizes by the strength of the impact of the competitors with an equal share of the market and a similar strategy of exposure.

Using this method, it is possible to determine whether the construction products of the *Corona*, engaged in innovative activities, must necessarily succeed in the market

In this way the first view of analyzing the state of financial activity of "*BeneFit*" LLC is to determine the prospects of product innovation in terms of satisfying the needs of consumers.

Conclusions and recommendations.

In our opinion, in the evaluation of the effectiveness of product competitiveness on the basis of innovative measures in the *BeneFit* LLC, relying on scientific and theoretical bases, in order to create new innovative works and further improve the process of their application to production, special attention should be paid to the following, including:

- Effective organization of innovative events at "*BeneFit*" LLC, further development of existing scientific potential, creation and application of new competitive construction products with their effective use;

- Creation of conditions for improvement of existing facilities for the implementation and support of organizations with high level of access of products of "*BeneFit*" LLC to foreign markets;

- further development of product production and increase of new jobs on the basis of innovative activities at the enterprise;
- To constantly evaluate the process of increasing the competitiveness of the construction products produced in "Benefit" LLC and create its improvement;
- to create opportunities for conducting scientific research on the organization of production of new innovative competitive construction products;
- Seek ways to further improve cooperation with research institutions in this field of "Benefit" LLC;
- to create a competitive environment among the enterprises producing construction products on the basis of international market requirements.

Hence, based on the above views and comments, we believe that the evaluation of this process will lead to a positive solution of economic issues in the society, in order to ensure the constant Rabat compliance of construction products produced on the basis of innovative measures at Benefit LLC.

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