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IMPROVEMENT OF THE INNOVATION MANAGEMENT SYSTEM IN TEXTILE INDUSTRY ENTERPRISES

Tashkent State University of Economics,
Department of Finance and Digital Economy,
Senior Lecturer **Zilola Zainitdinovna Akbarhodzhaeva**

Abstract. This article examines the theoretical and methodological foundations, as well as the practical aspects, of improving the innovation management system in textile industry enterprises. The importance of effectively organizing and managing innovative activities to ensure the competitiveness of textile enterprises in modern market conditions is substantiated. The article analyzes the main elements of the innovation management system, including the mechanisms of planning, organizing, motivating, and controlling innovation processes. Particular attention is given to the introduction of digital technologies, efficient use of resources, and enhancement of innovation potential within the industry. The research findings contribute to improving the innovation management system in textile enterprises and increasing their economic efficiency.

Keywords: textile industry, innovation management, innovative activity, competitiveness, digital technologies, efficiency, resource management, strategic development.

Introduction

In the current global economic environment, the textile industry is considered one of the strategically important sectors of the national economy. The intensification of competition in the global market, changing consumer demands, the need to improve product quality, and the necessity to reduce production costs require textile enterprises to adopt innovative approaches. Therefore, improving the innovation management system in industry enterprises has become one of the most pressing tasks.

An innovation management system ensures sustainable development of an enterprise by enhancing its scientific and technological potential, introducing modern technologies, using resources efficiently, and digitalizing production processes. In the textile industry, innovations are manifested in the production of new types of products, the application of energy-saving technologies, automation of production, and improvement of logistics processes.

At the same time, organizing innovation management in the sector requires rational use of available resources, enhancement of human capital, attraction of investments, and strengthening integration with external markets. Improving the innovation management system contributes to increasing the competitiveness of enterprises, expanding export potential, and ensuring economic efficiency.

Literature Review

The experience of industrially developed countries shows that a high level of innovation activity in the economy is ensured by the leading role of the state in the scientific and technological market, the identification of priority national directions, and the active influence of the government on the innovation development process through an economic incentive system.

According to N.Q. Yuldoshev and U.Sh. Yusupov, “Innovative activity encompasses various types of work, including exploratory and applied research, design and technological developments, experimental production, and technical service activities aimed at creating innovations.” [1]

“Innovation management is understood as a certain level of content and quality management, as well as a specific characteristic of managerial activity.” [2]

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O.A. Fixtner provided a relatively comprehensive interpretation of the term *"innovation."* He linked the concepts of *"economic growth"* and *"innovation,"* evaluating them as something previously unknown or new. According to his view, those who implement and engage in innovation are entrepreneurs. They create previously unknown combinations of factors of production. [3]

Innovation is the final result of a new approach aimed at transforming the object of management and generating scientific, technical, economic, social, ecological, and other types of impacts. [4]

Effectively developing innovative activities in textile enterprises is of critical importance, as the competitiveness of industrial enterprises in both domestic and international markets depends on their operational efficiency and performance.

The formation of enterprises in the textile industry allows for the establishment of technological chains for the production of various types of products. At the same time, favorable conditions are created for the rational allocation of labor. This facilitates the introduction of high-performance equipment, advanced technologies, and effective organization of production, while also supporting the implementation of scientific programs that ensure technical progress and the production of competitive products. Establishing design bureaus, research laboratories, and experimental equipment necessary for these programs proves economically feasible and contributes to sustainable innovation development.

According to G.J. Khasanova, *"innovation activity"* is neither a type of activity nor a specific field, but rather a description of it. An innovation field does not exist per se, because any activity or sector can be considered innovative if new elements—such as knowledge, technologies, applications, or approaches—are introduced to achieve outcomes distinguished by high demand, for example, in social, market, or defense contexts."[5] In our view, classifying innovations in this manner is of significant importance.

Similarly, organizing and managing enterprise activities based on available resources allows companies to leverage their advantages and model inter-firm relationships using various structural options. The main mechanisms include the following:

1. Ability to raise funds through the issuance of shares – This enables the accumulation of capital from an unlimited number of investors. Investors can expect certain incentives (monetary rewards) and have some degree of choice in participating in the governance of the company.

2. Simplification of management issues – Once organizational formalities are completed and regulations defining responsibilities and authorities are established, control functions among the governing bodies of joint-stock companies can be distributed. This allows the professionalization of the management process.

3. Simplified procedure for entry and exit of shareholders – This provides broad opportunities for the rotation of interested parties and ensures high flexibility under conditions of extreme volatility in investment opportunities.

4. Principle of limited liability – This reduces risks. The application of limited liability allows the distribution of risks between shareholders and managers, enabling the establishment of large enterprises.[6]

The foundation of innovative activity consists of scientific work aimed at developing and advancing the theoretical issues and methodological principles for forecasting and purposefully creating innovations. Accordingly, planning innovative activities within an enterprise is also of critical importance.

As noted, "Innovation possesses three equally essential properties: scientific and technical novelty, production applicability, and commercial viability." [7]

Industrial enterprises, in accordance with market demands, direct their investment resources toward promising products and technologies. Such characteristics of industrial enterprises facilitate the successful implementation of imitative innovations. [8]

"Innovation activity" is neither a type of activity nor a specific field, but rather a characterization of it. An innovation field does not exist per se, because any activity or sector can be considered innovative if new elements—such as knowledge, technologies, applications, or approaches—are introduced to achieve results distinguished by high demand, for example, in social, market, or defense contexts." [9]

Scientific and technical research is characterized by the completion of scientific and technical stages and ultimately results in a scientific and technical product as a specialized good, which can then be transformed into production resources on a commercial basis. The efficiency of managing innovation processes in industrial enterprises has also been studied by the economist N.Q. Yuldoshev. [10]

The primary goal of the innovation management system is to create conditions for the development and implementation of innovative projects based on scientific and technical resources that enhance the competitiveness of products and services produced by the enterprise, particularly under conditions of external economic instability.

According to the economist A.M. Mukhamedyarov, "the characteristics of the innovation process include three aspects:

1. Clarifying the content of the innovation cycle;
2. Forming a clear understanding of the innovations within the subject matter;
3. Identifying the features of innovative activities and scientific-technical developments aimed at creating innovations." [11]

Research Methodology

During the research process, economic analysis, statistical grouping, systematic and comparative analysis, as well as other methods, were applied.

Analysis and Results

The main objectives of the innovation management system in enterprises are as follows:

To define and adjust the goals and tasks of the enterprise's innovation activities, taking into account the priorities of state and sectoral development, as well as market trends and prospects.

To strengthen the resource base of the enterprise in order to enhance the stability and sustainability of its innovative development and ensure the successful implementation of innovative projects.

To ensure that the enterprise responds in a timely manner to changes in the external environment, thereby increasing its socio-economic stability.

To optimize the enterprise's innovative activities in order to improve the efficiency of resource utilization.

To ensure the integration of the enterprise into the international innovation space, as well as into regional and sectoral innovation systems.

The key tasks of the enterprise's innovation management system include:

Providing management and other responsible personnel with analytical information to support short-term (tactical), medium-term (operational), and long-term (strategic) decision-making in managing the enterprise's innovative activities.

Automating tasks performed within the enterprise's innovation activities.

Ensuring the integration of the innovation management system with the enterprise's overall management system.

Establishing and maintaining interactions between the enterprise and other participants in innovation activities at the state, sectoral, and regional levels.

The conducted analysis indicates that the factors influencing enterprise innovation processes can be divided into two groups:

1. Internal factors, which can be influenced within the scope of enterprise management:

Timely implementation and financing of the enterprise's innovation activity plans;

Availability of the enterprise's material and technical base to support innovative activities;

Presence of qualified labor resources within the enterprise to carry out innovative activities.

External factors, which affect the implementation of innovation activities:

Reducing costs associated with the development and practical application of inventions (technical developments, ideas) in the enterprise;

Shortening the time required for mastering new innovations;

Optimizing the efficient use of resource potential;

Minimizing the risks associated with implementing innovative activities.

Adopting an optimal innovation management system at the sectoral or enterprise level allows for the effective implementation of innovative projects, improves their efficiency, reduces resource expenditures, and maximizes the benefits obtained from innovation activities.

Conclusion

Improving the innovation management system in textile industry enterprises is one of the key factors for ensuring competitiveness in the modern economic environment. The results of this study indicate that the systematic implementation of an innovative approach allows enterprises to increase production efficiency, improve product quality, reduce costs, and secure a stable position in the market.

Effective organization of innovation management requires strategic planning, the adoption of modern technologies, the activation of digital transformation processes, efficient utilization of resources, and enhancement of human capital potential. Additionally, strengthening the enterprise's innovative capacity can be achieved through the creation of an innovative environment, employee motivation, and support for research and development activities.

In summary, improving the innovation management system in textile enterprises not only increases internal efficiency but also contributes to expanding export potential, enhancing investment attractiveness, and ensuring the sustainable development of the sector. Therefore, the implementation and continuous improvement of innovation management mechanisms represent a crucial strategic task for the promising development of the industry.

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