

KEY ASPECTS OF MANAGING THE INNOVATION CLIMATE OF THE ORGANIZATION

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Abstract

The article presents an overview of theoretical research devoted to the innovative climate of the organization. The emphasis is placed on the importance of the level of environmental favorability when assessing the innovative climate of the organization. The content of managing the innovative climate of the organization is revealed, which is determined by the composition of the methods and functions carried out during the preparation and implementation of events related to the creation of innovations and their embodiment in innovations. Aspects of managing the innovative climate of the organization are analyzed.

Keywords: Innovation climate; organization; industrial production; management; innovation; novelty; innovation potential; organizational environment.

Introduction

In a rapidly changing market and globalization, competition between organizations is becoming increasingly intense. In such conditions, a company's ability to adapt, implement new ideas and offer innovative solutions can become a decisive factor in its success.

Innovations are becoming not just an advantage, but a necessity for survival and sustainable development. One of the key factors contributing to the effective implementation of innovations is the creation and maintenance of an innovative climate within the organization.

An innovative climate is a set of conditions that ensure the active development of new ideas and technologies. This climate includes not only organizational structures and resources, but also culture, motivation, communication and leadership.

Managing an innovative climate is becoming an important tool for companies seeking not only to increase their competitiveness, but also to create a sustainable environment for growth and development. Without due attention to the creation and maintenance of an innovative climate, an organization may face difficulties in implementing innovations and be left out of global changes in its industry.

Managing an organization's innovation climate is a multifaceted process that includes various aspects, such as leadership, corporate culture, employee motivation, resources, communication, and support for experiments. These elements are closely interconnected

and affect the company's ability to generate new ideas, implement innovations, and adapt to rapidly changing environmental conditions. Managing an organization's innovation climate requires a comprehensive approach and the involvement of all levels of employees. It is important to create an atmosphere that will facilitate the generation of new ideas, maintain creativity, and implement innovations at all levels of the company. Let's consider the key aspects that affect managing the innovation climate.

1. Leadership and strategic management. The organization's leaders play a key role in shaping the innovation climate. They should not only demonstrate innovative approaches in their activities, but also actively support innovative initiatives among employees. Strategic management should guide the organization toward long-term development, creating conditions for innovation, strengthening trust and openness, and encouraging risks and experiments.

2. Corporate culture and values. The company's culture has a significant impact on the perception and implementation of innovations. To create an innovative climate, it is necessary to develop the following values:

- **openness to new ideas** - support for new approaches and innovative solutions;
- **flexibility and adaptability** - the ability to quickly respond to changes in the external environment;
- **collective interaction** - cohesion and teamwork as a basis for generating ideas.

The corporate culture should be focused on innovation, where mistakes are perceived as part of the learning process, and not as failures.

3. Motivation and involvement of employees in the work of the organization.

The motivation system should be aimed at encouraging innovative activity. It is important to create both material and non-material incentives for employees. Employee motivation can include.

- **Financial incentives** - bonuses, premiums and rewards for successful innovations.
- **Public recognition** of employee achievements, contribution to innovation.
- **Career growth** - opportunities for professional and career growth for those who actively participate in innovative projects.

It is also important to motivate employees to get involved in the process of developing ideas and solutions at different levels of the organization.

4. Training and development. To create an innovative climate, it is necessary to ensure continuous training and development of employees. Development of innovative competencies includes.

- **Training in new technologies and methodologies.** Regular trainings, seminars, courses that provide employees with relevant knowledge.

- **Developing critical thinking.** Stimulating the ability to analyze, look for alternative solutions to problems and effectively assess risks.
- **Encouraging an interdisciplinary approach.** Involving specialists from different fields to work together on innovative projects.

5. Communication and knowledge sharing. Open and transparent communication within an organization facilitates the exchange of knowledge and ideas across departments and levels. Effective management of the innovation climate involves the following:

- **Creating channels for discussing ideas.** Platforms where employees can share their thoughts, suggestions, and ideas.
- **Feedback.** Regularly receiving feedback from employees on innovation initiatives.
- **Knowledge integration.** Providing access to information that will help employees develop and implement innovative solutions.

Communication and knowledge sharing play a key role in the successful operation of any organization, especially in the context of globalization and rapid technological progress. In order for an organization to effectively adapt to change and implement innovations, it is necessary to create a system that maintains a constant flow of information and knowledge between employees, departments, and external partners.

6. Resources and infrastructure. Having the necessary resources and infrastructure to implement innovations is a critical aspect of the organization's innovation climate. What can be included in them.

- **Technological support.** Access to modern tools, software, and equipment for developing innovative solutions.
- **Investments in research and development (R&D).** Providing the necessary funding for research and development activities.
- **Organizational structures.** Creating specialized units, such as innovation labs or R&D departments, that will be involved in the implementation of new technologies

7. Risk management and support for experimentation. Innovation is always associated with risk and uncertainty. Effective management of the innovation climate involves creating a culture that encourages experimentation and exploration of new possibilities without fear of failure. It is important to:

- **develop risk management mechanisms** - support innovation projects that may not lead to immediate results, but offer the potential for long-term change;
- **test and pilot projects** - implement pilot projects that allow innovative ideas to be tested in real-life conditions without significant risks to the organization.

Risk management and support for experimentation are essential components of an organization's strategic approach to sustainable growth and innovation. In today's fast-paced business, companies need to take informed risks, implement innovative solutions,

and experiment with new approaches. Balanced risk management, along with support for experimentation, contributes to both stability and continuous improvement in the organization.

Conclusion

Effective management of the innovation climate requires the synergy of all the above aspects. The organization's management must create an environment where employees feel supported and motivated to develop and implement innovations. Only in this case can the long-term development and competitiveness of the company be ensured.

Understanding and implementing the key aspects of innovation climate management allow the organization not only to create a favorable atmosphere for creativity and innovation, but also to ensure sustainable growth and competitiveness in the long term. Leadership that supports innovation processes, a culture that encourages openness to new ideas, as well as a results-oriented motivation system - all this contributes to the creation of an environment where employees are actively involved in the process of change and development.

Thus, effective management of the innovation climate becomes the most important factor that not only helps the organization solve current problems, but also creates a solid foundation for its future development. In the context of modern business challenges, the creation and maintenance of a healthy innovation climate should be.

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