

INCREASING THE EFFICIENCY OF INNOVATION ACTIVITY OF INDUSTRIAL ENTERPRISES IN THE DIGITAL ECONOMY

Pulotov Shokhrukh Shavkatovich,
Negmatillayeva Zarina Bakhodirovna
Teacher-Trainees of the "Management" Department of the
Bukhara Engineering-Technical Institute

Abstract

This article discusses the importance of introducing digital technologies in increasing the economic efficiency of industrial enterprises. The features of digitalization of industrial enterprises, in particular, the problems hindering the development of digitalization of industrial enterprises are studied and analyzed.

Keywords: industry, economic efficiency, digital economy, industrial clusters, digital technologies, socio-economic development.

Introduction

The role of digitization of the economy is increasing in the conditions of modern economic development, characterized by the acceleration of market integration processes, deepening of international specialization, the strengthening of the role of knowledge and innovation, and the results of intellectual labor.

The development of the national industrial network largely determines the growth trends of the national economy. The industry makes up a significant part of the country's gross domestic product and ensures the stable operation of other sectors, forms the country's export potential and its economic security. Digitization of industry makes it possible to strengthen the competitiveness of national industrial enterprises in foreign markets, attract investments and adopt new technologies.

MATERIALS AND METHODS

Today, the transition to the digital economy is considered one of the main factors of economic growth. In this regard, the President of Uzbekistan, in his address, stated the task of making a radical change in the development of the "Digital Economy", in particular:

- formation of an electronic platform of scientific achievements;
- formation of the base of national and foreign scientific developments;
- set the task of complete digitization of the construction, energy, agriculture and water management sectors.

RESULTS AND DISCUSSION

"Currently, digitalization is rapidly developing, covering almost all aspects of life. In particular, significant changes are taking place in production and service enterprises, which need to quickly adapt to changes related to the digitization of the economy as a result of high competition" [2].

"The development of digitalization will lead to significant changes in social relations. Such changes require in-depth study of the ways in which enterprises can survive and develop in new conditions. Today, any modern enterprise must increase its intellectual resources, which are called "intellectual capital" in the economy in order to achieve success" [3].

According to the theory of distribution of resources, the distribution of resources in the conditions of the market economy is carried out automatically by means of the market mechanism based on the laws of supply and demand. However, "in conditions of market monopoly and information asymmetry, resources may not be optimally distributed. Digital technologies eliminate the information asymmetry of the market, facilitate the free movement of capital, labor, information and other important resources and serve for the optimal distribution of resources. Also, enterprises can use digital technologies to increase the efficiency of organizational management and corporate stability" [4].

Digitization of socio-economic processes is considered by scientists as the main factor of economic growth [5].

The active implementation of digital technologies in the process of interaction between the supplier and the buyer in the supply of an industrial enterprise will significantly reduce costs and simplify them. Similar positive processes are observed in the sale of goods of the industrial enterprise. For example, the formation of online trading platforms allows direct producers of goods and services to create channels for the sale of goods without intermediaries. This ensures a decrease in the price of goods and an increase in demand for the products of industrial enterprises.

One of the forms of digitization in the economy, and in particular in industrial production, is the emergence and development of the "Internet of Things" (IoT). The emergence of IoT is based on the need to automate processes, and as a result, most processes have been standardized, the human factor has been eliminated, and processes have been formalized and described using machine code. "Internet of things" is the result of automation of interaction processes of previously automated individual blocks in industrial production processes, that is, it is about automation of production management processes.

According to J'son & Partners Consulting agency, the use of IoT in the industrial network leads to the following positive effects [2].

- shortening of the production readiness period and the duration of the production cycle;
- reduction of operating costs and increase of energy efficiency;
- reduction of cases and duration of equipment downtime, increase of their utilization;
- improvement of the quality of manufactured goods.

Today, digital technologies are entering almost all areas of the economy, including the activities of state authorities and management bodies.

Table 1

Features of digital technologies

Property name	A brief description of the feature
Innovation	Ability to transmit digital signals accurately, safely and without distortions, high quality of storage and processing, speed, reliability
Integration	Creation of networked multi-level integrated systems, data exchange between digital devices, simultaneous use of digital data by many users
Ease of management	Special programs simplify the management of devices developed on the basis of digital systems. Expanding the functionality of devices does not require re-equipment, the software is updated
Criterion	Quick information search by specified criteria
Flexibility	Formation of a wide range of information types for the operation of digital devices
Low costs	Ensuring minimal, zero-limit costs of signal transmission within the network
Functionality	Ease of use, logical and formatable interfaces, various data formats, the ability to edit data

CONCLUSION

In our opinion, it is necessary to take the following measures, which can be conditionally connected with the internal and external measures of the state policy in the field of digitization. Internal measures directly depend on the activities of republican economic entities and represent measures of direct regulation of the economy. External measures should affect the economic problems that have arisen objectively and are the result of the specific features of the development of the country's economic system.

REFERENCES

1. Appendix 1 to the Decree of the President of the Republic of Uzbekistan dated January 28, 2022 "On the Development Strategy of New Uzbekistan for 2022-2026" No. PF-60.
2. Jarosław Brodny, Magdalena Tutak. Analyzing the Level of Digitalization among the Enterprises of the European Union Member States and Their Impact on Economic Growth. www.mdpi.com/2199-8531/8/2/70
3. Dmitriy Rodionov, Andrey Zaytsev, Evgeniy Konnikov, Nikolay Dmitriev, Yulia Dubolazova. Modeling Changes in the Enterprise Information Capital in the Digital Economy. <https://doi.org/10.3390/joitmc7030166>
4. Z.Miao, Digital economy value chain: concept, model structure, and mechanism, Appl. Econ. 53 (37) (2021) 4342–4357.
5. Bodrunov S. D. Transition to a promising technological structure: analysis from the perspective of the concepts of NIO.2 and noonomics // Economic Revival of Russia No. 3 (57) 2018. P. 5-13.

-
6. Yakovleva E.V., Ilyina Yu.S. Economic dynamics of industrial enterprises in the conditions of digitalization // Omsk Scientific Bulletin. Series "Society. Story. Modernity" volume 6 no. 3 2021. –P.-114-118
 7. Najmiddinovich, R. D. (2023). Increase jobs for transport companies in uzbekistan by increasing the purchase of products manufactured by people with disabilities. American Journal of Business Management, Economics and Banking, 12, 128-130.