Factors That Determine the Innovative Activity of Enterprises

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Annotation: *The article highlights the significant changes in industrial capacities in terms of quality and quantitative indicators, the implementation of institutional changes in the economic system, the use of existing forms and methods of economic development, emerging and developing in a competitive market. There is also a need for a definitely scientific analysis of the problem of the interconnectedness of competitive economies, which requires the joint study of objective and subjective factors that determine the competitive advantages of national economies and the competitiveness of industrial enterprises in the context of market transformations. The most important function of modern management is market development, rapid adaptation to the market conditions, and strict adherence to management principles in a market economy.*

Concerning a broader understanding of managing, we note that this is a concept of social management, and thanks to its help, individuals and groups of individuals are involved in activities that they are required to earn. In this process it is necessary to use existing resources to meet modern requirements. This necessitates demands the further development and improvement of the management system. It is required to create industrial clusters of new economic growth centers to ensure the effectiveness of innovation processes on the basis of coordination of business entities and consumers of industrial products. This, in turn, contributes to the transition from quantitative changes to new quality changes, as well as promotes future competitiveness and determines the long-term development strategy for oil and gas companies. Each enterprise is indirectly influenced by the effective governance of various types of entities, with its economic benefits. At the final stage of this type of organizational and economic mechanism, the results of innovative processes management based on economic and socio-cultural indicators will be assessed.

Key Words: *innovation, competitive strategy, cost reduction strategies, identification, efficiency indicators, technological modernization, profitability, variable cost, constant cost, technological development.*

Identification of key components of the competitive strategy takes into account various aspects of the economic activity of the enterprise and its multi-dimensional aspect of its market behavior. Estimating the quantitative volumes of production and defining the scope of production will provide a more scientifically grounded approach to defining the cost reduction strategy and, for example, serve as the basis for a number of other strategies for resource saving.

Under the globalization of the global economy, there is a need for a strict scientific analysis of the question of the interconnectedness of competitiveness economies, which

requires joint study of the objective and subjective factors that determine the competitive advantages of national economies and the practical aspects of increasing the competitiveness of industrial enterprises in the conditions of market transformations.[1] The basis for the reform of the Uzbek economy is the modernization of industrial sectors, based on new technological base.

According to Muinov D. and Arkhipova O, "Improving the global competitiveness of the industry means improving human capacity, quality of diversification through the transition to a new technological base in the economy."[2]

Innovative activity of industrial enterprises can be one of the most important conditions in the future to formulate its competitiveness strategy. The introduction of innovation is seen as the only way to increase competitiveness of manufactured goods, maintaining high rates of development and profitability. Implementation of innovation by the enterprise will determine its competitiveness in the market in modern conditions. According to N. Borovskikh, the definition of criteria and indicators for evaluating the competitiveness of enterprises is a complex methodological problem[3].

The problem of increasing the competitiveness of oil and gas companies both internally and internationally is particularly relevant in the context of globalization. This is not just related with the economic reform process in Uzbekistan, the changing internal and regional conditions of enterprises, but also with the intensification of market competition at the international level. Some of the industrial enterprises are forced to buy resources and services on monopoly markets and sell their goods at competitive international and domestic markets.

[1] Janster P., Hassi D. Analysis of the strengths and weaknesses of the company. Identifying strategic opportunities. - M .: Williams, 2004. P. 504

[2] Muinov D., Arkhipova O. Long-term trends in the development of the industrial sector of the economy: targets and stages of development. Methodological issues and development strategies for long-term development. Materials of the V Forum of Economists. –T .: IFMR, 2013. P.133

[3] Borovskikh N . Competitive strategies: methodology, formation and development. –M .: // Marketing. №2, 2005. P.44

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With limited resources for technological modernization, this reduces productivity and competitiveness. Under these circumstances, it is possible to formulate a list of criteria and indicators of the analysis of scientific literature on the issues of the competitiveness of an enterprise (Table 1).

Improving the organizational competitiveness of the enterprise competitiveness should be aimed at improving the quality of its products or products that will lead to their superior competitiveness and the development of promising strategies for competitiveness at enterprises, as well as the necessary organizational measures should be taken.

The most important problem of developing countries and economies of reform is to build competitive advantages on the basis of an innovative development model.

Table 1

The main measures for enterprise efficiency and indicator groups

Measures	Indicator groups
Existence of production resources and their assurance	Technique, equipment availability, age; applied technologies; level of production organization; production areas
The existence of material and technical resources and the availability of	Description and sources of material support; the number of suppliers and their reliability; relationships with suppliers
The provision of personnel	Staffing and qualification; personnel inconstancy; the need for new staff; employee motivation
Enterprise Management System	Organizational and legal form of the organization; property type; responsibility distribution; communication system; management methods; availability of information systems
The effectiveness of the production activities of the enterprise	Efficiency of production management; expenses; labor productivity; use of basic and circulating funds
Business activity of the	Action in the market; production capacities;

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enterprise	investment attractiveness; sales profitability
Product competitiveness	Quality and price of the product
Financial stability of the enterprise	Liquidity and solvency of the enterprise; financial sustainability indicators; property status indicators

Source: N. Borovskikh. Competitive strategies: methodology, formulation and development. -M.:// Marketing. No. 2, 2005 P.44

In our opinion, the effectiveness of their technological development is their oil products is a scientific approach to evaluating the contribution of production. Because, the results of the assessment should reflect the extent to which economic performance of the oil and gas industry enterprises results in the work and services of technological development enterprises (Table 2).

It is desirable to estimate the effectiveness of the activities of the oil and gas industry in terms of dynamic and intensity levels.

Table 2

Indicators of efficiency of technological development in enterprises and their calculation procedure*

№	Indicators	Calculation procedure	Note
1.	Resource utilization coefficient	$\mathrm{Kpc} = \dfrac{\sum \mathrm{TP}}{\mathrm{Pi}}$	$\sum \mathrm{TP}$ - Specified i - amount of technological development resource type (number of employees, equipment, land area, etc.)
2.	Timing coefficient	$\mathrm{Kt} = \dfrac{\sum \mathrm{T}P}{\sum \mathrm{T}}$	$\sum \mathrm{T}$ - i time spent on the type of technological development (work / day, number of people,
3.	Technological development scale coefficient	$\mathrm{Kacx} = \dfrac{\sum \mathrm{T}P}{\mathrm{Mi}}$	Mi - i Quantity of products (number, value, size, etc.)
4.	Technological development	$\mathrm{CAX} = \dfrac{\sum \mathrm{D}}{\sum \mathrm{X}}$	$\sum \mathrm{D}$ - total revenues from technological development

	efficiency		$\sum X$ - total expenses for technological development
		$\Delta_M = (M_{Tp} - M)$	M_{TP} - The scope of post-technological development Mi - The range of products until development shows Δ_M – added value for technological development
5.	Technological Development Rate (%)	$Dacx = \dfrac{X\,TPi}{\sum Xi} * 100$	X TPi - i The cost for technological development $\sum X$ - i Total cost for the type of technological development
6.	The scope of investment for technological development	$K_{инв} = \dfrac{\sum ИНВi}{\sum TP}$	$\sum ИНВi$ - total investment (UZS) $\sum TP$ - total technological development scale (UZS)
7.	The degree of continuous technological advancement	$K_{мд} = \dfrac{TPx}{TPмм}$	TPx - is a real indicator of the time-limit for providing technological development TPмм - Normative duration of technological development
8.	Structure of employees, representing technological development	$D_{олм} = \dfrac{XKXолм}{\sum XKX}$	XKXолм – employees with higher education, who does technological development $\sum XKX$ – the total number of people involved in technological development
9.	Technological development profitability (%)	$Rx = \dfrac{\sum F}{\sum X} * 100$	$\sum F$ – pure profit from technological development

* Based on the author's scientific research

The economic significance of the oil and gas industry's efficiency is reflected in the level of income gained through satisfaction of the needs of consumers in the oil and gas sector.

The procedure for determining the efficiency of the oil and gas industry was examined using the above-mentioned indicators system. The method of determining the effectiveness of technological development in the form of the ratio of revenue from the services rendered in technological development to the costs of services is as follows:

$$CAX = \frac{\sum D}{\sum X} = \frac{DAX + DQX + DEX}{SMX + SUX} \; [11]$$

Where: CAX - technological development efficiency, UZS / UZS or%;

$\sum D$ - total incomes from technological development;

$\sum X$ - total costs for technological development;

DQX - earnings from the main business;

DAX – earned income from additional work;

DEX - earnings from special services on demand;

SMX - permanent costs (costs) for production;

SUX - variable costs (expenditures) in production.

Also, in the system of indicators, profitability was considered as an aggregate indicator of the technological development of the oil and gas industry. i.e.:

$$R \frac{\sum F * 100}{\sum X} = \frac{\sum F}{SMX + SUX} * 100$$

Where: R_x- %;

$\sum F$ - total pure profit from technological development;

SMX - continuous costs associated with technological development;

SUX - Variable costs associated with technological development.

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At the same time, in the evaluation of technological development, natural, value and relative indicators are also used. At the same time, the natural indicators that evaluate the services rendered at the oil and gas enterprises are expressed in the form of the volume (quantity) saved during the course of production of certain works and services or consumed resources, and the aggregate value of the agro-service value reflects the value of works and services expressed in monetary form, respectively, by comparing it with relative indicators.

The necessity to improve the anti-monopoly legislation has led to positive changes in the economy of Uzbekistan, strengthening of legal protection, liberalization of financial responsibility of business entities, reduction of the functions of control system and improvement of the legislation.

In particular, the Law of the Republic of Uzbekistan "On contention" 14 November) changed the guiding principles of "leadership" and changed the strict criteria for its identification on the market of goods and services, improved mechanisms for the purchase of shares and their shares, and defined the procedure for making unfair competition decisions on patentability of trademarks .

Because of the lack of experience in the production and modernization of production based on new technologies, the enterprises of our country have a great interest in adapting their experience in the development of innovation strategy for the development of the enterprises of foreign countries to the conditions of the country. For example, in order to reduce the level of risk associated with the technological modernization of industrial enterprises, foreign companies use a "patented analysis" tool. The patented analysis mechanism allows for the change of patent information to compete for the information, allowing for predicting technological trends and planning the required level of competitiveness based on new technologies (Table 3).

Innovation entries are normally closed until the sample is verified, so the main function of the patented analysis is to provide enterprise management with needed

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information for effective strategic decisions. On the basis of this, patented analysis should be considered as a key element of modernization of the enterprise management mechanism, as it is a key indicator of the technological developments.

Table 3

Strategic potential of patented analysis tool

Usage field	Opportunities	Strategic Benefits
Analyzing technological contention	Evaluating Company Opportunities and Strategies. Evaluation of large and small growth technologies	Improving the Product Management Strategy Expanding the scope of planning
Evaluation of the risk of modernization	Evaluation of continuous purchases of technology. Analysis of joint venture opportunities	Buying the best technology Reduction of investment risks Reducing the uncertainty of planning
Managing portfolio of patents	Defining valuable patents, production spheres. Identifying Potential Buyers of Technology	Benefit from patentability. Identify new additional business lines
Scientific research and experimental development	Evaluation of processes / product plans. Definition of identifying technologies	Better deployment of ITTKI Increasing focus on promoting ideas
Examining the product	Analyzing the content of new patents and rights for property	Being aware of the great scientific achievements, changes in firms' development and the emergence of new participants in the market.

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		Intellectual Property Protection

Source: K. Flyaysher. Strategic and competitive analysis. Methods and means of competitive analysis in business. - M .: BINOM. Laboratory of Knowledge, 2005. p. 416–417.

Thus, the purpose of the enterprise development is to achieve long-term competitive advantages that enable the enterprise to adapt to high returns and changing conditions, and to create the added value in the future.