

THE ROLE AND IMPORTANCE OF INNOVATION IN ENTREPRENEURSHIP

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Annotation

Entrepreneurship and innovation are one of the important factors in the development of the global economy today. The introduction of innovations into business activities not only increases the efficiency of the organization, but also stimulates the creation of new markets, new products and services. This dissertation provides information about the role of innovation in business.

Keywords. Entrepreneurship, innovation, competitiveness, profitability, strategy, government programs

Innovations accelerate socio-economic development by bringing new added value, new technologies and new ideas into the economy. Innovation is the process of introducing innovations through which products, services or production processes are updated or improved. By applying innovation in business, companies improve their products or services in terms of competitiveness, reduce production costs and have the opportunity to adapt them to consumer needs.

This allows companies to be successful not only on the domestic market but also on international markets.

Innovation is very important in business. The importance of innovation in business can be illustrated by several aspects: - Increased competitiveness: Innovation helps companies gain an advantage over the competition. Special innovations, technologies and services play an important role in attracting customers.

- Increase profitability: Innovation helps to increase the value of a product or service while making the production or service process more cost-effective.

- Improving production: Using innovative technologies and methods, the production process is optimized and product quality is increased.

- Contribute to economic growth: Innovations play an important role in the development of the country's economy. New products and services help create new jobs, attract investment and expand export opportunities.

Problems in introducing innovations in entrepreneurship There are also a number of obstacles in introducing innovations in entrepreneurship: - Financing problems: The implementation of innovative projects requires large investments, which can represent a major problem for many small and medium-sized companies. - Skilled labor shortage: Highly qualified specialists are needed to introduce innovations. However, it is not always easy to find or train these experts.

- Lack of planning and strategies: Many companies do not have a clear strategy for introducing innovations, which can lead to long processes or low efficiency. Strategies for introducing innovations into entrepreneurship Several strategies are proposed for the effective introduction of innovations into entrepreneurship:

- Expanding sources of financing for innovative projects: It is possible to expand the financing of innovations through government grants, attracting investors and financial incentives .
- Implementation of education and training programs: Training of mature specialists through training programs related to personnel training and innovation.
- Use of foreign experiences: Application of innovative experiences in developed countries to local entrepreneurship.

In science, there is also the term innovative entrepreneurship, innovative entrepreneurship is a special creative process of innovation, economic process, which is based on the regular search for new opportunities and innovation orientation. It is related to the readiness of the entrepreneur to take the risk of improving the existing project or implementing a new one, as well as the financial, moral and social responsibility that arises in this process. In the process of innovative entrepreneurship, according to its characteristics, innovation through innovation is produced through practical use (products and services, high-end products) and technologies.

Innovation or innovation is the creation and use of a new process, a new tool, a product process (technical, economic, organizational, cultural, etc.). Activity tools distinguish radical innovations and innovations that improve products and styles.

There are three main types of innovative entrepreneurship, focused on the following:



- product innovations;
- technological innovations;
- social innovations.

The first type of innovative entrepreneurship, respectively, is aimed at updating the company's sales potential and the intended process, which in turn increases profits, expands market share, retains customers, strengthens independence status and increases reputation. and create new jobs. Technological innovation is a process of renewal of energy and production potential, aimed at saving and increasing labor productivity, as well as increasing energy raw materials and other resources, which allows increasing the company's profits. It offers the opportunity to improve technical safety, carry out environmental protection measures and effectively use the company's internal information systems. Social innovation is a process of planned improvement of the company's social environment. The implementation of this type of innovation further expands the opportunities of the workforce in the market, mobilizes the organization's personnel towards the set goal and strengthens the company's confidence in social obligations. Based on the method of organization of the innovation process, three models of innovative entrepreneurship in the enterprise can be distinguished: 1) innovative entrepreneurship based on internal organization, in which innovation is created within the firm by its special divisions on the basis of their planning and control on the basis of their interaction. 2) innovative entrepreneurship on the basis of an external organization with the help of contracts, in which and/or the order for development is placed between pro-innovation organizations. 3) innovative entrepreneurship on the basis of an external organization with the help of ventures, in which the firm establishes subsidiary venture firms that attract funds from additional parties for the implementation of an innovative project.

Conclusion:

The role and importance of innovation in entrepreneurship is extremely important. Innovations bring entrepreneurship to a new level, strengthen the position of companies in the market and contribute to the overall economic development. In the conditions of Uzbekistan, it is possible to have a great impact on the development of entrepreneurship by introducing innovations. For this, financial support,



improvement of educational programs and effective use of international experiences are important.

List of used literature:

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