

PRINCIPLES OF COMPREHENSIVE DEVELOPMENT OF REGIONAL MANAGEMENT BASED ON INNOVATIVE APPROACHES

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Abstract

The article analyzes the principles of comprehensive development of the region's management sphere based on innovative approaches. Proposals for promising programs and principles of effectiveness have been developed in the region.

Keywords: Region, innovative approach, integrated development, efficiency, strategy, digital economy.

INNOVATSION YONDASHUVLAR ASOSIDA MINTAQANI MENEJMENT SOHASINI KOMPLEKS RIVOJLANTIRISH TAMOYILLARI

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"Korporativ boshqaruv" kafedrasida dotsenti

Toshkent davlat transport universiteti

Annotatsiya

Maqolada innovatsion yondashuvlar asosida mintaqani menejment sohasini kompleks rivojlantirish tamoyillari tahlil qilingan. Mintaqada istiqbolli dasturlar va samaradorlik tamoyillari yuzasidan takliflar ishlab chiqilgan.

Kalit soʻzlar: Mintaqa, menejment, innovatsion yondashuv, kompleks rivojlanish, samaradorlik, strategiya, raqamli iqtisodiyot

Introduction

The role of innovative mechanisms in the socio-economic development of regions is increasing worldwide. Innovations are considered the main and important factor in the modern world economic development, and the improvement of institutional mechanisms for innovative development is of particular importance, especially in the context of regions.

In the world, "the growth rate of the digital economy is almost 15.5 percent. In developed countries, the share of the digital economy in GDP has reached 7%. In particular, the United States exports digital services worth more than 400 billion US dollars per year. By 2025, an



additional 20 trillion from the digitization of the US industrial sector. It is expected to receive income in the amount of US dollars" [1]. This requires improvement of regional development mechanisms based on innovative approaches

In the development strategy "Uzbekistan 2030" comprehensive socio-economic development of regions, rational and effective use of their existing potential is defined as the 60th goal of the strategy "Comprehensive development of regions, implementation of urbanization strategy, increasing the level of providing the population with affordable housing" [2].

The President of the Republic of Uzbekistan Shavkat Mirziyoyev, during his visit to the Khorezm region on March 1 of this year, was tasked with developing a comprehensive socio-economic development program for regional cities and districts [3].

In this regard, it is important to develop recommendations and proposals for the comprehensive development of regions based on innovative approaches, to accelerate scientific research on the use of the model for ensuring sustainable growth in the region. Innovative approaches play a decisive role in integrated economic development by stimulating creativity, efficiency and competitiveness. Innovation leads to the creation of new industries, products and services, as well as to the modernization of existing processes and technologies. Through innovation, regions achieve growth and sustainable development in a rapidly changing global economy.

Many countries have successfully implemented innovative and integrated development strategies to achieve economic growth and social progress. Of these, countries such as China, Japan, Singapore, South Korea, Finland and Sweden have invested heavily in research and development, education, infrastructure and entrepreneurship to attract innovation. These countries have shown how a strategic focus on innovation can lead to sustainable economic development and global competitive advantages.

In general, the combination of integrated economic development and innovative approaches is an important factor that ensures sustainable development in today's globalization process.

In order to direct the intellectual potential in Uzbekistan to solve the priority problems of socio-economic and scientific-technical development, it is necessary to determine the theoretical and methodological approaches to the formation of an innovative development strategy, as well as to create factors that help to effectively organize these processes in the context of the globalization of the world economy [4]. It is known that such factors serve as a decisive lever for technical and technological renewal and modernization of production, as well as access to world markets. Therefore, studying the experiences of different countries in the formation of innovative policies in the region and the organizational mechanisms of their implementation, taking into account the possibilities of adapting them to the conditions of Uzbekistan, is gaining urgent importance.

Creation of effective mechanisms of the "Uzbekistan-2030" strategy is one of the priorities of the state policy. As the President of our country Sh.M. Mirziyoyev stated, "Our country's innovative development strategy and mechanisms are closely related to the effective use of the intellectual and scientific-technical potential created in this country"[5]. The attractiveness of innovative development (the development of society and the individual through the use of innovations) is the expansion of the range of possibilities and means of solving the most important problems, first of all, in the economy and social sphere.



One of the priority goals is to bring our country to 50th place in the Global Innovation Index rating by 2030. It is important to increase and use personnel with scientific potential in the regions, to further develop small business and entrepreneurship, to implement the integration of science and production and to rapidly develop its improvement.

Successfully solving such urgent problems ensures the effectiveness of implementing innovative approaches, which, in turn, creates ample opportunities for comprehensive development of the regional economy and increasing its competitiveness in the world market. Also, among the mechanisms of state regulation of the comprehensive development of the region is the implementation of interregional socio-economic cooperation. As a result of research, the principles of comprehensive socio-economic development of the region were developed.

- Goal orientation: This principle emphasizes the importance of setting clear and specific goals for the development of the region. Having a clear direction and purpose can lead to more efficient allocation of resources to achieve these goals and more effective development outcomes.

- Prospective programs: This principle involves identifying and prioritizing programs and initiatives that can bring about significant positive changes in the region. By focusing on programs that offer the highest potential for success and impact, resources can be used more effectively to ensure sustainable development

- Formation of innovative economy: This principle is innovation in regional economy and emphasizes the importance of encouraging creativity. By encouraging entrepreneurship, research and development, and technology deployment, regions can create dynamic economies that are resilient to global challenges and competitive in the global marketplace.

- Principle of Continuity: This principle emphasizes the importance of continuing consistent efforts towards regional development over time. Long-term investment and continued investment in infrastructure, education, health and other critical sectors for sustainable development will be ensured.

- Alignment of Network and Territorial Interests: This principle emphasizes the need for coordination and cooperation between various stakeholders in the region, including government agencies, private sector companies, non-profit organizations and community groups. By aligning interests and working together toward common goals, regions can avoid conflict and maximize resources for mutual benefit.

- Efficiency principles: This principle aims to optimize the allocation of resources and decision-making processes in order to achieve maximum results with minimum waste. By prioritizing cost-effectiveness, transparency, accountability and performance evaluation in regional development initiatives, regions can ensure efficient use of resources for sustainable growth and prosperity

Today, our country is striving to take a strong place among advanced and developed countries. In this regard, the reforms implemented in all aspects of the economy are creating decent living conditions for our people. The successes achieved by Uzbekistan in recent years are recognized by the world community. From a global point of view, this indicates that the digital economy is important for the sustainable development of every enterprise.



Sustainable development of enterprises in the conditions of the digital economy, first of all, helps enterprises to increase their production, ensure transparency of activities, and reduce production costs. Digital economy means the transition of the existing economy to a new system by developing new technologies, platforms and business models and introducing them into everyday life. This new system has a special place in the management and sustainable development of enterprises.

Analysis and results. It is known that choosing and determining the path of one's development in the conditions of digitization is related to the ability of enterprises to assess, control and model their economic stability, to ensure full and effective use of internal factors of production development.

In general, digital transformation is aimed at fundamentally changing the ways of organizing and carrying out activities aimed at sustainable development through the planned intensive introduction of digital technologies in enterprises. The effectiveness of the sustainable development of enterprises largely depends on the possibility of implementing a complex process of introducing digital innovations, which should be the basis of organizational changes that make the digital process a corporate standard.

Also, the management of enterprises should significantly simplify the activities of monitoring them, identifying shortcomings, developing and implementing effective management decisions, and controlling negative influencing factors. In this case, the concept of interactive behavior of the enterprise becomes relevant in the new digital conditions, which allows it to be the initiator of changes in the market based on a set of changes in financial and economic activity, taking into account its effectiveness.

Therefore, digitalization of a modern enterprise on the basis of sustainable development is not a one-time event. The reason for this is that the current management system has a long-standing nature. The sustainable development of enterprises in the conditions of digital transformation is manifested in the improvement of the quality of decisions made through the implementation of economic management and the elimination of the complexity of problematic situations caused by a large number of interacting factors and causal relationships and their effective implementation.

It can be seen that the concept of effective economic management of the enterprise is synonymous with its sustainable development. Economic management of the enterprise allows to justify and make effective management decisions based on pre-made analysis and planned economic calculations [3]. The main problem is only to find enough tools and technologies, as well as , is to create such a control mechanism.

In our opinion, the basis of economic management of the enterprise is reflected in the use of the following methods:

- formation of information supply, economic analysis, forecasting, monitoring, rationing, planning, economic incentives, commercial calculations, pricing, risk identification and insurance, control, economic justification of decisions, and aimed at increasing the efficiency of financial and economic activities should be. A distinctive feature of these methods is the ability to use quantitative measurements of economic processes and events.

In addition, enterprises focused on sustainable development in the digital economy are forced to undergo digital transformation by introducing information technologies into the internal



organizational environment. On the practical side, this implies the formation of the final business process system, which will later become the digital ecosystem of the enterprise. As a result, fundamental changes in the management paradigm and organizational culture of the enterprise occur.

Digital transformation of the enterprise implies a radical restructuring of the existing structure, business processes, organizational and management mechanisms for interaction with all interested parties. Through digital transformation, an organization can achieve higher bottom line economic results

Digital transformation means changing the entire culture of an organization. This gives us the privilege to achieve higher productivity results, to have rapid and large-scale changes, as well as to create additional opportunities for employees by reducing routine work through digitization, analytical support for operators and increased safety.

Any transformation requires the attention of the management, the allocation of the best resources and the formation of a positive image of the organization that can unite employees. Digital transformation requires the creation of new jobs for specialists responsible for the collection and analysis of production data, as well as certain competencies of existing employees.

To summarize, managing the digital transformation of an enterprise is a systematic and comprehensive process, the effectiveness of which is based on key aspects such as strategic and operational risks, budgeting, financing of projects and programs, comprehensive assessment of all large-scale changes at all levels of transformation. Organizational and management together with reflecting the characteristics of organizational resistance to changes, reduces the level of uncertainty in the organization of digitization processes.

Summary. As a result of the analysis of the above data, using the system model of digital transformation and assessing the level of digital readiness, we can present the theoretical and methodological complex of managing the organization's digital transformation as follows:

1. Defines the process of digital transformation and the main categories of the digital economy and their impact on the formation of added value.
2. Understanding the process of digital transformation as a new management system will clarify that it is expressed in a radical restructuring of the existing structure, business processes, and the organizational-management mechanism of interaction with all interested parties.
3. The systemic model of the digital transformation of the organization assumes two subsystems: the manager and the managed, within which strategic and operational risk, budgeting and implementation of financing of projects and programs, as well as taking into account all comprehensive large-scale changes.

Thus, economic management of the sustainable development of enterprises is a necessary condition for increasing their competitiveness and requires the development of tools corresponding to digital changes in the country's economy. It maximizes the efficiency of financial and economic activity, helps to adapt it and the management system of enterprises to the introduction of modern information and communication technologies.

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