

THE IMPORTANCE OF USING MARKETING EFFECTIVELY IN MANAGING INNOVATIVE PROCESSES

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Annotation: This article demonstrates the importance of marketing in developing and implementing effective innovations that enable a company to successfully operate in areas that have already been developed and open up opportunities to enter new areas. Marketing research is particularly important in a market economy characterized by rapidly changing market conditions and intense competition between companies.

Keywords: marketing, effective innovation, market economy, competition, marketing research

Fundamental reform of economic management is one of the most important directions in the modernization of economic entities. One of the most negative aspects of the economic development of post-Soviet countries is the obsolescence and high degree of wear and tear of fixed assets, as well as the predominance of the production of products requiring high resource costs at enterprises in many industries. All of this ultimately led to low labor productivity at many enterprises and the fact that the products produced did not meet the requirements of world markets in terms of quality and were defeated in fierce competition.

Innovations contribute to the rapid development of the economy, its diversification, accelerate the introduction of the latest achievements of science and technology into production, and play an important role in organizing the fuller satisfaction of consumer needs with high-quality products and services.

The innovation process can be carried out in various ways. In each case, choosing the most effective method depends on the following conditions and factors: the nature of the technology, the final product market, the company's potential, the economic climate, and the level of management authority. In any case, there is a sequence of multifaceted and multi-stage processes carried out by different groups, dynamic interaction of many people, agencies and organizations. From the history of human civilization, we know that innovations have always strived for progress by overcoming obstacles and overcoming obstacles; therefore, innovation is impossible without initiative and determination, as well as without various costs such as production, labor resources, organizational, and social factors.

The essence of innovation has always been and remains experimentation: experience, plans, research, and the allocation of well-thought-out resources are undoubtedly important, but market marketing is even more important. The innovation process is internally contradictory and not difficult to predict.

Market differences, technical and technological progress in the production of products and services, and the emergence of new competitors force companies to develop an innovative strategy in accordance with the constantly changing external environment, including:

1. Directing new entrepreneurs to small markets;
2. Formation of completely independent teams that organize the development of new products and services ahead of competitors;
3. Treat every potential, new, or existing product as an experimental object that must be constantly modified;
4. Creation of a decentralized management system, implementation of the creation of small, independent units.

However, along with the orientation of innovation processes toward the production of marketable products, it is also necessary to consider their side effects. Forcing buyers to purchase even unnecessary goods through strong advertising. Broad advertising in the mass media promises bonuses and rewards in order to increase the volume of sales of their goods, but they plan in advance not to give all these bonuses and rewards. One of the companies selling "Cola" soft drinks offered to write a code under the lids of the bottle and post it on a certain website to win a prize. These ciphers are difficult to read—very vague and incomprehensible. As if that weren't enough, the awards ceremony will be posted on the Internet rather than on television. The duration of the event is 2-3 hours, who will spend so much time and "kb" watching this event. So, the winning customer will remain unaware of this. If the goal was to give away the prize, it would be enough to send one SMS to the phone of the buyer who sent the code.

Marketing assessment of the company's innovative activities is an important condition for the success of the activities. It is not easy to formulate clear goals that reflect the innovation process, but this must be done in order to link the stimulation of the innovation process to them. Such goals must be uniform across all innovation-related divisions of the enterprise.

Scientific research, the creation of new types of products, the improvement of equipment and tools, technological processes, and forms of production organization are based on the latest achievements in science, technology, and best practices; planning, financing, and coordination of scientific and technological progress; improving the implementation of a set of interconnected measures aimed at accelerating the development of scientific and technological progress and increasing its socio-economic efficiency.

In a market economy, a company must attach great importance to the process of developing and implementing marketing in the innovative sector. The acceleration of scientific and technological progress necessitates the modern renewal of production technologies and product types. This is due to the rapidly changing demand for goods and services, as well as the increasing requirements for their quality.

The company faces questions about how to compete with competitors, reduce production costs, and maximize profit. In this regard, marketing plays an important role in the company's activities; one of its elements is the development and implementation of an innovative strategy.

The company's strategy is designed to define the long-term goals and objectives of the enterprise and to approve the allocation and course of resource allocation necessary to achieve these goals.

Within the framework of strategic management and planning, the company develops a comprehensive enterprise development strategy that includes core and functional strategies. Functional - developed according to the main directions of the enterprise's activities. They deepen and refine the underlying strategy and facilitate its implementation. Within the framework of the main strategy: production, innovation, marketing, financial, information, socio-economic, environmental, and socio-economic activity strategy.

Currently, the industry of Uzbekistan pays special attention to marketing when analyzing strategies for implementing innovative processes in the development of enterprises. Effective development and implementation of innovations allows the company to successfully operate in areas that have already been developed and open up opportunities for entry into new areas. This is especially important in a market economy characterized by rapid changes and active competition between companies.

Virtually all key functional units of the enterprise are involved in the process of developing, implementing, and implementing innovative marketing.

Coordinating one's actions with the marketing service is necessary for the effective implementation of innovation strategy stages.

The success of implementing innovations is influenced by many factors, among which the following should be noted:

- scientific and technical potential;
- production and technical base;
- main types of resources;
- large investments;
- appropriate management system.

The correct correlation and use of these factors, as well as the close relationship between the enterprise's innovation, production, and marketing activities, lead to positive results in implementing the innovation strategy.

Depending on which of the main components of marketing is preferred in the enterprise's innovative activity, we can distinguish the main types of enterprise directions:

1) **Innovation oriented.** The main role is given to innovation, the marketing service performs an information and analytical function, determines the level of demand for products;

2) **Aimed at sales.** The main function here is marketing, which identifies the needs for innovations and influences the character of the development process;

3) **Aimed at strategic demand.** This type of direction is based on the relationship between marketing, production, and innovation activities, ensuring the greatest efficiency of the company's market strategy.

Focusing on strategic demand also contributes to the smooth operation of the enterprise's entire economic mechanism. This is primarily due to the interaction of the main functional units. This type of enterprise orientation is the most relevant in the modern conditions of industrial development, and its main problem is the need to restore the country's broken economic mechanism.

This approach advocates for the development of vertical debt relations within the enterprise.

Conquering markets is possible when new products are developed to meet rapidly changing demand. To achieve this, the company must possess a mobile scientific and technical potential capable of transitioning to solving various tasks. In this case, the main innovative tasks are the development of differentiated products and processes, as well as scientific and technical support for the processes of bringing goods to the market.

To implement plans for developing new markets, an enterprise with a high level of innovative development utilizes strategies such as stage overtaking, research management, advanced knowledge intensity, and a fundamental advantage over competitors. This is mainly due to the fact that the bulk of the products are brought to the market, the availability of the necessary number of scientific and technical personnel and experimental production.

Summarizing the above, it can be said that as the innovation cycle moves from the idea to its implementation, the business innovator faces the problem of selling. If an innovative enterprise lacks marketing, it is forced to enter the market at its own risk and wait for the consumer to evaluate and accept the innovation. At the same time, the risk of consumers rejecting the new product is very high, especially since time works against the entrepreneur and their product. If innovative innovations, pricing, distribution channels, planning of advertising costs, consumer characteristics, forecasting of relevant market segments include innovation marketing as a key component of management in an innovative enterprise, then the marketing function can reduce market uncertainty and the risk of consumer rejection of innovations.

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