

THE ROLE OF INNOVATION IN ENSURING THE COMPETITIVENESS OF COMPANIES IN THE TRANSPORT INDUSTRY AT THE MOMENT

Masharipov Masudjon Numonjonovich

PhD, dean of the faculty of "Economic" TSTU

Increasing the competitiveness of products is one of the main factors contributing to the creation of favorable conditions for the sustainable growth of transport companies in our republic. In modern economic conditions, the problem of the competitiveness of products acquires a fundamentally new, strategic importance. In addition, in the face of increasing international competition, world industrial production is characterized by the acceleration of scientific and technological progress, the expansion of production of high-tech products, and several other factors. In modern economic conditions, the main factor in the functioning of the market is not a static competition between existing producers of existing goods, but potential competition from new goods or companies using modern technologies. Therefore, for the successful functioning of modern transport companies, it is necessary to effectively implement innovative development strategies.

Most modern transport companies not only lack effectively developed innovative development strategies but also lack the necessary resources to develop such strategies. At the same time, innovative developments are mostly aimed at improving the quality and reliability of manufactured products. This position is considered correct, considering that the most important element of the development strategy of transport companies is to reduce the time between an innovative proposal and its practical application in production. Activation of innovation activity occurs based on several scientifically sound principles in the conditions of a rapid process of scientific and technological development and increasing consumer demands for the qualitative characteristics of goods and services [1]. Under these conditions, tools, and mechanisms are needed for effective management of the strategic development of transport companies, aimed primarily at restoring and developing the strategic potential of companies and increasing their innovative activity and receptivity in general.

Nevertheless, there are many problems in creating an effective mechanism for managing development strategies in companies. In particular, little attention is paid to the quantitative assessment of the strategic potential of companies, and there is also a lack of a comprehensive approach to assessing innovative activity and capacity as a basis for the development strategy of modern transport companies.

Concepts such as innovative activity and innovative receptivity are frequently identified. The latter is understood as an integral part of innovation activity and companies that successfully implement well-known innovations are recognized as

actively innovating. Innovation activity should be defined as the activity of companies to develop innovations. Willingness to innovate as companies adapt to existing innovations. At the same time, the ability of companies to innovate is not a clear indication of their innovative activity. The basic elements that allow assessing the fundamental possibility of implementing the development strategy of companies are the strategic potential, a set of human, material, technical, informational, and financial resources necessary for the implementation of the development strategy, as well as the corresponding ones' organizational resources and management resources. The effectiveness of innovation activity is largely determined by adequate management, the innovation potential of which aims to actively use scientific and technological progress in the system of entrepreneurial and intellectual property in the company [2].

The second most important factor affecting the management of the development strategy of economic entities is their internal environment, which reflects nothing other than the orientation of the employees of companies, and especially management, towards an effective development strategy; the attitude of employees to the changes accompanying strategic activities; the motivation system in the company for overcoming resistance to new things, etc. and is largely determined by the level of the organizational culture in the company. In these conditions, completely different requirements are imposed on the qualitative level of strategic development of the company, the nature of the tasks to be solved, as well as the methods of solving them. It is important to anticipate possible changes in the external environment, prepare for them, and actively influence future activities on your part. The previous management system cannot be adapted to rapidly changing market conditions. A new concept is required that adequately reflects the changes that have occurred and that, under the conditions of economic modernization, fills the organization of corporate management with fundamentally different content. In this context, the development of a long-term development strategy is of the greatest interest.

Enterprises that predict and take into account the characteristic dynamic changes in the operating environment as early as possible receive favorable chances associated with the rational use of their forces and means through strategic development and the development of targeted strategies to create new competitive advantages. Strategic development as a system of its provision was created to level the instability of the environment and ensure the sustainable existence of economic entities. The special importance of finding reliable mechanisms to ensure the sustainability of enterprises determines the appeal to the issues of forming a strategy for their development, strategic management, and appropriate effective tools. The peculiarity of the factor of the external environment of the enterprise is that it cannot be managed, but it can only be used effectively. It includes the regulatory framework relevant to the functioning of the enterprise, the socio-economic situation in the country, and several other

parameters. The main role in the formation, functioning, change, and development of a strategically oriented organizational culture is played by the heads of enterprises, especially their top level, which acts as the main ideological force responsible for the formation of the main strategic directions of activity.

Only leaders who simultaneously possess leadership qualities and innovator qualities can shape values such as innovation, development, willingness to learn, willingness to change, professional pride, sense of belonging, and self-confidence and determine the performance of the organizational culture.

References:

1. Gulamov, A. A., Ozatbekov, Y. F., & Ozatbekova, O. N. (2022). INNOVATION-ORIENTED WAY OF DEVELOPMENT OF A MODERN UNIVERSITY. *Journal of new century innovations*, 15(3), 53-59.

2. Ozatbekova, O., Ozatbekov, Y., & Gulamov, A. (2022). DISTINCTIVE FEATURES OF THE TURKISH INVESTMENT POLICY. *Current approaches and new research in modern sciences*, 1(1), 4-8.

3. Ozatbekova, O., Ozatbekov, Y., & Gulamov, A. (2022). ТЕОРЕТИЧЕСКИЕ ОСНОВЫ ИПОТЕЧНОГО КРЕДИТОВАНИЯ В ЭКОНОМИКЕ. *Solution of social problems in management and economy*, 1(1), 4-6.

4. Ozatbekova, O., Ozatbekov, Y., & Gulamov, A. (2022). THE IMPORTANCE OF THE DEVELOPMENT OF FINANCIAL MARKETS IN THE ECONOMY OF UZBEKISTAN. *Zamonaviy dunyoda ijtimoiy fanlar: Nazariy va amaliy izlanishlar*, 1(20), 40-45.

5. Abdullayevich, G. A., & Qizi, R. S. S. (2022). ИҚТИСОДИЁТНИ РАҚАМЛАШТИРИШ ШАРОИТИДА РАҚАМЛИ МАРКЕТИНГНИНГ ЎРНИ. *Трансформация моделей корпоративного управления в условиях цифровой экономики*, 1(1), 149-154.

6. Abdurakhmanov, O., Gulamov, A., & Shjaumarov, S. (2021). Improving the needs of economic sectors for transport services on the basis of national standards.

7. Abdullaevich, G. A., & Khikmatullaevna, S. M. (2021). A study of increasing the economic efficiency of transport services. *South Asian Journal of Marketing & Management Research*, 11(9), 34-40.

8. Abdurakhmanov, O. K., Gulamov, A. A., Shaumarov, S. S., & Kandakhorov, S. I. (2021). ON THE RETURN ON INVESTMENT FOR THERMAL RENOVATION OF CIVIL BUILDINGS. *ТЕМИР ЙЎЛ ТРАНСПОРТИ*, (3), 99.

9. Gulamov, A., Abdurakhmanov, O., & Shjaumarov, S. (2021). Improving Methodological Approaches to Assessing the Effectiveness of Using Fixed Capital in Railway Transport. *International Journal on Orange Technologies*, 3(10), 1-12.

10. Abdullaevich, G. A. (2020). ECONOMIC VALUATION OF THE SHARE CAPITAL OF THE JOINT STOCK COMPANY" UZBEKISTAN RAILWAYS. *Science and Education*, 2, 3.

11. Гуламов, А. А., & Дадабоева, З. С. К. (2020). Проблемы развития железнодорожного транзитного потенциала Республики Узбекистан. *Universum: технические науки*, (5-1 (74)), 64-67.

12. Abdullaevich, G. A. (2020). ECONOMIC VALUATION OF THE SHARE CAPITAL OF THE JOINT STOCK COMPANY" UZBEKISTAN RAILWAYS. *Science and Education*, 2, 3.

13. Abdullayevich, G. A. (2019). Management of the Reproduction Process of the Main Capital of the Railway Company. *Asian Journal of Technology and Management Research (AJTMR) Volume*, 8(02).

14. Abdullayevich, G. A. (2019). Depreciacion en el aspecto de la estrategia de modelado de inversion y analisis de los procesos de reproduccion del capital fijo del transporte ferroviario. *Religación. Revista de Ciencias Sociales y Humanidades*, 4(14), 319-331.

15. Abdullaevich, G. A. (2019). IMPROVEMENT OF ECONOMIC METHODS OF DEPRECIATION IN THE JOINT-STOCK COMPANY “UZBEKISTAN RAILWAYS”. *Methods and problems of practical application*, 143.

16. Гуламов, А. А. (2019). ЎЗБЕКИСТОН РЕСПУБЛИКАСИДА ТЕМИР ЙЎЛ ТРАНСПОРТИНИНГ ЗАМОНАВИЙ РИВОЖЛАНИШ ҲОЛАТИНИНГ ТАҲЛИЛИ. *Ресурсосберегающие технологии на транспорте*, 20(1), 297-305.

17. Abdullayevich, G. A. (2019). Depreciation in the aspect of modeling strategy of investment and analysis of reproduction processes of fixed capital of railway transport. *Religación: Revista de Ciencias Sociales y Humanidades*, 4(14), 319-330.

18. Гуламов, А. (2019). Экономическая оценка основного капитала акционерного общества Узбекистон темир йуллари. *Экономика и инновационные технологии*, (2), 1543-163.

19. Гуламов, А. А. (2019). МОДЕЛЬ ОЦЕНКИ ЭФФЕКТИВНОСТИ ВОСПРОИЗВОДСТВА ОСНОВНЫХ ФОНДОВ В ЖЕЛЕЗНОДОРОЖНОМ ТРАНСПОРТЕ. *Транспорт шелкового пути*, (1-2), 82-91.

20. Abdulaziz, G. (2019). Retrospective analysis of reproduction processes of fixed capital of railway transport. *Бюллетень науки и практики*, 5(2), 235-244.

21. Гуламов, А. А., Мерганов, А. М., & Рахматов, З. Н. (2017). Тариф как фактор повышения конкурентоспособности национальной экономики. *Міжнародний науковий журнал Інтернаука*, (5), 115-19.

22. Расулов, М. Х., Ризаев, А. Н., & Гуламов, А. А. (2016). К вопросу управления кадрами в инновационной среде железнодорожного транспорта

акционерного общества" Узбекистон темир йўллари". *Инновационный транспорт*, (3), 13-16.

23. Гуламов, А. А. (2016). Совершенствование методов целевого использования амортизации в воспроизводственном процессе основных фондов железнодорожной компании. *Міжнародний науковий журнал*, (9), 103-105.

24. Гуламов, А. А. (2011). Методика оценки воспроизводства основных производственных фондов железнодорожной компании. *Известия Петербургского университета путей сообщения*, (1), 257-266.

25. Гуламов, А. А. (2011). *Экономическая оценка воспроизводства основных фондов железнодорожной компании* (Doctoral dissertation, Петербургский государственный университет путей сообщения).

26. Гуламов, А. А. (2010). Обоснование рационального метода начисления амортизации в условиях оптимизации воспроизводства грузового вагонного парка транспортной компании. *Известия Петербургского университета путей сообщения*, (2), 163-176.

27. Гуламов, А. А. (2010). Прогнозирование объёмов перевозок грузов на узбекской железной дороге. *Известия Петербургского университета путей сообщения*, (1), 82-93.

28. Gulamov, A. MODEL FOR ASSESSING THE EFFICIENCY OF REPRODUCTION OF FIXED ASSETS IN RAILWAY TRANSPORT.