



Digitalization of economy and strengthening innovative activity in the conditions of the covid-19 pandemic

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ABSTRACT

The article discusses the main aspects of innovative development in the context of the growing coronavirus pandemic. The author analyzed the indicators of the industrial sector of the economy, found out the insufficient use of production resources and industrial potential. Among the factors considered, the number of employed in industry is highlighted, and the forecast values up to 2023 are calculated. It has been established that the country's industry is developing mainly in an extensive way, while in industrially developed countries, economic growth is ensured by the introduction of innovative technologies.

It has been determined that in order to improve the innovative activity of high-tech enterprises, it is necessary to use a wide arsenal of various management methods, to form a model for the commercialization of innovations from the development stage to bringing innovative products to the market. The impact of digitalization on the transformation of basic industries, ensuring the competitiveness of the national economy and an accelerated transition to an innovative model is assessed.

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Цифровизация экономики и усиление инновационной активности в условиях пандемии

АННОТАЦИЯ

Ключевые слова:

Инновации
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В статье рассмотрены основные аспекты инновационного развития в условиях нарастающей пандемии коронавируса. Автором проведён анализ показателей промышленного сектора экономики, выяснено

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недостаточное использование производственных ресурсов и промышленного потенциала. Среди рассмотренных факторов выделена численность занятых в промышленности, рассчитаны прогнозные значения до 2023 года. Установлено, что промышленность страны развивается, в основном, экстенсивным путём, тогда как в индустриально развитых государствах экономический рост обеспечивается внедрением инновационных технологий.

Определено, что для совершенствования инновационной деятельности высокотехнологичных предприятий необходимо использовать широкий арсенал разнообразных методов управления, сформировать модель коммерциализации инноваций от этапа разработки до выведения инновационной продукции на рынок. Оценено влияние цифровизации на трансформацию базовых отраслей, обеспечение конкурентоспособности национальной экономики и ускоренный переход на инновационную модель.

SUMMARY

Over the years of independence, the structure of industrial production in Uzbekistan has changed in accordance with the requirements of a market economy, its progressiveness has increased, which is reflected in the accelerated development of basic industries that determine scientific and technological progress and the fastest transfer of the economy to the rails of modernization and renewal. We can say that the country's economy is ready for temporary difficulties and will be able to cope with the growing threats. But don't forget that the coronavirus can make long-term changes in the economy.

The study showed an annual increase in the number of industrial personnel until 2023 by 52-55 thousand people. A 1 percent change in the number of people employed in industry shows an average 5.712 percent increase in gross output. The development of industry in our republic by 93.55 percent (an increase in employed in industry) depends on extensive factors.

For example, developed countries are introduced innovative technologies to increase competitiveness and economic growth.

Information and digital technologies make it possible to rebuild our present, and therefore today the main task is to be ready to exist in these conditions, to build a completely new innovative model that can meet the requirements of the time.

The adoption of rational measures will accelerate the creation, development and commercialization of the results of scientific, scientific, technical and other innovative activities in civilian circulation.

An increase in the country's economic potential, put forward as a strategic direction for the further development of productive forces and the achievement of social progress, can be ensured not only on the basis of new investments in the economy or the creation of new enterprises and industries, but also through the rational and efficient use of all available resources - labor, material, financial, natural, etc.

In the context of the outbreak of the coronavirus pandemic, political and socio-economic transformations require the modernization of the economic planning system in order to maximize its adaptation to the realities of public life. The most important means

of renewing and modernizing the economy are now innovative processes occurring in all spheres of the economy and, especially, preparation for the consequences of quarantine.

The decline in economic activity will undoubtedly lead to a drop in economic performance, and many economists are already making negative forecasts. So, developed countries have calculated that almost one fourth of the GDP produced in three months is lost in a month of a quarantine situation. Unfortunately, any quarantine has a limit, economically and socially. If the state takes measures to protect the life of the population at the expense of the economy, then the moment will come when people will die from hunger and devastation more often than from the virus.

We need to find a balance point and maintain a balance. In this situation, the level of use of innovations, or rather digital technologies, will serve as the cornerstone.

Issues related to the analysis of innovation processes have been studied in the works of such authors as S. I. Abramov, V. Behrens, G. Birman. In recent years, the methodology of American economists Edler J., Wootton S. and Scholes has become widespread.

In Uzbekistan, the development of the digital economy requires the activation of investments of innovative and investment technologies in the national IT sector, the development of a strategy to stimulate innovative technologies, the exchange of experience for their development at the international level.

It is necessary to increase both moral and material motivation for personnel in order to attract young talented specialists. It is necessary to create such a digitalization system so that the state, the real sector of the economy, individuals and the IT community participate in digital economic activity.

The digital economy is similar to the modern type of management, in which the role and significance of data and management methods are put in the first place as a necessary condition for increasing efficiency. It is possible that a number of problems will hinder the development of the digital economy on this path. One of the main problems will be the weak telecommunications infrastructure and communications [Khasanshin I.A., 2019].

There is also a lack of competent personnel and a lack of digital skills. Society is not yet ready to go online. The point is not in the noted nuances and even contradictions, although they, both in themselves and from the point of view of the problem under consideration, are not so harmless or insignificant. Consumers form an individual opinion about products and services through social networks. Completely new technologies for using collective intelligence, joint consumption of material goods, and e-business focused on online demand are emerging.

It is known that an increase in labor productivity, as well as an increase in national wealth, occurs both through the introduction of new technology and progressive technologies, improvement of existing tools and objects of labor, and through appropriate training of personnel to work on this new technology and with the use of modern technology. advanced training and changes in the structure of the professional composition of employees.

Uzbekistan has a significant comparative advantage, which lies in the fact that the achieved development of industries with high added value occurs not only due to the general state of technology or industry, but also due to the availability of actual high-quality human capital. The country has created and operates powerful and, in some cases, unique industrial enterprises, representing almost all sectors of the economy - from heavy to light industry, from agricultural processing to high-tech industries.

In the period of digital transformation, it is necessary to recognize which industries will become the locomotives. The domestic economy needs a program not only for automation and digitization, but also for increasing competitiveness directly in production, updating its potential. The current stage of economic and social development is characterized by increased competition between enterprises, one of the main instruments of which is the price and quality of products.

At the same time, the competitive advantage of an enterprise in the predominant part is determined by a sufficient variety of types of products and services offered to it. Therefore, the development of a methodological approach to the formation of an optimal production structure that allows an enterprise to use competitive advantages in production and sales is of great theoretical and practical interest.

We have conducted a study of the factors influencing the development of the industrial sector of the economy. Studies have shown that the republic's industry is developing mainly in an extensive way. And, based on foreign experience, the development of industry often occurs in an intensive way, i.e. with the introduction of innovations.

For example, the number of industrial personnel in 2000-2015 increased by an average of 35-40 thousand people.

And as a result, in 2018 there were 1802.9 thousand people. During the forecast period, there is an annual increase in the number of industrial personnel by 52-55 thousand people. According to forecast calculations, by 2023 the number of people employed in industry will reach 2,128.0 thousand people (Fig. 1).

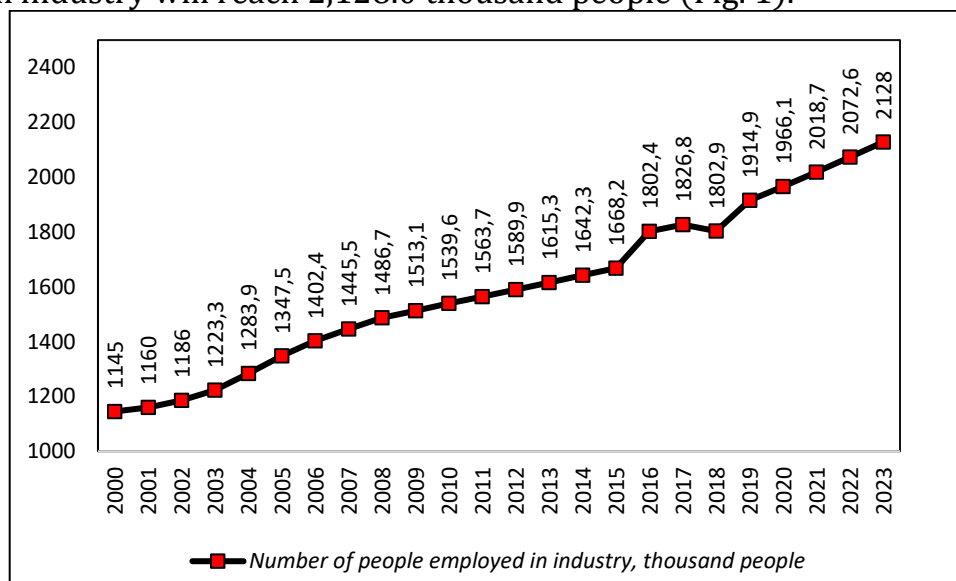


Fig. 1. Dynamics of the number of people employed in the industry of the Republic of Uzbekistan for 2000-2018 and forecast values for 2019-2023 (thousand people)

The value of the gross industrial product of the Republic of Uzbekistan from 2000 to 2017 has been constantly growing. In 2017, compared to 2000, it increased by 140692.8 billion soums, or 18.3 times. Growth has accelerated since 2018.

This happened due to the attraction of a large volume of investment in the industry on the basis of programs for the long-term development of the industrial sector, marked by the objectives of the Action Strategy in five priority areas of the country's development in 2017-2021, the commissioning of new production facilities, etc. This was mainly

influenced by the introduction of innovative technologies in the country's industrial sectors, the use of new methods of organizing industrial production (cluster) and a number of other factors.

In the context of the growing globalization of the market of manufacturers of industrial products, competition is becoming especially acute. In order to maintain and strengthen competitive advantages, the management of enterprises must make efforts to develop and master new innovations, continuously improve existing ones and seek new development strategies, forms and methods of managing production activities in the direction of the fastest and most complete satisfaction of market needs.

In these conditions, a significant advantage for any enterprise in the market from the standpoint of increasing its competitive efficiency is the introduction and use of innovations in the creation and offer of innovative products. It is these aspects of the activity, in our opinion, that are able to form a new value for the consumer in relation to products, which will lead to an increase in the competitive advantage of the enterprise in the market.

In order to effectively use the existing potential, increase the competitiveness of domestic products, increase their exports and prevent losses, measures of systematic support of manufacturers are being taken. In the course of the implementation of the decisions of the country's leadership, the number of modern enterprises and farms, specialized industries using the most advanced equipment and technologies is growing, the interaction of agricultural producers with enterprises of processing industries is strengthening.

In the current conditions of the coronavirus pandemic, attention should be paid to the strengthening of innovative activity in the development of digital technologies and ensuring the competitiveness of the national economy.

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