

**MODERN VIEWS AND CONCEPTS ON THE THEORY OF INNOVATIVE
MANAGEMENT**

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Abstract. *The article covers the meaning and content of innovation management, which is the most relevant today, various methods of its implementation, organization and control of innovation management.*

Key words: *innovative development, logical consistency, control system, innovative processes, financial resource, functional management, communication, execution and control, innovative changes.*

Introduction.

Innovative management is really complex. Development of innovative processes for the analysis of their laws, specialists with innovative managers are needed, they are they deal with various organizational and economic aspects of innovation introductions. The main task in innovation management is to promote the innovation process, the most likely is to predict obstacles and determine ways to overcome them. In the implementation of the main tasks of innovative management, special interaction and logical consistency arise. For example, the communication of management, the significance of procedural and Social – Psychological tasks, such as motivating reasons, the process of other transfer of powers, increases dramatically. Among the methods of organizing innovative processes are interpersonal relationships, relying on the laws of group dynamics informal species predominate.

Increased attention to innovation and Innovation Management in the current society it is required by life itself, to introduce innovative processes into new products and the realization in the new technique will be the basis of its socio – economic development. The innovation process consists of preparing and implementing innovative changes is and is made up of interconnected Pallas that form a single whole. As a result of the change carried out in this process, innovation appears. Innovative diffusion to carry out the process-once in New conditions and places of application the timely distribution of divided innovation, mastered and used, is huge of importance. The innovation process is cyclical in nature, it constitutes the economy it is necessary to take into account when developing compact systems of execution and control. Innovation management, as a term, is also a source of much debate. Some argue that the very definition of innovation means that it can't be managed, whereas others are stout believers in building systems and processes for the purpose of creating more innovation. As you can probably guess, the reality isn't as black and white. So, let's first take a step back and consider what the term means.

“Innovation management” thus refers to handling of all the activities needed to “introduce something new”, which in practice means things like coming up with ideas,

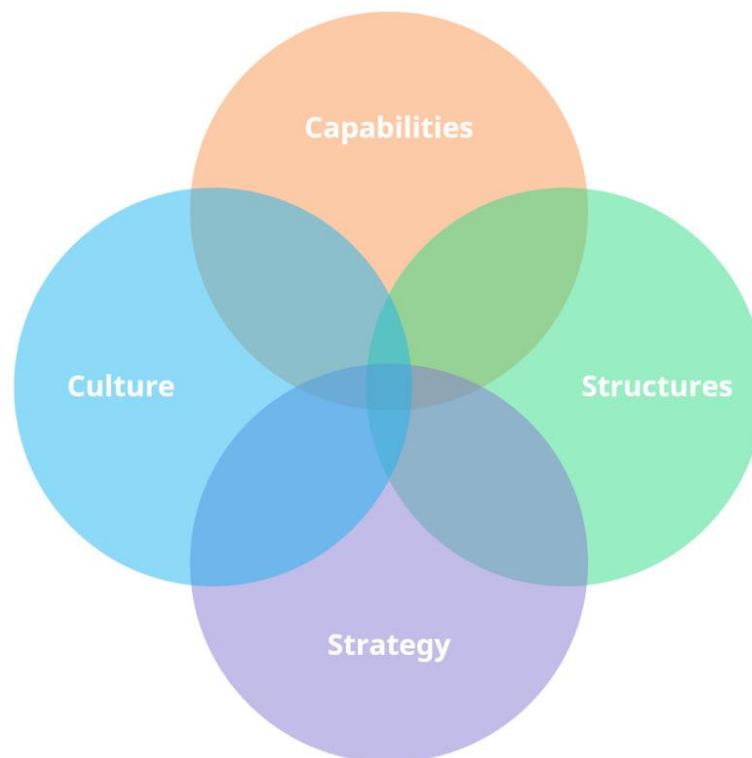


developing, prioritizing and implementing them, as well as putting them into practice, for example by launching new products, or by introducing new internal processes.

Innovation management is simply the process of coming up with and introducing new things and developing the business, one way or the other.

The key aspects of innovation management. As virtually any new development in the organization can be considered to be related to innovation, it can be quite difficult to grasp what innovation management means in practice.

Through our experience in helping organizations with their innovation activities, we’ve found that the simplest way to understand the topic is to break it down and discuss each of the key aspects related to innovation management separately. The diagram below showcases the four aspects that we typically use, each of which we’ll then explain briefly.



Capabilities

Capabilities is an umbrella term used to cover the different abilities and resources the organization has for creating and managing innovation.

The capabilities aspect revolves primarily around people, as innovation relies heavily on the abilities of both individuals and teams collectively. It refers first and foremost to the abilities, unique insights, know-how and practical skills of the people working for the organization. However, it also covers areas, such as the information capital and tacit knowledge of the organization, as well as their other resources and available financial capital, all of which might be required to create innovation.

Structures



The difference between structures and capabilities is that structures enable the effective use of the said capabilities. In practice, this means the organizational structure, processes, and infrastructure of the organization. The right structures can work as a force multiplier allowing the organization to operate and innovate much more effectively. For example, without the right communication channels, the right processes for making decisions, and the right infrastructure for implementing ideas, very few of the ideas that people are coming up with will actually see the light of day. This is where tools, such as innovation management software, can make a difference.

Culture

If structures allow the effective use of capabilities, culture is what enables the organization to acquire the capabilities related to people. With the right kind of pro-innovation culture, the organization is much more likely to be able to recruit and keep the right people in the organization. An appropriate pro-innovation culture encourages the right kind of behavior and discourages the wrong kind. As the effects quickly cumulate, culture can make a tremendous difference for the innovativeness of an organization. Here are some of the more commonly accepted traits for an innovative culture:

- Emphasizes the need to always think of ways to get better

- Values speed, learning and experiments

- Considers failure as just a normal part of the process for creating anything new

- Provides enough freedom and responsibility and is led primarily with vision and culture instead of a chain-of-command approach

Strategy

Last but not least, is strategy. Strategy is, simply put, the plan the organization has for achieving long-term success. But what's critical to understand is that strategy is ultimately about making a deliberate choice between a number of feasible options to have the best chance of "winning" and this choice shouldn't obviously be separate from the execution. The link between innovation and strategy is quite an extensive topic, but in essence, innovation is simply one of the means to achieving your strategic goals.

- Concepts and models for innovation management

Having established that innovation management is a complex beast, it helps to understand some of the more widely accepted theories, models and concepts related to innovation management.

To conclude theoretical concepts of innovative management also relied on scientific approaches. The scientific method can be considered based on the above facts. Several methods of implementing innovative management contribute to its effectiveness. Innovative management is an independent of Economic Science and professional activity material, labor and financial of any organizational structure achieving an innovative goal through the rational use of resources aimed at shaping and providing. Hyman Rickover said: "A new product is immediately accepted in the market cannot be done, it requires patience and management".



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