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**ЗНАЧЕНИЕ ИННОВАЦИОННЫХ ФАКТОРОВ В РАЗВИТИИ
МАЛОГО БИЗНЕСА И ПРЕДПРИНИМАТЕЛЬСТВА**

Аннотация: В данной статье рассматривается значение инновационных факторов в развитии малого бизнеса и предпринимательства. на том, что инновационные проекты и методы играют решающую роль в бизнесе.

Ключевые слова: инновации, малый бизнес, предпринимательство, частный сектор, экономический рост, инновационное производство.

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**THE SIGNIFICANCE OF INNOVATIVE FACTORS IN THE
DEVELOPMENT OF SMALL BUSINESS AND ENTREPRENEURSHIP**

Abstract: This article discusses the importance of innovative factors in the development of small business and entrepreneurship. that innovative designs and methods play a critical role in business.

Key words: innovations, small business, entrepreneurship, private sector, economic growth, innovative production.

In recent years, a number of surveys have increasingly shown that service sector firms are innovative, but have different innovation models than those in the manufacturing sector. In general, innovation in the service sector relies less on in-house R&D than in the manufacturing sector. Although countries with high R&D activity in their manufacturing industries (measured as a share of value added) also have a high proportion of innovative manufacturing firms, this relationship does not hold for the service sector.

Germany, for example, reports very high rates of innovation in the service sector, but low R&D spending as a share of value added in services. Conversely,

innovation rates in Denmark and Norway are lower than the European average despite high relative costs of R&D services.

As Rust & Miu point out, computing will play a central role in the service revolution by making it easier to communicate, store and process data. By using IT, businesses have improved internal and customer relationships. Different departments within a single enterprise can easily share information electronically, and businesses and customers can now communicate with each other via email. Firms are now able to collect and analyze information about customers' entire purchase and contact history.

As IT dramatically reduced the cost of customization, marketing to smaller segments became economically feasible. As technology continues to drive down the cost of personalization, the logical end point is one-to-one marketing, where businesses can provide targeted and individually tailored marketing to each customer. Over time, firms can build relationships with customers based on their needs and providing services to meet those needs.

Information also empowers the consumer. Consumers can learn about a wide range of businesses and also conduct their own searches to find a product that fits their needs. Consequently, businesses face more competition and a greater need to differentiate. Firms must provide the best value to well-informed consumers or fail to attract them.

Computing and IT provide particularly strong support for the transition to services by providing information and tools to facilitate communication and build relationships with customers. As the ability to collect and process information increases, businesses can use their new knowledge to offer customized services. Thus, information-based service is essential for customer satisfaction and profitability when additional information is available to improve service.

Many businesses have focused on the cost reductions made possible by technology, but focusing only on cost savings is an outmoded manufacturing

mindset that small businesses and sole proprietorships must avoid in order to succeed. Academic research shows that tunnel vision on productivity and efficiency can lead to an unexpected erosion of service quality, which can hurt revenue and profits despite cost savings. Instead, small businesses and sole proprietorships should use IT to expand revenue through better service, as well as reduce costs through automation. Communicating with customers in real time is becoming easier and cheaper.

Small businesses and private entrepreneurs can quickly identify customer preferences, direct them to products that meet their needs, and provide the level of service they need. In addition, firms can quickly identify and resolve customer problems, which in turn can increase customer satisfaction and build long-term relationships. Small businesses and sole traders learn from their customer relationships. By using computer databases in conjunction with data collected through surveys, businesses can better understand customer attitudes, perceptions, and behaviors. Armed with this new knowledge, businesses can design and improve services to ensure long-term profitability.

Finally, the service gives small businesses and sole traders a new tool for financial accountability. Customer equity is a measure of future cash flows that is useful in business valuation and makes it easier to calculate the return on investment for service improvements or any other business improvement. In addition, customer equity allows companies to compare prospective returns on investment from competing service strategies. On the other hand, if policymakers want to boost economic growth and improve the foundations for future performance of economies, the services sector needs to perform better.

But boosting growth rates is not the only challenge facing policymakers; countries are also facing increasing globalization of services and manufacturing and rapid technological change. This has cast doubt on the economies' ability to create new jobs, while at the same time creating new opportunities for international trade and investment. Addressing these challenges and

strengthening the capacity of services to support employment, productivity and innovation should be based on sound macroeconomic fundamentals and include a combination of structural policies. In terms of services to small businesses and private entrepreneurs, we believe that they encourage action in a number of areas, including:

Expanding internal service markets to create new jobs, innovate and improve productivity - this will increase the incentives for businesses to innovate and improve productivity. While significant progress has been made in opening services markets, further steps are needed in reducing state ownership in competitive industries such as air transport, eliminating anti-competitive practices in professional services, and reducing barriers to doing business.

It also shows that the advantages of investment in services are very important when taking unilateral and multilateral measures to open international markets for trade and investment in services. Policymakers can take unilateral action to open markets to international competition, particularly by lowering barriers to foreign direct investment. At the same time, multilateral efforts are needed to ensure wide opening of markets and wide distribution of benefits.

Reforming labor markets to create jobs and adapt to a growing service economy, including effective labor and social policies to help countries' economies adapt to globalization, structural change, and the transition to services. To boost job creation in the service sector, policymakers should focus on job prospects for low-skilled workers and high labor taxes that affect the growth of personal services. Countries with overly restrictive employment protection laws should be reformed to help improve the capacity of these economies to create employment and increase productivity in services.

Adapt education and training policies to rapidly changing new skills requirements. Since most services involve direct contact with customers, human resources are key to service industry operations. Education policy should help to provide workers with essential skills and services needed to help them adapt to

globalization and structural changes. However, they need to be complemented by action and co-financing by businesses, workers and governments to promote lifelong learning. This requires improving incentives for private funding of lifelong learning and ensuring equal access to formal and online learning in the workplace.

Innovation policy needs to be adapted to the growing importance of service innovation, while innovation policy remains unadapted to the growing importance of service innovation and the new potential of product and process innovation due to information and communication technologies (ICT). Policymakers should consider how existing public R&D efforts can better meet the needs of the services sector and improve links between the services sector and public research. In changing policies related to intellectual property in the services sector, governments need to strike a careful balance between innovation and the spillover of service innovations to other sectors.

Removing barriers that prevent service firms from taking advantage of ICT. To reap the benefits of ICT for services, governments should continue to promote effective competition in ICT infrastructure, network services and applications, particularly in broadband. They should also increase confidence in e-business by developing an effective regulatory framework. In addition, governments can act themselves by developing public services and digital content.

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