

## **The Need for Effective Establishment of Innovative Events in Construction Enterprises**

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**Abstract:** The scientific article written by a group of authors discusses the importance of effective organization of innovative activities in construction enterprises. At the same time, suggestions and recommendations were given that construction companies face a lot of problems today, and innovative measures are needed to solve them.

**Keywords:** Construction, construction enterprises, Innovation, innovative activities, networks of innovative activities, innovative project, innovative idea.

**Introduction:** Today, large-scale works are being carried out to develop construction enterprises, which are one of the important sectors of the economy of our country, through innovative activities. For instance, №\_PF-5544 August 21, 2018 of the President of the Republic of Uzbekistan "On approval of the innovative development strategy in 2019-2021", №\_PF-6119 November 27, 2020 "Modernization of the construction network of the Republic of Uzbekistan, rapid and on the approval of the strategy of innovative development for 2021-2025", the decisions of April 1, 2021 №\_PF-6198 "On improving the state management system for the development of scientific and innovative activities" currently create the basis for the sufficient development of construction enterprises of the Samarkand region is coming. However, due to the fact that construction enterprises in Samarkand region rarely apply innovative ideas to the process of building new modern buildings and structures in the production of products, we think that it is necessary to pay attention to increase the attractiveness of innovation in the field. Therefore, by developing innovative measures in construction enterprises, it is appropriate to carry out scientific research aimed at creating new types of high-quality, new-looking buildings and structures based on local raw materials..

**Analysis of the literature based on the topic:** problems in the process of studying the scientific and methodological bases of effective organization of innovative activities in construction enterprises are depicted in economists' works, including: P.Druker [1], M.Porter, Yu.Shumpetr [2], A.N.Asaul [3] and Q.X.Abduraxmanov [4], N.Q.Yo'ldoshov, A.N.Djabriyev, Gaibnazarova Z.T., B.K.Abdusamatov as well as R.M.Egamov [8].

However, in the field of construction, which is one of the priority directions for the social and economic development of the country, the activation of the production of construction products, as well as the low level of management of the development of innovative activities and the lack of a sufficiently developed methodological basis, the innovative activities developed by construction enterprises in the region. The need to evaluate the efficiency indicators and influencing factors of the measures, to eliminate the econometric problems was the basis for choosing the topic in our article.

**Research methodology:** The main goal of innovative activities is to choose an innovative strategy that allows construction companies to strengthen their position in the market, to maintain their image, and to successfully implement it.

As a result of implementation of innovative activities in construction enterprises in Samarkand region:

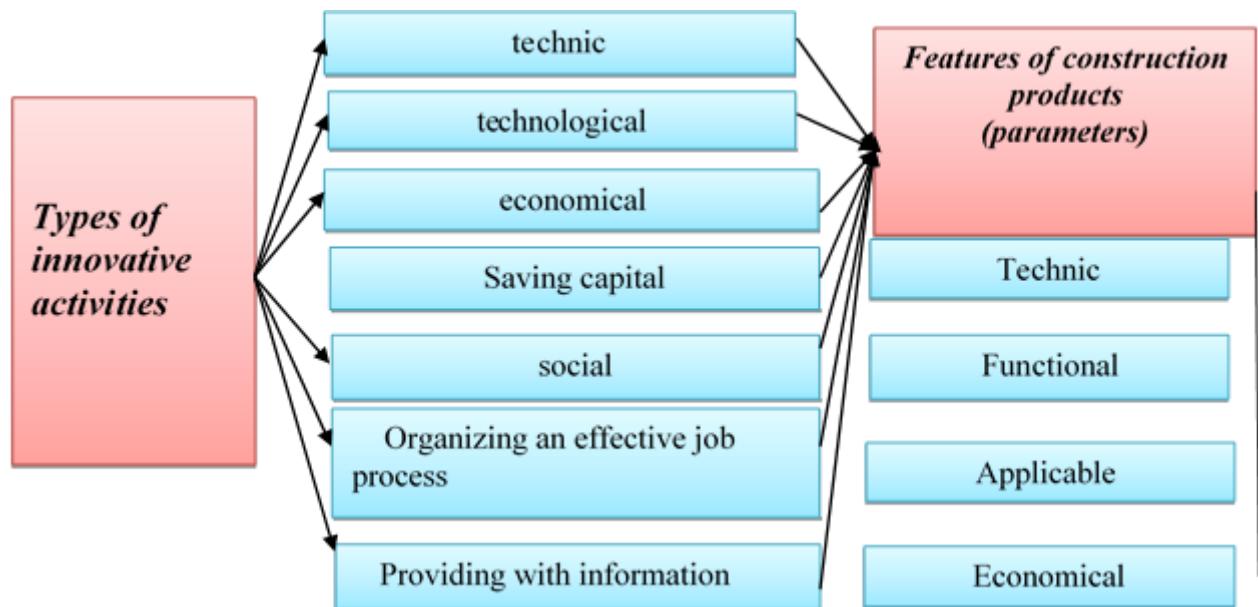
In the implementation of scientific and innovative projects in construction enterprises, it allows to attract large investments, increase the activity of the private sector and develop venture-based financing;

There will be an opportunity to study its strengths and weaknesses in order to provide the necessary conditions for financial, economic and technical expertise of construction projects implemented on the basis of innovative activities;

It will be possible to develop proposals and recommendations for the selection of an innovative development strategy and the formation of mechanisms for its implementation for the commercialization and introduction of new developments in enterprises.

**Analysis and results:** At present, innovative activities in construction enterprises of the region can be implemented by adopting one or another innovative decisions that bring economic benefits in the process of production of certain products.

After that, the company can maintain the competitive advantages gained through these innovations only by continuous improvement... Immediately after that, competitors and any company will start to look for ways to stop the innovation and to stop using it or to circumvent this process”<sup>1</sup>.



**Figure 1. Types of innovative activities and construction products effect on properties<sup>2</sup>**

<sup>1</sup>М. Порттер. Международная коекуренция. М., Международные отношения, 2000. -С. 163

<sup>2</sup>Muallif ishlanmasi

Thus, innovative activities are an effective means of competition, they create new needs, reduce the cost of construction materials, improve the quality of construction products and services, provide quality customer service, improve the quality of production processes, expand the flow of investments and increase the variety of products, open new markets and expand them. leads to acquisition, including access to foreign markets.

**Conclusions and suggestions:** In our opinion, based on the scientific and methodological foundations of effective organization of innovative activities in construction enterprises, based on the practical and economic foundations of managing the competitiveness of products produced in construction enterprises of the Samarkand region, special attention should be paid to the following in order to create new innovative developments, including:

- Further development of scientific knowledge through effective organization of innovative activities in the construction enterprises of Samarkand region, and effective use of them to achieve production application;
- creation of scientific-methodological bases for the organization of production of competitive products in the process of application of new innovative activities and giving benefits;
- to create a mechanism for creating a competitive environment among construction product manufacturing enterprises based on the development of innovative activities.

So, based on the above thoughts and considerations, the types of innovative activities lead to a positive solution to the scientific and methodological bases of the effective organization of production in construction enterprises.

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