



ORGANIZING STRATEGIC MANAGEMENT TO ENHANCE THE EFFECTIVENESS OF INNOVATION ACTIVITIES IN INDUSTRIAL ENTERPRISES

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Abstract

This article examines the importance of strategic management in enhancing the effectiveness of innovation activities in industrial enterprises. Innovations are a crucial factor for ensuring competitiveness, economic growth, and sustainable development. By effectively organizing strategic management, enterprises can increase their innovation potential, develop new products and technologies, and improve production processes.



Keywords: industrial enterprises, innovation activities, strategic management, effectiveness, competitiveness, economic growth, technologies, products, management strategies, organizational changes, leadership, innovation potential, global market, strategic decisions.

Introduction

In the process of building the New Uzbekistan, reforms are being implemented to establish a competitive and sustainable textile industry, produce high-demand products for global markets, and create a complete value-added production chain. Specific tasks have been set, including: "Implementing deep reprocessing of yarn (full yarn reprocessing by 2026), creating a list of projects aimed at filling gaps in the production chain, developing national brands for finished products, and increasing their exports, including reaching an export volume of national and foreign-branded finished products worth \$5 billion by 2026."

In order to achieve these tasks, it is essential to reduce production costs at textile enterprises, diversify production by product types, and expand research in areas such as the development of the sector and forecasting indicators, which will ultimately lead to the strengthening of the industry.

Main Part

Ten key trends crucial for the future of the textile industry are considered necessary for the development of this sector and the creation of new opportunities. By 2030, the following trends are expected to continue their stable development in the textile industry.

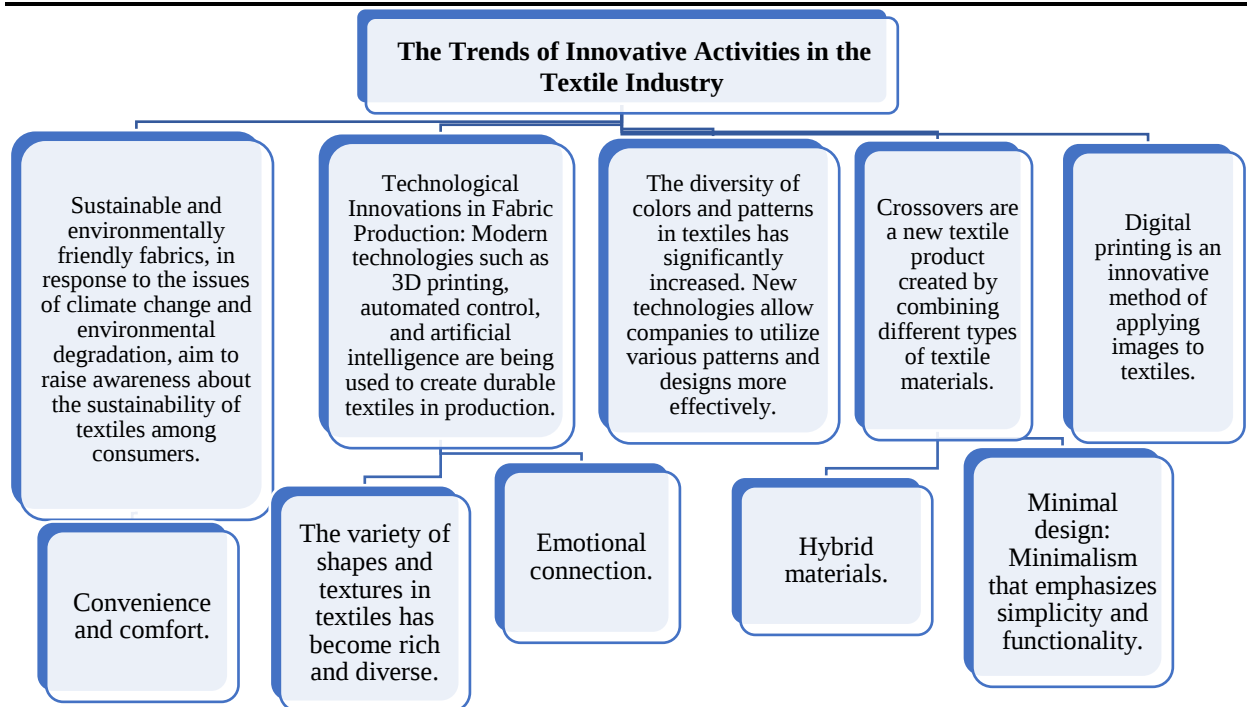


Figure 1. Innovation Development Strategy in the Textile Industry until 2030

The new development strategy plays a crucial role in shaping the future of the textile industry and helps create new opportunities

1. Sustainable and Eco-friendly Fabrics: Climate change and environmental degradation are central global issues. Consumers are increasingly focusing on the sustainability and ecological purity of fabrics. This is pushing textile companies to transition to sustainable materials. Many companies today are starting to produce sustainable fabrics such as bamboo, hemp, organic cotton, and flax. However, many companies continue to use synthetic materials. If a company does not wish to fully transition to eco-friendly products, it must make significant changes to improve its production system and utilize resources more efficiently to reduce its negative impact on the environment.

These steps not only help meet consumer demand but also contribute to environmental protection. In this context, companies can increase their competitiveness by showcasing their brands as environmentally responsible. Sustainable production efforts boost consumer demand and increase brand trust.



2. Technological Innovations in Fabric Production: Advanced and new technologies, such as 3D printing, automated systems, and artificial intelligence, are creating new opportunities in the production of durable and eco-friendly fabrics. These technologies help optimize production processes and enable the fast and efficient creation of new product designs. Such innovations not only reduce costs but also improve quality, which strengthens competitiveness and helps companies meet market demands for high-quality products.

3. Increased Demand for Colors and Patterns

By 2030, there is expected to be a noticeable increase in demand for diverse colors and patterns in textiles. New technologies will allow companies to not only create bright and vibrant colors but also expand their ability to apply various patterns and designs. Modern materials and production methods will provide new opportunities for experimenting with textures and fabrics. This, in turn, will lead to the creation of even more attractive and interesting products. New development approaches will enhance both the aesthetic appeal and functional features of products, thereby boosting their marketability and attracting consumer attention.

4. Convenience and Comfort

In the modern world, consumer demands for comfort are one of the primary factors. By 2030, the textile industry will focus on producing fabrics that promote health and well-being. These new fabric technologies will include materials that regulate temperature and moisture, while also taking ergonomics into account. Textile companies will also focus on soft stitching techniques and comfortable clothing accessories. This new approach will lead to the emergence of a new era in the textile industry, aimed at fulfilling consumers' needs for comfort and ease.

5. Variety in Shape and Texture

By 2030, products ensuring a variety of shapes and textures in the textile industry will be created. Manufacturers will experiment with large-scale additions, twists, and braids to create more exciting and unconventional designs. New fabrics and materials will emerge, adding more color and appeal to the textile industry and making products more attractive to consumers.



6. Crossovers

Crossovers involve the combination of different types of textile materials to create unique products. These products are increasingly becoming popular among consumers as they merge comfort and functionality. For example, combining leather elements with textiles not only makes the product aesthetically pleasing but also creates durable and unique combinations. This approach will play an important role in meeting the individual needs and preferences of consumers, offering designers and manufacturers new opportunities for innovative product creation.

7. Hybrid Materials

Hybrid materials, which have been actively used in various industries for some time, are expected to become more prevalent by 2030. These modern hybrid materials will combine different properties to provide functional and ecological advantages, addressing key demands of the modern market. For example, hybrid materials combining the durability of bamboo with the softness of wool will allow for the production of stronger and more comfortable products.

8. Digital Printing

Digital printing is a newly developed method for applying images to textiles. This technology allows the creation of rich, detailed, and vibrant images on fabric, and represents a significant improvement over traditional methods like screen printing. By 2030, the continued development of digital printing is expected to open up new possibilities for textile designers and manufacturers. It will speed up production processes and play a large role in personalizing products.

9. Minimalist Design and Simplicity

By 2030, minimalist design, simplicity, and functionality will remain popular and aligned with market demands. Textile companies will embrace minimalist approaches, focusing on innovative materials and fabrics while eliminating unnecessary details. This trend will lead to the creation of more practical and comfortable clothing. At the same time, traditional dyeing techniques, bright colors, and eco-friendly materials will combine with new technologies like 3D printing to create unique and original products.



10. New Ways to Establish Emotional Connections with Consumers

By 2030, textile companies will adopt new methods of establishing emotional connections with consumers. Using new technologies, companies will be able to produce fabrics that evoke strong emotional responses. Special products linked to joyful events such as weddings, the birth of children, and other celebrations will be created, with a focus on delicate designs and unique textures. This will not only include color and patterns but also the use of technology that reflects subtle taste and elegance in the fabric.

In recent years, researchers have been focusing more on improving the technological capabilities of companies. These studies often focus on systems that promote sustainability in the industry.

Analysis:

Currently, dynamic growth is observed in the textile and garment manufacturing sectors, and this growth is showing its effective impact. The increase in the overall output of the textile industry, especially in cotton fiber, yarn production, textile manufacturing, knitwear, hosiery products, and tailoring, is clearly visible. As a result, significant changes and innovations are occurring in the economy. In 2018, the share of the textile industry in the total industrial production of the country was 7.5%, while by 2023, this figure has reached 12.4%. This growth indicates that the industry is developing faster compared to other sectors.

The expansion of exports is also continuously ongoing, with textile product exports expected to reach 7 billion dollars by 2025. For this development, a concept has been developed that includes new approaches, expanding production, and increasing export potential. These strategies are expected to strengthen the competitiveness of local industry.

However, in order to transition to high-tech production processes, improve the competitiveness of the industry, and create products that meet modern demands, it is necessary to accomplish several tasks. These tasks include increasing production by 3.8 times, finished fabrics by 3.0 times, knitwear fabrics by 3.1 times, clothing and knitwear products by 5.3 times, and hosiery production by 1.6 times. Additionally, it is essential to create a solid foundation for the development of new methods and designs and ensure broader access for local textile products and brands to foreign markets by enhancing the logistics infrastructure.



Today, the human factor plays a crucial role in the production of high-quality garments and knitwear products. The finished knitwear-tailoring products produced by the “O‘zbekengilsanoat” JSC account for 23% of the total production volume. The quality of the products and their market demand are determined based on marketing research, which emphasizes the importance of designers' and models' expertise. Their creative thinking and professionalism play an important role in increasing the competitiveness of products.

Conclusion and Recommendations

In the textile and garment industry, activating new methods and diversifying production are crucial for organizations to implement market entry and export programs. This, in turn, provides an opportunity for Uzbekistan to increase foreign currency inflows and create new jobs. With the expansion of exports, the active introduction of high technologies and modern manufacturing methods will help restore overall efficiency. Improving management systems to ensure favorable utilization in the global market is essential for ensuring sustainable economic growth. This, in turn, will encourage simplifying production processes, developing new methods, and introducing innovative technologies.

Additionally, there is a need to focus on technological innovation and the use of eco-friendly materials to produce high-quality products. Adapting local industry to global markets, introducing advanced technologies, and simplifying production processes will increase Uzbekistan's competitiveness. Through the production of new innovative products and their entry into global markets, a significant contribution to the country's economic growth is expected.

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