

Application Analysis of Enterprise Innovation status digital platform**Kurbanova R.J.¹, Umurzakova S.²****^{1,2} Samarkand Institute of Economics and service, Samarkand, Uzbekistan.**

The issue of activation of innovative activities by enterprises, especially if we take into account the growing influence of the industry, is becoming one of the decisive issues in the modern conditions of their activities. Today, their innovation determines the development trends of most enterprises that aim to increase the state of modernization and strengthen their positions in the world market¹.

Most of the world's leading enterprises are already actively combining their innovation activities with the problems of Industry 4.0, which allows them to find new solutions and achieve the desired results at affordable prices and with added value. Accordingly, there is a need to adapt innovative activities to Industry 4.0, under the influence of which the concept of "strategy for the development of innovations" is formed in kilmock, which requires detailed research².

In the implementation of innovation modernization in the practice of entrepreneurial activity of enterprises, we consider it advisable to test them in practice so that we know what factors oppose them and which ones we accelerate..

1- table

The main factors affecting innovation activity (process)in the conditions of digital economy of enterprises.³

Group of factors	Factors that hinder innovation activity	Factors that promote innovative activities
Economic	Innovation modernization is the scarcity of material and reserve resources of funds in the financing of projects.	the expansion of financial reserves, necessary cell and economic activity, as well as the widespread introduction of vulgar technology.

¹ 1.Лютоева М.Д., Манохина Е.Э. Понятие инновации, инновационного развития и инновационной стратегии развития предприятия //В сборнике: Экономика и управление. Сборник научных трудов. 2018. Санкт-Петербург. С. 13-17.

² <https://cyberleninka.ru/article/n/generirovanie-strategii-innovatsionnogo-razvitiya-predpriyatiya-v-kontekste-industrii-4.0>

³ Тадқиқот асосида муаллиф томонидан тузилган

Technical	lack of a scientific technical base, insufficient provision of electronic equipment in current activities	the presence of material and technical and scientific and technical infrastructures and the effective use of electronic techniques.
Political, legal	limitation by antimonopoly, tax, depreciation, patent, licensing laws.	Innovative measures to expand activities (especially benefits), state support of innovation.
Social, psychological, cultural	Changing the status of employees, creating new jobs, rescheduling activities, coupe its type, programming, etiquette and violation of formed udums to resist changes that lead to fear of abstraction, bad luck.	Material spiritual stimulation of participants in the innovation processes, general recognition, the creation of opportunities for self-expression, the creation of a psychologically good environment in the cocktail community.
Organizational-managed	Extensive use of electronic techniques in Bashkir, self-guidance, innovation activity mining the demand of participants, demanding in planning, use of programming in activities.	The flexibility of the organizational structure, the approach to the democratic method in management, the priority of the horizontal information flow, self-planning, conducting corrections, autonomy, the formation of targeted working groups.

Now, even in the conditions of the transition of service enterprises to the digital economy, with the improvement of the questionnaire survey method, that is, when determining the state of innovation, we used the "online survey" method using the online Telegram platform. Of the enterprises, Amir restaurant in Samarkand City , Korzinka Super Market and Presiden oteli, Samarkand region, Samarkand, Urgut and some enterprises in Pastdargom district were selected. In this case, the survey questionnaire, which shows the factors negatively affecting the activity of innovation in order to carry out Enterprise Innovation modernization to all selected enterprises (respondents), was sent to the deputy heads of the enterprise "Telegram", from which a survey was conducted through the data of the questionnaire. Each of

the factors listed in the survey questionnaire was given one of four different responses by respondents: basic, significant; irrelevant; I find it difficult to answer. Such a quality assessment scale of innovation assessment, which is presented in the survey questionnaire, is universal in nature, so that all participants who participated in the survey can respond without difficulty. It is also possible to respond equally easily, regardless of which organization the enterprise is affiliated with. The four levels of the survey scale cover the maximum - upper levels of the respondent, the minimum - lower.

A total of 17 factors were included in the survey in three groups : economic (6), production (6) and other types (5). The results of the survey conducted on the condition of the "Amir" restaurant in Samarkand, "Korzinka" supermarket and "President oteli" in Samarkand, Urgut and Pstdargom districts of the Samarkand region on the state of factors hindering the innovation activity of catering, trade, cocktail enterprises in 2023 are presented in Table 2.

Table 2

Factors hindering innovation activities in service delivery enterprises in Samarkand City and region (according to Samarkand, Urgut and Pstdargom district enterprises as of 2023).

Factors	Factors hindering innovation activity assessment rate			
	main	notable	unimportant	I have a hard time answering
Economic				
Lack of own funds	24	16	20	14
Lack of financial assistance from the state	63	36	36	15
Low payment consumption for new products	18	15	12	14
New technique input high value	73	24	19	16

High economic risk	39	22	40	20
Long-term copulation of the novelty	21	23	12	18
Production (technical technology)				
Application of 1t information technology at the enterprise	78	24	16	13
Lack of qualified personnel	55	18	12	8
The fact that the Internet is connected with business and other enterprises	23	23	24	21
Low rate of informatization in the market of sales	82	26	21	12
Provision of electronic equipment at the enterprise	76	33	24	24
Low contact with scientific organization and other enterprises	43	28	18	10
Other factors				
Low consumer demand for innovational products	45	28	18	21
Lack of regulatory documents and laws supporting innovation activities	60	60	28	21
Innovation process term uncertainty	64	50	63	14
Underdevelopment of innovation infrastructure	40	63	75	13
Underdevelopment of the technology market	57	35	30	23

In accordance with the goal, it should be noted that in order to implement the transfer of enterprises to the digital economy, we also included related questions in the questionnaire, which included: low consumption of payment for new products, high value in the introduction of new techniques; in production (technical technological): the application of 1T information technology at the enterprise, lack of qualified personnel,

In analyzing the results of the survey, we found that a. We used the method of hurting with the coefficient of oscillation from the level of factors resisting the innovative activity presented by Gusev. To do this, if the factor is characterized as "basic", it is given the maximum coefficient of salinity equal to 1, by "significant" the coefficient of 0.6, that is, greater than 0.5, is given a maximum of about 1.

In the analysis account of the questionnaire, if the assessment is said to be "insignificant", it is equated with a coefficient of 0.2. The last one is given a minimum coefficient of 0 for the price "I have a hard time responding". The factor resistance index is assigned to evaluate each factor. We used the following formula for indexing:

$$I = \left[\frac{\sum_{i=1}^n (X_i \times Y_i)}{\sum_{i=1}^n X_i} \right] \times 100\%$$

where: I is the resistance index; n is the number of the evaluation response to the innovation activity (we have n=4); I is the order number of the response option; Xi is the number of respondents(those who responded to option i); Y is the salinity coefficient (answer to option I) (Y=1,0; 0,6; 0,2; 0). Thus, the i-index is normalized from 0 to 100% with a maximum resistance factor of 100%. For example, at an enterprise in the production (technological) group, the use of 1t information technology is noted as follows from the index coefisienti:

$$\left(\frac{78}{131} \times 1 + \frac{24}{131} \times 0.6 + \frac{16}{131} \times 0.2 + \frac{13}{131} \times 0 \right) \times 100\% = 72,9$$

The formula presented at the top of the index of factors of the minister of internal affairs of the Samarkand region Service Enterprises innovation activist is presented in Table 3, which is programmed in the IBM personnel calculation exele.

3- table

Assessment of the index of factors hindering the activities of innovation of Samarkand regional service enterprises.

№	Factors	The 2023rd amount	I index %
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1	Economic		
1.1	Lack of own funds	74	50,8
1.2	Lack of financial assistance from the state	150	61,2
1.3	Low payment consumption for new products	69	48,3
1.4	New technique input high value	132	69,0
1.5	High economic risk	72	48,6
1.6	Long-term coverage of the novelty	74	50,2
2	Production (technology)		
2.1	Application of It information technology at the enterprise	131	72,9
2.2	Lack of qualified personnel	93	73,3
2.3	Internet availability and connection with other businesses	141	45,7
2.4	Low rate of information in the sales market Haki	157	64,7
2.5	Provision of electronic equipment at the enterprise	130	71,1
2.6	Low contact with scientific organization and other enterprises	99	64,04
3	Other:		
3.1	Low consumer demand for innovational products	112	58,9
3.2	Lack of regulatory documents and laws supporting innovation activities	169	60,1
3.3	Innovation process term uncertainty	191	55,8
3.4	Underdevelopment of innovation infrastructure	98	48,6
3.5	Underdevelopment of the technology market	145	57,9

Selected service enterprises: restaurant "Amir", super Market "Korzinka" and "President oteli", A R & D from Samarkand region to assess the index of factors

opposing innovation activities at enterprises in Samarkand, Urgut and Pastdargom district made the following conclusions:

- the maximum in resistance indices is "application of 1t information technology in the enterprise" (I=73.3%). This is followed by "lack of qualified personnel" (I=72.9%), and "high value of new technical input" (I=69%).;

Similarly average group Factor Index (2022-2023) account Table 4 is given..

4 - Table

Innovation in 2022-2023 is a factor of disruptive groups.

Group of factors.	2022	2023	I- medium, %.
Economic	44,3	46,5	45,4
Production (technical technology)	61,2	65,4	63,3
other	55,1	56,2	55,7
Group index mean, %	55,5	56,0	54,8

- the minimum value of the resistance index is IORT=45.4% economic, while the maximum production (technical technological) is gruxi IORT= 63.3%. It is necessary to strengthen the attention to the production (technological) group and, to enterprises, the 1T information technology of this group will be used. it is necessary to increase the number of qualified personnel, develop with innovation..

Likewise, a qualitative analysis of the indicators of innovation development was carried out on the results obtained and carried out on economic development factors:

- * Creation of New Sales markets in Uzbekistan;
- * standard buoyancy status;
- technical technological factors: improve working conditions, improve product quality, expand product range;

- from intellectual cultural factors: the increase of qualified personnel was introduced.

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