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**ADMINISTRATION OF THE PRODUCTION AREAS BASED ON  
INNOVATIVE TECHNOLOGY****ISHLAB CHIQRISH HUDUDLARINI INNOVATSION TEXNOLOGIYALAR ASOSIDA  
BOSHQARISH****УПРАВЛЕНИЕ ПРОИЗВОДСТВЕННЫМИ ЗОНАМИ НА ОСНОВЕ  
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**Annotatsiya**

Qadim zamonlardan to hozirgi kungacha odamlar tabiatga, jamiyatga, inson hayoti davomida o‘zaro munosabatda bo‘lgan barcha sohalariga innovatsion g‘oyalarni izlash orqali kirib, o‘z rivojlanish yo‘nalishlarini nazorat qila olgan va innovatsiyalarni qo‘llagan holda erishgan. Ko‘plab muvaffaqiyatlar. Aynan inson zoti zamonaviy sivilizatsiyaga yetib keldi, bu davrda innovatsion g‘oyalar innovatsion g‘oyalar asosida rivojlanish yo‘lida “hukmronlik qiladi”. Hozirda innovatsion g‘oyalarni tadqiq etmasdan, tatbiq etmasdan turib, biron bir davlat, tashkilot yoki korxonaning rivojlanish dinamikasi, erishayotgan yuksak yutuqlari haqida gapirib bo‘lmaydi. Innovatsiyalarni tadqiq etish va o‘rganish, ularni sanoat, ishlab chiqarish, fanning turli sohalariga tatbiq etish hayotiy ehtiyoj va zaruratga aylanib, global xarakterga ega bo‘ldi. Integratsiya jarayonining jadal va ommaviy ravishda kengayishi xalqaro tajribaga asoslangan holda davlatlar o‘rtasida innovatsion g‘oyalarni qo‘llashga majbur qildi. Xususan, ishlab chiqarish va turli tarmoqlarni innovatsion texnologiyalar asosida boshqarish davrning muhim talabiga aylandi. Taqdim etilgan maqola innovatsion texnologiyalarni qo‘llash va boshqarish bilan bog‘liq.

**Abstract**

From ancient times to the present day, people have been able to control their development directions by penetrating nature, society, and all spheres of life with which a person interacts throughout his life by searching for innovative ideas, and by applying innovations, people have achieved many successes. It is the human race that has reached the modern civilization, a period in which innovative ideas “rule” by striving for development along the lines based on innovative ideas. Currently, it is impossible to talk about the development dynamics and high achievements of any state, organization or enterprise without the research and application of innovative ideas. Investigating and studying innovations and applying them to various fields of industry, production, and science has become a vital need and necessity, and has a global character. The dynamic and massive expansion of the integration process has forced the application of innovative ideas among states with reference to international experience. In particular, the management of production and various industries based on innovative technology has become an important need of the time. The presented article deals with the application and management of innovative technologies.

**Аннотация**

С древнейших времен и до наших дней люди имели возможность управлять направлениями своего развития, проникая в природу, общество и все сферы жизни, с которыми человек взаимодействует на протяжении всей своей жизни, путем поиска инновационных идей, и, применяя инновации, люди добивались много успехов. Именно человеческий род достиг современной цивилизации, периода, когда новаторские идеи «господствуют», стремясь к развитию по направлениям, основанным на новаторских идеях. В настоящее время невозможно говорить о динамике развития и высоких достижениях любого государства, организации или предприятия без исследования и применения инновационных идей. Исследование и изучение инноваций, их применение в различных областях промышленности, производства и науки стало жизненной необходимостью и необходимостью и носит глобальный характер. Динамичное и массовое расширение интеграционного процесса заставило государства применять инновационные идеи с учетом международного опыта. В частности, важной потребностью времени стало управление производством и различными отраслями промышленности на основе инновационных технологий. Представленная статья посвящена применению и управлению инновационными технологиями.

**Ключевые слова:** инновационные технологии, промышленные территории, инновационный менеджмент, инвестиции, интеграция, международный опыт.

**Kalit so‘zlar:** innovatsion texnologiya, sanoat hududlari, innovatsion menejment, sarmoya, integratsiya, xalqaro tajriba.

**Key words:** innovative technology, industrial areas, innovative management, investment, integration, international experience.

## INTRODUCTION

We are witnessing the dynamic development of modern innovative ideas, mental activity of a person aimed at providing his material and spiritual needs in higher and qualitative forms, at a level that meets modern standards. It is impossible to talk about development in accordance with innovative systems without integrating into such dynamic development at the global level, studying innovations theoretically and experimentally, intensively checking their application and achieving certain results. At present, innovative ideas are referred to at the global level, so when an innovative idea applied by one state is effective, it is adopted and applied by other states. This is required by the intensively diversifying global integration process today. Staying out of this process does not bode well for any country. Because the application of innovative ideas is exhibiting an irresistibly dynamic development at a new level by occupying wider territories. It should be noted that modern innovative ideas, being of a global nature, generally try to solve not only a limited area or an enterprise, the state, but general, human problems. Since the issue of the study of innovative technologies and the efficiency of their application to production areas is taken into account in the presented article, the topic in question can be considered relevant from the point of view of modern economic researches.

Research methods. Historical-comparative, conceptual, systematic-functional analysis, statistical methods were used to analyze and present consistent and justified information on the subject discussed in the article.

The main purpose of the article. By presenting a brief historical overview of the creation and development of innovative ideas to the student audience, about their role in the development of economy, science, technology, and healthcare, in all areas of society, as well as the vital necessity of applying innovative technologies and developing innovative ideas in the future is the main purpose in the writing of the presented article.

### Literature analysis and methodology

Without a strong, stable economy based on innovations, it is difficult to talk about the success of a state in domestic and foreign policy or the formation of an influential actor image in the international arena. Sometimes we are interested in asking such a question: "Why is the management of innovative technology (MIT) so important? Different answers can be found to this question in scientific books connected with economy. For example: "Of all the challenges faced by managers today, the management of technological innovation (MTI) is one of the most demanding. Get it right and firms create value and profit, develop sustainable competitiveness, and become vibrant, fun places to work, attracting and retaining the most productive and creative staff. Get it wrong and firms can face serious, and perhaps terminal, problems through losing money, workers, and reputation" [5, p.1]

From this point of view, the development of the national economy by referring to the international experience in the state programs related to the economic development of the countries striving towards progress is always a priority issue. Also, the state of Azerbaijan is on the way to achieving competitive, modern economic development by joining the global integration processes. The development of industries based on modern innovative technology is one of the fundamental issues of the economic policy of the state of Azerbaijan.

The State Program for the development of industry in Azerbaijan for 2015-2020 years was approved by Decree No. 964 signed by the President of the Republic of Azerbaijan Ilham Aliyev in December 2014. In the introductory part of the program, the development of other important areas is emphasized along with the development of the industry in the country and it is noted that "In terms of increasing the competitiveness of the economy and improving the structure, the development of the industry is one of the main priorities of the economic policy conducted in the country. Industrialization is important not only from an economic point of view, but also from a number of social, scientific and cultural aspects such as population employment, income level, urbanization, skilled labor force, research and investigation" [2].

The development of various industries is determined by the achievements of scientific and technical progress, how and at what level they are applied to production, and by increasing economic sustainability and competitiveness by using international experience.

The formation and improvement of innovative ideas have been centuries-long processes. Human thinking has tried to cognitively understand them and grasp their essence by creating awareness or difference between the phenomena on the background of mental processes. Human's

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mental activity, which has developed over time and centuries, has analyzed the events by getting to the heart of them and has achieved development accompanied by contradictions. Man has achieved many achievements by fighting with nature and the society in which he lives, and innovative activity is the essence of them. That is, man has changed the world with new, innovative ideas and their rational management. "The management of technological innovation is both an art, as well as a science; the process involves the know-how and technological core skills to deliver the functionality on the one hand, and (with an ear on the ground) the ability to identify changes in technologies to come up with new innovations on the other. This requires, as a result, frameworks, system tools, and methodologies to improve the yield in innovations" [ 8, p.1].

Each updated period means a more advanced and developed society compared to the previous one. Undoubtedly, this is the process of civilization that occurs as a result of human thinking. Although each period is formed on the basis of the previous period, development means a progressive step forward. Because there is no end of human innovative imagination.

The research, study and application of innovative ideas have long been topics of discussion and debate. Many economists did not accept that development would be possible without new methods, inventions and discoveries. The fact that it is possible to achieve all kinds of development through the application of newer, modern and more progressive ideas has already been confirmed during the industrial revolutions. Thus, any innovative idea that replaces manual labor has affected product quality and cost by applying it to industry and processing. In the 30s of the last century, the Austrian economist J. Schumpeter went down in history as the creator of the theory of innovations by explaining at the scientific level that innovative ideas are the basis of the concept of economic development. The scientist showed that it is impossible to achieve any economic development without new technologies and management systems.

The essence of innovations has been analyzed by scientists in different sources. Although the analyzes and considerations are of different styles, they essentially express the same content. Thus, the application and management of innovative ideas is a type of activity aimed at obtaining effective results in the scientific-technical, social, and economic fields by changing management methods and creating new technology-based production areas. "Innovation means the result of scientific research or discovery applied to production and means an object that is qualitatively better than its predecessor" [ 6, p.9].

The end of the 20th century is remembered for the rapid development of innovative ideas. The creation of huge social networks and technoparks such as the Internet, Facebook, e-Government is a clear example of this. Currently, it is impossible to imagine the management of any industry without modern technologies. "Technological changes have always affected people in different ways depending on their level of development. Just as the development of hunting tools in the Stone Age was a technological change, nanotechnology is also an innovation in our time, and both influenced the lives of people of the time" [ 7, p.1].

Throughout the ages, people have tried to improve their standard of living, the environment they live in, and have always updated their lifestyle to meet their needs. If in the early stages of the formation of human society, this development took place in a spontaneous, primitive form, as the creative, scientific-theoretical thinking of a person who changed the social environment developed, new discoveries and inventions were made, the innovative activity of people acquired the power to change not only their environment, but even the whole world. For example, the invention of paper, writing materials, printing press, steam engine, steam ships, trains, telephone, television, etc. is valued as innovative revolutions in the history of civilizations. In our modern world, people's inexhaustible innovative ideas are creating miracles. "In the conditions of the intensive nature of the globalization process in the world, the expansion of innovation activities in all areas of the economy to a qualitatively new level, the rapid spread of innovations, and their application in production areas are becoming unprecedentedly dynamic" [ 3, p.3].

As mentioned, the leading countries with high economic sustainability and benefiting from the achievements of scientific and technical development in a deliberate manner in almost all areas of industry and production achieve this through the continuous renewal and application of innovative technology. For example, the economic development potential of China, Japan, America, Germany and other developed European countries is built on this basis.

Industrial and production areas based on innovative technology are being established in Azerbaijan. In the concepts of economic development put forward by the state, the issue of creation and development of fields based on innovative technologies is in the foreground. There are important issues, such as the construction of industrial areas, production and non-production, agrarian areas, information technologies on the innovative basis according to modern world standards, involvement of human capital that will manage it. The following priority issues are taken into account in the economic development concept of the Azerbaijan Republic: 1) establishment and management of the economy based on updated technology; 2) use of scientific and scientific-technical achievements aimed at the economic development of the country; 3) construction and management of innovative infrastructure for the development of innovation-oriented economy; 4) the improvement of innovative management of regions, cities and villages, service areas, etc. These are the main provisions of the concept of innovative development in our Republic.

The development of competitive production areas at the global level requires new methods of developing and managing more modern and high-quality technology. From this point of view, the establishment of the country's economic development on the basis of modern-innovative technology requires the establishment of its theoretical-practical concept. "Traditionally, the country's economy combines three important sectors: 1) industrial economy; 2) agriculture and 3) service sector. These three components are interdependent and the development of one regulates the other. Their continuous and sustainable development requires the development and application of new economic theories" [1,p.10-11].

Production areas built on the basis of innovative ideas are an important area that requires high personnel potential, creative thinking, and human capital capable of professionally managing modern production methods. The management of such production areas has important goals, such as complex cooperation, serious approach to work, obtaining high profits at the lowest cost, and achieving improvement of the quality and consumption capacity of the manufactured goods. "Technology is one of the biggest driving factors of innovation – whether it's the steam engine that fueled the industrial revolution or microprocessors fueling the current Generative AI boom. However, innovation is not limited to one area; it is a multifaceted approach that spans various aspects of a business. Among these, technology innovation stands out as a critical component that can significantly impact a company's competitive edge and operational efficiency" [4, p.1].

In a broad sense, innovation is a concept that covers all production processes, all areas in which a person is active. Production innovation, organizational innovation, marketing innovation and most importantly technological innovation occupy an important place in these fields of activity. The mentioned innovative elements can be evaluated as the constituent components of the realization of innovative ideas. Let's explain their essence separately:

1. Product Innovation: This refers to developing better quality products or further improving the quality of existing products. Because a newer and better product directly affects the increase in market share and revenue by increasing the consumer's ability to consume.

2. Organizational Innovation: This type of innovation includes issues such as pre-organization of the work process, establishment of external relations, organization of management structures, identification of more efficient and experienced business partners.

3. Marketing Innovation: It involves activities related to the presentation of newly produced goods on the market. Applying new marketing concepts to attract customers to the product is an important factor in this case.

4. Process Innovation: This type of innovation requires a high level of organization of production and product delivery processes. Creating such a production environment can increase the quality and efficiency of the product, reduce production costs, and the organization of services at a high level can lead to an increase in the number of consumers. This, in turn, means getting high income with little effort.

5. Technology Innovation: This type of innovation is the main base and center for the development of other types of innovation. Because the constant development and improvement of technology is the most important factor that allows to lower the cost of the product, reduce consumption and produce a higher quality product. In this regard, the development of innovative technological methods opens wide opportunities for increasing the productivity and competitiveness of production areas. Technological innovations regulate the increase in the income of production areas and the expansion of business activities.

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The main components of the innovative management of production areas mentioned above can be achieved with continuous, thoughtful and systematic management. International experience shows that the presence of high-level, professional personnel is the most important factor in the management of production areas. Because the human factor and its innovative ideas play an important role in all fields that require creativity. Correct and effective management of business areas based on technological innovations brings many benefits and advantages to those production areas. Effective use of innovative technologies in the processing industry, in the field of business can save such advantages:

**Competitiveness or competitive advantage:** To achieve high quality product using improved advanced technology, to maintain leadership by having a competitive processing industry, and to go further than competitors by gaining an advantage in service areas.

**Effective operational advantage:** Achieving reduction of production costs by increasing the product quality indicator due to the management of production processes with advanced technological equipment and the most modern automated methods.

**Ensuring an advantage in the market:** Improving the market position to sell better quality and efficient goods produced by innovative methods at affordable prices. In return, achieving high income with low consumption in the business area.

### **CONCLUSION AND JUDGMENT**

In the presented article, the issue of learning and applying innovative ideas, which has been the subject of discussion and debate for perhaps more than a century, is taken into consideration. Expert researches, general life experience and international experience prove that it is impossible to talk about the development of the industrial and non-industrial sectors without innovative, advanced, more progressive ideas than the old ones and their application. Our modern world is an era of rapidly and irresistibly dynamically developing innovations. Joining such an integration and benefiting from it is urgent for every state, organization, and production area that strives for development.

### **SUMMARY**

Based on the mentioned considerations, it can be emphasized once again that it is impossible to achieve high-level achievements without innovative ideas and their correct strategic management in the era of modern, dynamically developing technological progress. For this, it is necessary to constantly search for innovative ideas, study them and fully benefit from the culture of technological development.

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