



LEVEL OF COMPETITIVENESS OF BUILDING PRODUCTS TO INCREASE INNOVATIVE SUCCESS

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Аннотация

В научной статье описаны научно-теоретические основы повышения эффективности оценки конкурентоспособности продукции на основе инновационных мероприятий на предприятии строительной продукции.

В целях повышения конкурентоспособности строительной продукции, в первую очередь, выявляются факторы, влияющие на нее, оценивается степень влияния этих факторов, а также вносятся предложения и рекомендации, как повысить конкурентоспособность продукции за счет успеха продуктовых инноваций в строительные рынки.

Ключевые слова: Инновация, инновационное мероприятие, инновационная идея, инновационный проект, строительная отрасль, маркетинговые исследования, конкурентоспособность, качество продукции.

Annotation

The scientific article describes the scientific and theoretical foundations for improving the efficiency of assessing the competitiveness of products based on innovative measures at the enterprise of construction products. In order to increase the competitiveness of construction products, first of all, the factors influencing it are identified, the degree of influence of these factors is assessed, and suggestions and recommendations are made on how to increase the competitiveness of products due to the success of product innovations in the construction markets.

Key words: Innovation, innovative event, innovative idea, innovative project, construction industry, marketing research, competitiveness, product quality.



Construction products are building materials, structures, parts and products that are the main component of the construction of the entire building and structure. Depending on the purpose, conditions of construction, operation of buildings and structures, the characteristics of the market for construction products, appropriate building materials, structures and products are selected that have certain parameters: technical, functional, operational, cost, the totality of which determines the indicator of competitiveness of construction products.

As market relations develop, ensuring the necessary level of competitiveness of construction products and services becomes a strategic direction for any construction company. The competitiveness of construction products represents, on the one hand, the ability of construction products to meet the requirements of a particular consumer in the conditions of the construction market and a period of time in terms of quality indicators and consumer costs for the acquisition and operation of this construction product, and on the other hand, a general concept that includes all the variety of strategic and tactical marketing techniques and management aimed at improving, improving the parameters of construction products. This is the style and logic of the work of a construction company in market conditions, the basis of which is the constant introduction of innovative solutions, in particular product innovations.

Within the framework of this statue, the definition of management of increasing the competitiveness of construction products on the basis of innovative measures (Fig. 1) is considered as the correspondence of its technical, functional, operational, cost features of construction products to fundamentally new, progressive analogues - product innovations (successful scientific and technical innovations - technologically new or improved types of building structures, products, materials) that bring real benefits to the construction organizations that have implemented them from increasing the competitiveness of products.

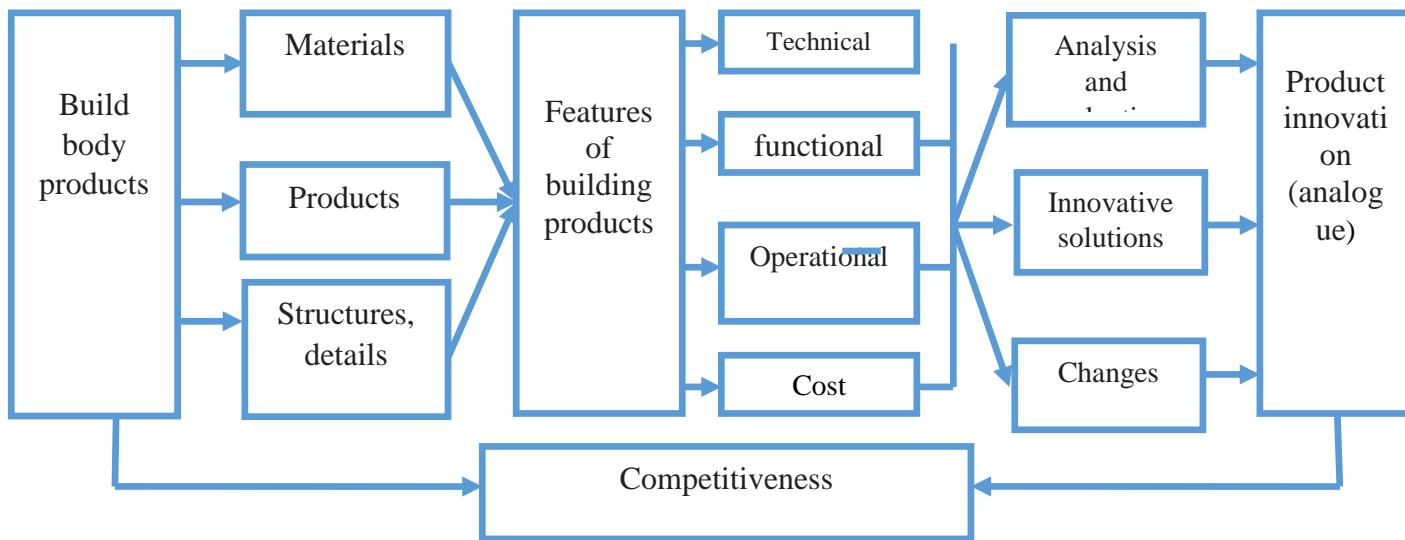


Figure 1. Schematic definition of management to improve the competitiveness of construction products based on innovative activities.



In the process of scientific research, it was possible to identify the following patterns of managing the increase in the competitiveness of construction products based on innovative measures:

- There is a difference between the price of construction products and quality indicators (parameters) ;
- That high prices set by enterprises for construction products do not mean (do not determine) the quality of construction products;
- Passivity (to a lesser extent) of consumers (customers) purchasing products manufactured by the enterprise;
- That there are differences between prices from the point of view of producers and consumers (users);

Table 1 shows the construction products produced in the Samarkand region, which is the object of scientific research.

Table 1. In 2020, the regional share of construction products produced in Samarkand region in percent (%)

t/r	Districts of Samarkand region	Name of construction products produced at enterprises					
		Enamel	varnish	water emulsion	Gypsum	Micro-calcite	Dry mixes
1	Bulungur district	0,8	0,5	1,1	1,6	1,7	1,0
2	Jomboy district	1,2	1,3	1,9	2,3	1,9	1,1
3	Ishtikhon district	0,4	0,03	0,4	0,9	1,3	0,4
4	Kattakurgan district	0,03	-	0,1	0,7	0,5	0,6
5	Kattakurgan city	0,07	0,2	0,3	0,9	1,6	0,3
6	Kushrabad district	0,2	0,05	0,2	0,5	0,9	0,5
7	Narpay district	-	0,04	0,6	1,1	0,7	0,3
8	Nurobod district	0,3	-	0,5	0,8	0,3	0,5
9	Payarik district	0,6	0,2	0,7	1,6	1,6	0,5
10	Akdarya district	0,4	0,3	0,3	1,5	0,8	0,9
11	Pasdargomsky district	0,2	-	0,4	1,3	1,2	0,6
12	Pakhtachinsky district	-	0,08	0,5	0,7	1,3	0,5
13	Samarkand city	0,8	0,4	1,5	2,1	2,9	1,2
14	Samarkand district	0,2	0,1	0,5	1,8	2,4	0,7
15	Taylak district	-	-	0,3	1,4	1,3	0,4
16	Urgutsky district	0,3	0,2	0,4	1,5	1,5	0,6
TOTAL		5,5	3,4	9,7	20,7	21,9	10,1

As can be seen from Table 1, in 2020, 5.5% of the construction products produced in the Samarkand region are the construction products "Emal", the largest share of which falls on the share of the Jambay region in the development of the construction products "Emal".

In the region, it is necessary to assess how innovative activities are carried out in a construction company. At the first stage of the assessment, expert (assessment) groups will be formed. Since the evaluation process includes information about the activities of all departments of the enterprise, it is necessary to include in the evaluation team all senior and middle managers involved in the



implementation of innovative projects, as well as specialists directly involved in the process. In addition, a positive assessment will require information about the situation in the construction market and the fact that product innovations were previously introduced.

In the second stage, four key indicators of success were analyzed - innovation.

As part of this methodology, we identified 12 indicators that will influence the success of construction products in the future (table 2).

Table 2 System of success factors for product innovations

t/r	Strong influencing factors
1	Compliance of the goods with the needs of consumers
2	Level of competition
3	Construction growth rates in the region
4	The attitude of the leader to the innovation process
5	Company age
6	Organizational structure of innovation implementation
7	Compliance of innovations with the financial capabilities of construction industry enterprises
8	Compliance of goods with the authority of the enterprise
9	Employees have the necessary production experience (experience)
10	Technical excellence of an innovative product
11	The price of a new product (brand)
12	Alignment with the goals of the organization

The study came to the following conclusions:

1. The process of organizing the production of quality products in accordance with market demand with the rational use of production capacities was considered as a key direction in the management of construction enterprises and an urgent problem to be studied.
2. Based on the study and analysis of scientific literature on innovation management, management and marketing, we propose the following definition of the concept of "innovative events", "competitiveness of products":
 - Innovative activities - involve the creation of demand for the product through market research in order to identify a number of activities related to the movement of innovative processes and the dissemination of innovations.
 - The competitiveness of products is the ability to meet the quality requirements of a particular consumer in the construction market in terms of consumer costs for the purchase and use of construction products. Accordingly, the specifics of this construction product differs from the competitor's products in the degree of adequacy of meeting a particular need and its satisfaction in value terms.
3. The essence and characteristics of the competitiveness of products are theoretically studied on the basis of innovative measures to improve the effective management of enterprises in the construction industry, as a result of which it became possible to improve the management of the competitiveness of construction products.



4. When analyzing the factors affecting the competitiveness of products in improving the management of enterprises in the construction industry, a marketing study was conducted, based on the data provided by the respondents, more than 50 factors affecting products, 12 strong factors affecting products. competitiveness. A specific classification of factors influencing the products manufactured by enterprises in the construction industry has been developed, classification features available in the scientific literature have been systematized and generalized.

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