



AUTOMOBILE ENTERPRISES EVALUATION OF EFFICIENCY OF INNOVATIVE BENCHMARKING SYSTEM

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Abstract

The article describes the factors determining the innovative benchmarking potential of automotive enterprises, the algorithm for developing and evaluating the benchmarking potential of automotive enterprises, the formulas for assessing the innovative benchmarking potential of automotive enterprises.

Keywords: innovation, enterprise, automotive, benchmarking, potential, opportunity, profit, need, result, population.

Introduction

Today's in the day automotive industry bozo - rini research reach within wide scope research results , auto industry enterprises activities development process in enterprises _ work release big part high technology scientific capacity basically organize reach with together , together and internal in the markets wide scope benchmarking activities done increase necessary from being proof gives _ Especially the auto industry in enterprises benchmarking efficiency assessment , their formation processes systematization , in the market ruler to power have of consumers behavior , usefulness _ _ _ level with depends processes research reach through long and short term benchmarking programs to form necessity increased is going

That's it with together automotive industry enterprises benchmarking of activity efficiency increase directions in formation international research of institutions benchmarking research the results to practice current reach through automotive industry enterprises benchmarking to the system efficient effect show , finally as a result automotive industry of enterprises investment potential and ra tolerance increase important important have _

Today's in the day auto industries benchmarking system efficiency increase prices designation through not but _ free competition environment provide why the process is based on This about row reforms done increase our country in the economy current tasks from the line important place take over note reached Uzbekistan Respubli - kasi President Sh . M. _ Mirziyoev on January 24 , 2020



High To the meeting In the petition stopping as follows past was : "... now main attention prices to determine not but _ enterprises between so sad provide competition through , prices to decrease and quality to increase our focus need _ International the experience learn to compete take access possible has been monopoly to the fields private sector for road to open and that's it through competition environment formation must " [1].

Yu is in the snow cases , automotive industry of enterprises investment and innovative potential increase competitiveness _ supply , trade size to increase directed research their research take to go process important important have that to justify service does _

Literature Analysis

Marketing system efficiency increase , his activity directions improvement , industry of enterprises the market activity hand b - in the support circle wide voluminous scientific studies foreign economist from scientists A. _ Bankin , G. _ Beckwith , S. _ N. _ Berdyshev , S. _ Bojuk , M. _ Gorstein , A. _ Karasev , R. _ Fathudinov , G. _ Harding , V. _ Sharkdun by done extended [2].

In our country industry of enterprises the market activity research action , industry of enterprises marketing strategy shaping and to organize on scientific researches economist from scientists Sh . Ergashkhodzhaeva , U. _ Sharifkhozhaev , M. _ Ikramov , L. _ T. _ Abdukhalilova , N. _ M. _ Nabieva , S. _ A. _ Salimov , T. _ A. _ Akramov , G. _ B. _ Muminova [3] and others by done extended . In Yu research of work main purpose industry enterprises of marketing strategy shaping through of enterprises activity efficiency to increase dedicated and marketing _ strategy enterprise competition priority , consumer and competitors direction dependency systematic in order research done _ But industry enterprises , especially the automobile industry enterprises in the activity international competition and national work of output instead of account received in case enterprises marketing strategy improvement process independent research object as not studied .

In our country industry competence effective use process , industry work take out activity from the ball to improve validity look at need demand will do This like situations industry enterprises , especially the automobile industry enterprises market activity to his lips coordination necessary to the surface brings _ Uzbekistan Republic President - of July 18 , 2019 P Q -4397- No. " Uzbekistan Republic car industry fast to develop about addition measure - measures about "



gi decision and his practical performance , car industry fast development and his investment attractiveness _ _ increase provide , advanced international experience based on modern market mechanisms and management methods current reach through automotive industry of enterprises market activity to increase positive effect shows .

Research Methodology

Research done increase in the process comparison analysis , logic and abstract his opinion , monograph tracking and be it methods wide used .

Basic Part

Benchmarking activity market complex research innovation _ _ to create their planning _ competitiveness , price politics , movement , sale organization verb and service service to show acceleration in view holds _ Mos by showing _ passed all directions according to separately methods work get out possible _

Current in the day in many enterprises bench - marking based on innovations to the road is being placed . Offer being carried out of methodology structural to the parts enterprise of activity sure from the conditions come out , additions the introduction and they are expansion too can _ That's it with together , of course one kind of in the enterprise innovative activity of management efficient mechanism to form help giver necessary Methodical basics of the enterprise to himself special features according to z - himself _ manifestation is enough

Today's in the day of innovation stable developed to go of the economy all in the fields him create and to apply demand is doing That 's it in terms of the market competition and uncertainty conditions benchmarking in the activity too from innovation use to success reach opportunity gives _ Including the auto industry development , prospective goals to ruyob in release innovative to the activity based on of benchmarking new appearances create and current reach maybe _ importance occupation is doing New in appearance efficient the commercializer benchmarking tools apply for first of all , the auto industry of enterprises innovative benchmarking activity enough to potential have to be need _ A vtosonaat in the system innovative bench - marking potential research not enough cars commercialization opportunities to determine it is impossible , of course . That's it therefore , the auto industry in development innovative benchmarking potential research to do and ba ho - lash , him formative factors learning and development problems too surface brings _



In the automotive industry innovative benchmarking activities organize At the end of the day , the enterprise innovative to technologies have to be , service show in the process innovative product or services create and innovative methods through move issues consists of software processes done increase ke - rak . His at the core modern automotive industry to the system have enterprises to the population good quality cars work release , industry product safety increase and ecological culture to form directed benchmarking events done in raising innovative benchmarking potential diagnosis task performs _

In general , innovative benchmarking activities innovations create and introduction the way with benefit get and consumers needs satisfy for of the enterprise reach possible has been opportunities , resources efficient to use directed management concept as learning can _ In this case, we can express the potential of innovative benchmarking as a process of testing the activity of innovative benchmarking. Therefore, in order to increase the effectiveness of innovative benchmarking , first of all, an approach is required from the point of view of systematic research of issues of increasing its potential and development. Innovative benchmarking potential is part of the overall potential of the enterprise, including enterprise potential, benchmarking potential, innovative potential, and they serve to complement each other. Therefore, in the systematic research of the potential of innovative benchmarking, it is desirable to clarify the essence of the concepts of "Enterprise potential", "Benchmarking potential" and "Innovative potential" in a wider way.

Enterprise potential when you say , his available is available of resources reasonable used without of the population commodity and to services ehti ë jini high level satisfy all opportunities telling transition can _ Also, the potential of the enterprise is considered a separate object of research in economic research. The competitiveness of the enterprise also depends on the market potential, which is one of its private potentials, and the efficiency of its use . Enterprise potential means the sum of all internal capabilities for effective organization of innovative benchmarking activities, and determines the issues of their full or partial implementation in certain cases.

Automotive industry of enterprises innovative benchmarking potential - transport service _ _ efficient organize to achieve , x izmat show in the process innovative transport technologies apply get and him in scrolling innovative of methods use opportunities expression is enough



Automotive industry enterprises innovative to the activity in the direction determiner and his innovative benchmarking potential shaping possibility giver factors as the following offer is done :

1. Transport services of the market all the subject needs in the composition innovative transport service share got up they are going - gini photo turned the rain
2. Car of the transport company innovations create and them move regarding activity or innovative transport technologies in application outsourcing in services benchmarking management done to increase
3. Innovative benchmarking activity with engaged in enterprise the team attention received without market subjects needs satisfaction of the enterprise a person capital and intrapreneur (namely, news creator employee). organize found of the team innovative activities encouragement .

In our opinion , the car industry of enterprises innovative benchmarking potential material resources , people resources , information and benchmarking tools with connected q of factors common sum as learning can _

Automotive industry enterprises innovative benchmarking to potential price to give with one in line , effect doer many p kind of factors criterion determined , their from within competitiveness increase in order to different level innovative transport services create , transport services move and positioning opportunity confession will be done .

Automotive industry in enterprises innovative benchmarking potential factors research what we are doing , the factors to the effect views five entering factors innovative potential , material resources human potential _ resources potential , information resources potential , benchmarking means potential _ _ innovative benchmarking to the activity obstacle maybe activity effective organization to do help gives _

The main potential of every enterprise is related to resources . From this point of view, management of resource potential at an optimal level, along with the organization of innovative activities, provides benchmarking and is a means of increasing its level of competitiveness. In his research, N.V. Shalanov also states that the development of innovative benchmarking potential is carried out by effective use of resources and its optimal management, as well as by determining all indicators of economic entities based on innovative activity.

The potential of such innovative benchmarking can be used to determine the impact of interrelated indicators , firstly , to what level the potential of innovative



benchmarking can reach the maximum, to combine resources, to be able to provide benchmarking services in the management of innovative activities at different levels, to form corporate cases in activities, and to make quick decisions. In researching and evaluating the potential of innovative benchmarking, it should have a certain developmental concept. Therefore, an overview of the concept of developing and evaluating the benchmarking potential of automobile industry enterprises was developed.

The concept of developing the potential of innovative benchmarking includes several processes, which are carried out in the following stages:

- identifying ways to develop the innovative benchmarking capabilities and material resources of automobile industry enterprises;
- justification of the tasks envisaged in the directions of such development;
- selection of innovative benchmarking technologies to ensure development processes;
- development of sufficient strategy mechanisms for choosing the direction of innovative benchmarking activity;
- determine the effectiveness of the process of developing the innovation benchmarking potential.

The concept of innovative benchmarking potential development in auto industry enterprises is carried out as follows:

compare internal and external factors ;

2) effective use of innovative benchmarking resources.

explore and evaluate the potential of innovative benchmarking in the automotive industry is to have a clear methodology for evaluation based on the nature of influencing factors and selected indicators.

evaluating the potential of innovative benchmarking , we propose a methodology for evaluating the potential of innovative benchmarking in the automotive industry system with the potential of material resources, the potential of human resources, the potential of information resources, and the potential of benchmarking tools.

The innovative benchmarking potential of automotive enterprises is estimated by the following formula :

$$P = f_1 (P_1, P_2, P_3, P_4, P_5) \quad (1)$$

Bu erda:

P 1 – autosanoatkorkhonasining innovation potential;

P 2 – autosanoatkorkhonasining moddiy resourcelar potential;



P 3 – autosanoatkorkhonasining inson resourcelari potential;

P 4 – autosanoatkorkhonasining ahborot resourcelari potential;

P 5 – the potential of benchmarking tools of the automobile industry.

From the point of view of authorship, with the help of this formula, it is possible to evaluate the potential of innovative benchmarking of transport enterprises, as well as express all economic indicators in a positive result, as well as bring out the conformity to achieve synergistic efficiency.

Conclusions and Suggestions

It can be concluded from the above considerations that the research and evaluation of the innovative benchmarking potential of the auto industry enterprise, the development of innovative activities in the provision of transport services, and the achievement of a competitive advantage in the market of general transport services are not only the management of transport processes, but also the effective organization of the management of the innovative potential. requires action.

In this :

- the market economy demands account received in case motor vehicle services showing innovative transportation technologies applied in case operational and supply expenses abbreviated in case in the market higher increase _

- auto industry enterprise activities to expand provide will receive level income innovative the potential of management consequential efficiency is considered Of this as a result automotive industry of enterprises innovative benchmarking potential development with connected q innovation __ management decisions the following two in the direction acceptance to be done can :

1. Transportation of enterprises innovative benchmarking potential him development, service show in the process innovative products create as well as innovative methods apply and service show grades coordination at the expense of of the enterprise innovative potential increase with done is increased .

2. Innovative benchmarking potential research to do development process continuously take going if necessary _ he significant result give if not , the enterprise strategy again seeing will be released .



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