

METHODS OF MANAGING THE INNOVATION POTENTIAL OF THE REGION TAKING INTO ACCOUNT THE KEY ROLE OF HUMAN CAPITAL IN THE TRANSFORMATION OF RESOURCES INTO INNOVATION

Hamdamov Sh.I.¹

¹*Hamdamov Shahzod Ilxom oqli – the researcher of the Faculty of Economics, the Tashkent State Agrarian University
Tashkent, Uzbekistan*

Abstract: *the purpose of this article is to develop and substantiate theoretical and methodological provisions that define new requirements for methods of managing the innovative potential of the region, taking into account the key role of human capital in the transformation of resources into innovation.*

Keywords: *economy of the region, human capital, innovation, transformation.*

МЕТОДЫ УПРАВЛЕНИЯ ИННОВАЦИОННЫМ ПОТЕНЦИАЛОМ РЕГИОНА С УЧЕТОМ КЛЮЧЕВОЙ РОЛИ ЧЕЛОВЕЧЕСКОГО КАПИТАЛА ПРИ ТРАНСФОРМАЦИИ РЕСУРСОВ В ИННОВАЦИИ

Хамдамов Ш.И.¹

¹*Хамдамов Шахзод Ильхом оглы - научный сотрудник экономического факультета Ташкентского государственного аграрного университета
г. Ташкент, Узбекистан*

Аннотация: *в статье состоит в разработке и обосновании теоретических и методических положений, определяющих новые требования к методам управления инновационным потенциалом региона с учетом ключевой роли человеческого капитала при трансформации ресурсов в инновации.*

Ключевые слова: *экономика региона, человеческого капитала, инновация, трансформация.*

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In the conditions of post-industrial development and globalization of the economy, the innovative development of the region presupposes the presence of a

certain set of starting conditions that determine the amount of available resources and the ways of their transformation into new products and technologies [1].

The totality of factors and conditions that characterize the region's ability for innovative development make up its innovative potential.

It should be noted that more and more attention is paid to the role of human capital in managing the innovation potential of the region [2].

Human capital is not considered as a key component of the complex process of transforming the region's resource provision into new products and technologies. In this regard, it is necessary to develop, first of all, a conceptual approach to the formation of a new structural model of the region's innovation potential, which is an effective mechanism for transforming the region's resource provision into the final innovative product and technology, taking into account the adequate role of human capital [3].

Moreover, it is advisable to propose a methodology for assessing and analyzing the level of development of the region's innovative potential, taking into account the key role and factor of the ability of human capital to transform resources into innovation. In this regard, the methodology should include an assessment of the level of development of five resource components - information, industrial, educational, intellectual and scientific potentials [4].

When forming a system of criteria for classifying industrial enterprises as an innovative type, it is necessary to take into account, on the one hand, the degree of technical and technological readiness of the enterprise for the implementation of innovative projects, on the other hand, the corresponding level of readiness of the enterprise personnel to transform resources into innovation [5].

It is also necessary to develop a new model of the innovation cluster of the region, which will increase its innovative potential and generate demand for intellectual workers [6].

It is assumed that, in contrast to the existing approaches, the author's model of the cluster should include four cores: scientific and educational, innovative, industrial, and transport and logistics. The research and educational center, created within the

cluster, will not only attract young specialists to participate in the cluster, but also purposefully train personnel for the innovation cluster, which will be an undoubted competitive advantage of the region [7].

The degree of scientific elaboration of the problem. This study is based on the methodological and theoretical developments of the theory of innovation, which was developed in the works of domestic and foreign scientists: Umarov, S. R., Durmanov, A. S., Kilicheva, F.B., Murodov S.M., Sattorov O.B, G.G. Azgaldova, S.D. Besheleva, G.S. Gamidova, O. G. Golichenko, P. Drucker, S.A. Izmalkova, C.B. Ildemenova, A.B. Kostina, I.A. Korshunov, J. Cook, P. Myers, V.G. Medynsky, A.B. Nesterova, A.N. Nekhamkina, S.A. Nikitina, A.I. Prigogine, B. Santo, V.G. Sadkov, B. Twiss, A.B. Tychinsky, D.Yu. Chomutsky, I. Schumpeter and other researchers.

The works of domestic and foreign scientists are devoted to the problems of managing innovative processes and the formation and use of innovative potential: Kalinin, N., Drobyazko, S., Yanishevskaya, K., Shapovalova, I., Almuradova D., Khakimov G., Usmonova S., Valdaitsev CB, Vorobyov V.P., Gokhberg L.M., Gromek V.I., Glushak N.V., Zavlina P.N., Kazantseva A.K., Krayukhina G.A., Lapina N.I., Mindeli L.E., Mintairova M.S., Porshneva A.G., Zhitsa G.I., Puzyni K.F., Rumyantseva AA , Sadchikova HA, Santo B., Preobrazhensky B.G., S.N. Plaksia, Prudkovsky B.A., Selezneva N.A., Yakovets Yu.V., Roswell R. and many others.

The theoretical and methodological basis of the study was the work of domestic and foreign scientists on the problems of human capital management, such as: Ubaydillayev A.N., Kholmuratova G.M., Umarov S.R., Muradov R.A., Durmanov A.S., Bayjanov, S., Khodjimukhamedova, S., Nurimbetov, T., Eshev, A., Shanasirova, N., Aliev Y.E., Kasimov, S.S., Ruzieva, D.I., Nigmatullaeva G.N., Abdurakhmanov P.M., V. Avtonomov, M. Armstrong, I.V. Bushmarin, T.A. Baranenkova, A.A. Bovin, H.A. Volgin, B.M. Genkin, M.V. Grachev, A.I. Grishchenkov, V.A. Dresvyannikov, A.P. Egorshin, P.V. Zhuravlev, M.G. Kolosnitsina, T.L. Lukyanchikova, A.A. Nikitin, Yu.G. Odegov, I.V. Skoblyakova, V.T. Smirnov, Shatiko A.E. and a number of others.

At the same time, it should be noted that the currently existing methods of managing the innovative potential of the region do not allow to fully take into account

the role and place of human capital in the implementation of the complex process of transforming the resource supply of the region into the final innovative product and technology [8].

The information potential of the region influences the planning and development of innovative products and technologies. It is determined by the availability of computer hardware and software. Educational and intellectual block - the module includes educational and intellectual potential [9].

All indicators used in the calculation are compared with the indicators of the region - the standard [10].

The analysis showed that the region does not take into account such a promising industry as pharmaceuticals. Kashkadarya region is rich in forest, which, after appropriate processing of trees, will make it possible to produce pharmaceuticals.

In addition, the cluster should include enterprises that will meet the criteria for classifying them as innovative or that are at a pre-innovative stage of development.

The cluster's competitive advantages also include the fact that the Kashkadarya region has a border position.

There is an extensive network of railways and an international airport. They constitute the transport and logistics core of the cluster. The innovative potential of the Kashkadarya region will also increase for the reason that the leading universities of the Kashkadarya region and enterprises will function as a whole [11].

The article shows that young high tech startups must constantly be in an innovative environment. The most effective way to achieve this goal is the joint work of leading universities, business incubators, large and medium-sized enterprises. In the course of the research, a model of interaction between universities and enterprises was developed to form an innovative environment [12].

The Research and Education Center is a separate structural unit with its own staff. The scientific and educational center will allow not only to attract young specialists to participate in the cluster, but also to purposefully train personnel for the cluster, which will be an undoubted competitive advantage of the Kashkadarya region.

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