

The Mechanism of Integration of Cluster Members into the Innovative Environment for the Implementation of Innovative Projects

Gulasal Mamajonova¹

Abstract: In order to develop an innovative environment, one or another method of integration - an environment for creating or stimulating innovations, it is necessary to pay special attention to the management of innovative processes in clusters, taking into account the specific characteristics and established forms of cooperation relations in Uzbekistan. The current scientific article focuses primarily on the development of the cluster as a production system.

Kalit soʻzlar: intellectual property, innovation, clusters, strategy, management.

Introduction. In recent years, socio-economic changes in our country have led to the emergence of regional industrial complexes that differ in industrial potential and are able to provide the population with different levels of well-being. The main factor hindering the development of the industrial potential of regional economic systems is the imperfection of currently implemented socio-economic reforms, especially in areas such as investment and structural-institutional regional policy.

In this regard, there is a need to develop methods and methods of effective implementation of strategic planning and investment activities by the participants of regional-industrial complexes that achieve the strategic goals of managing the regional economy. Creating a cluster activity model creates a framework and opens opportunities for improving approaches to integration, including the use of economic integration tools. However, creating actors in a cluster is not enough. In order to fully include each participant in the integration processes and ultimately ensure the successful implementation of innovative projects, an integration mechanism that reveals the order and methods of interaction between cluster participants at all stages of the implementation of innovative projects is necessary.

In the proposed model of the activity of the modern cluster and its participants, the solution of these issues should be assigned to the block of interdependence between the cluster development fund and the cluster management company.

Here, the most important research tasks are the study and development of cooperation methods for the development of an innovative environment using regulatory, legal and economic mechanisms.

M. A. Nikolaev, V. M. Andreev emphasize the innovativeness of the cluster in their articles "The role of clusters in the innovative development strategy of the region". The cluster gives the region an innovative point of growth, because the focus is not on internal competition, but on creating new products for the foreign market, and at the same time acquiring new knowledge and equipment, which is difficult to achieve with local individual work [51]. If we talk about the factors that contribute to innovative activity, we should note the following:

- requirements for the integration of science, education and production, which allows educational organizations to achieve official goals and create conditions for real integration;
- transfer of research and engineering from enterprises to specialized cluster companies. Results - increase the efficiency of innovative design and reduce costs for innovation;
- common use - the right to use the equipment available to partners in the cluster;
- information flows that stimulate creativity.

Another important factor is the time that enterprises can introduce innovations and increase the volume of production, which is currently the main parameter of competitiveness. And it is emphasized that all the advantages of the cluster will work for this time. In a cluster, all processes can be carried out faster than if enterprises do them independently. Therefore, the rapid introduction of new products to the market significantly increases competitiveness. This is important both for the region and for other members of the cluster.

Cluster activity is based on mutual cooperation of enterprises, companies and other structural participants to develop and stimulate their activities by introducing innovations. Creation of innovative products, as a rule, is carried out by creating projects. Accordingly, the development of the innovative environment of the cluster and the activation of integration processes through the adoption of new products, and the creation and implementation of projects in it are carried out. Thus, the relationship between the cluster management company and the development fund is responsible for the implementation

¹ lecturer of Economics and Service, Fergana State University

of innovative projects within the cluster system, bringing innovations to the market for consumers. The mechanism of interdependence of the two divisions hides a number of operations, the high-quality implementation of which allows the cluster to sell the produced products and services and receive economic benefits.

The mechanism of integration of cluster members is based on the creation of an innovative environment and ensuring financial interest from the successful implementation of the maximum number of innovative projects [3].

The main feature of the proposed mechanism is the methods of attracting enterprises, investors and innovative infrastructure organizations to the implementation of projects through their participation in equity capital created by venture capital organizations. Also, joint-stock enterprise organizations can participate as authors of scientific-research organizations and cluster development fund innovations. The developed mechanism allows to implement not only innovative ideas created in the priority areas of economy and technology, but also secondary ideas whose implementation is of interest to the cluster and the consumer [2]. Cluster, investors and innovative infrastructure organizations can be shareholders and owners of the cluster development fund.

As it was determined during the study, the implementation of an innovative project for shareholders and owners of the enterprise allows not only to increase their private economic results, but also to ensure the implementation of another innovative project by other participants. At the same time, cash flows from the project are distributed in the cluster according to the scheme shown in the figure. In addition, several such schemes can be built, and in the case under consideration there are two of them:

- income received by the newly established organization;
- income received by participants in the cluster during the implementation of the innovative project.

The most difficult situation is that during the implementation of an innovative project, it is necessary to attract both the managing company and investors for financial, information or production, technical and organizational support.

Initially, the cash flow from the successful sale of innovative products and services forms the income base of the newly formed organization. This affects the value of its joint stock company and affects the potential return of shareholders [2]. The premium paid to the author of the innovative idea should be deducted from the received income. Taking this into account, the payment technology can be expressed as follows:

- direct billing to an individual or legal entity under the contract;
- settlement through a scientific research institute, an intermediary;
- transfer funds through the fund under a tripartite agreement.

The "Cluster Development Fund" that has provided services also claims to be rewarded. Expertise of an innovative idea, development of an innovative project and expertise of relevant technical solutions are paid.

The use of unique equipment must also be paid for, as a rule, such equipment is collected in research institutes or collective access centers. Accordingly, calculations can be made according to certain schemes.

The variability of the calculation mechanism is also included in the method of payment for the use of intellectual property objects, which can be one-time payments. The forms and methods of calculations are different, and they should be regulated by the practice adopted in the cluster, implemented through model contracts.

The dividend policy, implemented in the decisions of the general meeting of shareholders of the new organization implementing the innovative project of the cluster, allows to receive additional income from the project for all involved companies of the cluster, the fund, the managing company [2]. This does not exclude the sale or resale of shares.

Differences and advantages of mechanism operation as features and possibilities for each of the existing or new clusters can be defined as the following set of rules:

- 1) "complexity" - creators of intellectual products, investors, companies with the authority to stimulate innovation are connected by a single economic mechanism;
- 2) "speed" - the mediation of the cluster development fund creates a single window for the entry of the authors of innovations and provides all services for the examination and packaging of ideas for projects. Communication with cluster organizations allows to perform work at a high professional level;
- 3) "interests" - capital contribution mechanisms create the participation of both the cluster management company and the fund.

The proposed mechanism uses not only opportunities for cooperation between cluster members on the use of material resources, but also opportunities for joint economic, organizational and intellectual activities taking into account mutual interests. And most importantly, it forms an innovative environment, in which the entire environment of the cluster is involved in the innovation process, and the cluster fulfills its assigned function and acts as a real catalyst of innovative processes.

Thus, on the basis of the results of the analysis of the cluster activity, identifying the real characteristics, a model of interaction between the participants was developed, which differs from the existing ones by the presence of structures that ensure the implementation of innovative projects.

Economic involvement of all participants of the cluster and the existence of structures that determine the use of intellectual property, taking into account the current level of development of the IP market in Uzbekistan. Having determined the characteristics of the formation of innovative products and services, it is appropriate to consider in detail the method of implementation of innovative projects in the cluster, which allows us to evaluate the effectiveness of the proposed recommendations from the point of view of development.

Conclusion. The level of actual participation of intellectual property objects in the processes of development of the innovative environment of clusters is insufficient, therefore there are reserves for increasing efficiency in the management of such processes. At the same time, the activities of the considered clusters are aimed at developing the innovative component in technological processes and increasing the potential of enterprises. The compatibility of the goals of the participants should be considered as a sufficient basis for the possibility of implementing mechanisms aimed at combining their efforts to increase innovative activity.

References

1. Iqtisodiyot tarmoqlari va sohalariga innovatsiyalarni joriy etish mexanizmlarni takomillahstirish bo'yicha qo'shimcha chora-tadbirlar to'g'risida O'zbekiston Respublikasi Prezidentining qarori, // Xalq so'zi, 2018-yil 8-may, 92son.
2. Смирнов, И. В. Формирование модели функционирования инновационного кластера / И. В. Смирнов // Инновации и инвестиции. – 2017. № 10. – С. 26–30.
3. Смирнов, И. В. Формирование экономической заинтересованности участников кластера в реализации инновационных проектов / И. В. Смирнов // Потенциал роста современной экономики: возможности, риски, стратегии: материалы V международной научно-практической конференции – М.: изд-во «МУ им. С.Ю. Витте», 2018. – С. 436–440.
4. Тешабаева, О. Н., & Назарова, Л. Т. (2020). Классификация развития факторов инновационного потенциала предприятия в Узбекистане. In минтақа иқтисодийтини инвестициялашнинг молиявий-хуқуқий ва инновацион жихатлари (pp. 471-474).
5. Teshabaeva, O., & Yulchiev, A. (2022). Innovative marketing strategy aimed at maximizing the development of the tourist industry in Uzbekistan. *Asia Pacific Journal of Marketing & Management Review* ISSN: 2319-2836 Impact Factor: 7.603, 11(05), 1-6.
6. Тешабаева, О. Н. (2021). Mamlakatni modernizatsiya qilish sharoitida mashinasozlik korxonalarini investitsion jozibadorligini oshirish. *Uzacademia ilmiy jurnali*, 75-79.
7. Тешабаева, О. Н., Мухаммадов, И. Б. О., & Джамолидинов, Д. Р. (2020). O'zbekiston respublikasida qishloq xo'jaligi kompleksi iqtisodiyotni rivojlanishida investitsiyalarning o'rni. In минтақа иқтисодийтини инвестициялашнинг молиявий-хуқуқий ва инновацион жихатлари (pp. 600-603).
8. Тешабаева, О. Н. (2017). Корхоналарнинг инвестицион лойиҳалар ва инновацион ғоялардан фойдаланиш тизимини такомиллаштириш йўналишлари. In *Education In The Process Of Globalization: Problem and Tasks* International scientific conference (pp. 41-44).
9. Юлчиев, А., Эрматов, Р., & Мохинур, Ж. (2022). Мамлакатимизда кичик бизнес ва тадбиркорликни ривожлантириш ва аҳоли бандлигини таъминлаш. *research and education*, 1(2), 104-111.
10. Tolipov, A., & Teshabaeva, O. (2021). Innovative entrepreneurship is a factor in the development of the economy of modern production in Uzbekistan. *Студенческий*, (2-4), 96-99.
11. Шахло Эгамбердиевна Нематова (2021). Ўзбекистонда энгил саноат тармоқларининг ривожланиши. *Scientific progress*, 2 (2), 607-615.
12. Khazratkulov, S. S. (2021). Ways of purchasing management development in supply logistics (on the example of JV LLC "RICE"). *Cognitio rerum*, (7), 22-25.
13. Goziev, M. (2022). Improving innovation and investment capacity management mechanisms in the construction industry. *international journal of social science & interdisciplinary research* ISSN: 2277-3630 Impact factor: 7.429, 11(02), 85-89.
14. Юлчиев, А., Эрматов, Р., & Мохинур, Ж. (2022). Мамлакатимизда кичик бизнес ва тадбиркорликни ривожлантириш ва аҳоли бандлигини таъминлаш. *research and education*, 1(2), 104-111.
15. Муйдинов, М. Я. У. (2022). Пути совершенствования и регулирования инвестиционного процесса в Узбекистане. *Scientific progress*, 3(1), 911-916.
16. Teshabaeva, O. N., & Muydinov, M. Y. O. G. L. (2022). O'zbekistonda yoshlar bandligini ta'minlashda investitsiyalarning roli. *Oriental Renaissance: Innovative, educational, natural and social sciences*, 2(5-2), 526-537.

17. Олимова, Н. Х., Тешабаева, О. Н., & Жўраева, Н. Х. Қ. (2022). Ўзбекистонда инновацион жараёнларни такомиллаштириш орқали корхоналар рақобатдошлигини ошириш масалалари. *Scientific progress*, 3(3), 276-282.
18. Тешабаева, О. Н., & Ахунова, О. Э. (2020). Привлечение инвестиций в развитие экономики агропромышленного комплекса республики Узбекистан. In *Развитие регионального АПК и сельских территорий: современные проблемы и перспективы* (pp. 241-243).