

THE ROLE OF INNOVATION MANAGEMENT IN UNIVERSITIES IN INCREASING THE COMPETITIVENESS OF THE NATIONAL ECONOMY

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Innovation management plays a crucial role in universities in increasing the competitiveness of the national economy. Universities are not only centers of education but also hubs of research and innovation. When managed effectively, they can contribute significantly to economic development in several ways:

Research and Development (R&D). Universities are at the forefront of R&D activities. They conduct cutting-edge research in various fields, which can lead to the development of new technologies, products, and services. These innovations can have a direct impact on the competitiveness of the national economy.

Technology Transfer. Universities often engage in technology transfer activities, where they collaborate with businesses and industries to commercialize their research findings. This process helps in the dissemination of new technologies and fosters innovation within companies, ultimately improving their competitiveness.

Skilled Workforce. Universities educate and train a highly skilled workforce. Graduates equipped with the latest knowledge and skills are essential for industries to remain competitive. A well-educated workforce can contribute to productivity and innovation in various sectors.

Entrepreneurship and Startups. Universities can foster entrepreneurship and the creation of startups through incubators, accelerators, and entrepreneurship programs. These startups can develop innovative solutions, create jobs, and stimulate economic growth.

Collaboration with Industry. Effective innovation management in universities involves collaboration with industries and businesses. Such partnerships can lead to joint research projects, shared resources, and the development of market-relevant innovations.

Intellectual Property and Patents. Universities often generate intellectual property in the form of patents, copyrights, and trademarks. These assets can be licensed or sold to businesses, generating revenue and stimulating economic growth.

Knowledge Spillover. The knowledge generated in universities often spills over into the broader economy. This knowledge sharing can benefit multiple industries and contribute to overall economic competitiveness.

Regional Development. Universities can play a vital role in regional development by acting as anchor institutions that attract talent, businesses, and investments to their regions. This can lead to the growth of regional clusters and innovation ecosystems.

Table 1.

Results of research by foreign scientists on innovation management in universities and their role in increasing the competitiveness of the national economy

Title and Author(s)	Key Findings and Contributions
<p>"Universities as Engines of Innovation: Entrepreneurship and Regional Development" by Etzkowitz and Klofsten [1]</p>	<ul style="list-style-type: none"> - Universities act as critical sources of innovation in regional economies. - Entrepreneurship programs within universities play a vital role in fostering innovation and creating local economic competitiveness. - Universities contribute to the growth of regional innovation ecosystems.
<p>"The Role of Universities in Regional Innovation Systems: The Case of Beijing and Shenzhen" by Kun Chen and Martin Kenney [2]</p>	<ul style="list-style-type: none"> - Universities in emerging economies, like China, are pivotal in driving regional economic development through innovation. - Universities facilitate knowledge transfer to local industries, enhancing their competitiveness. - Strong university-industry collaboration positively impacts regional innovation and competitiveness.
<p>"Academic Patenting: The Importance of Industry Support" by Cornelia Lawson [3]</p>	<ul style="list-style-type: none"> - Universities play a significant role in patenting innovative technologies. - Collaborations with industry partners are critical in translating academic research into commercially viable products. - Strong industry ties are associated with increased innovation output and economic competitiveness.
<p>"Exploring the relationship between Universities context and Entrepreneurial intentions: Institutional Perspective" by Iakovleva Tatiana et al. [4]</p>	<ul style="list-style-type: none"> - Universities contribute to fostering entrepreneurship through education, incubation, and networking opportunities. - Entrepreneurship education and support within universities lead to the creation of innovative startups. - These startups can significantly impact economic competitiveness through innovation and job creation.
<p>"Innovation and Entrepreneurship: Trials of Japanese universities. by Lili Shi et al. [5]</p>	<ul style="list-style-type: none"> - Japanese universities contribute significantly to innovation and entrepreneurship. - Collaboration with industry partners and technology transfer offices enhance universities' roles in economic competitiveness. - Universities are vital in creating technology-based startups and fostering regional innovation clusters.
<p>"The Economic Impact of Universities: Evidence from across the globe" by Anna Valero et.al [6]</p>	<ul style="list-style-type: none"> - University research generates substantial economic returns. - Universities are crucial in technology transfer and commercialization, creating innovation-driven businesses. - Investments in university research result in long-term economic competitiveness benefits for nations.

Policy and Advocacy. Universities can also engage in policy development and advocacy to promote a favorable environment for innovation and research. They can influence government policies and regulations that support research funding, intellectual property protection, and innovation-driven entrepreneurship.

Global Competitiveness. Through international collaborations and partnerships, universities can contribute to a country's global competitiveness by participating in global research networks and attracting international students and researchers.

Innovation management in universities is instrumental in advancing a nation's economic competitiveness. By fostering research, technology transfer, entrepreneurship, and collaboration with industry, universities can drive innovation, create a skilled workforce, and contribute to the growth of a knowledge-based economy. Government support and effective policies are essential to harness the full potential of universities in enhancing national economic competitiveness.

Studying the literature of foreign scientists, the following contributions were revealed (Tab. 1):

These studies collectively highlight the pivotal role that universities play in fostering innovation, entrepreneurship, and regional development, all of which contribute significantly to the competitiveness of national economies. They emphasize the importance of university-industry collaboration, technology transfer, and entrepreneurship education in harnessing the innovation potential within universities for economic growth.

Literature:

1. H.Etzkowitz and M.Klofsten "Universities as Engines of Innovation: Entrepreneurship and Regional Development". *R&D Management* 35, 2005
2. "The Role of Universities in Regional Innovation Systems: The Case of Beijing and Shenzhen" by Kun Chen and Martin Kenney *World development* vol. 35, №6, pp 1056-1074, 2007
3. Cornelia Lawson "Academic Patenting: The Importance of Industry Support" / *The journal of technology transfer*. November 2012.
4. Iakovleva Tatiana, Shirokova Galina, Tsukanova Tatyana. "Exploring the relationship between Universities context and Entrepreneurial intentions: Institutional Perspective" Conference, January 2014
5. Lili Shi and Akiyoshi Yonezawa "Innovation and Entrepreneurship: Trials of Japanese universities. *Globalisation Societies and education* 10 (3). September 2012.
6. Anna Valero and John Van Reenen "The Economic Impact of Universities: Evidence from across the globe". *Economics of Education review*. Vol.68, feb 2019. 53-67 p.