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INNOVATION MANAGEMENT OF INDUSTRIAL ENTERPRISES IN THE CONDITIONS OF MODERNIZATION OF THE ECONOMY OF THE GREEN ECONOMY IN THE INTRODUCTION OF THE ROLE AND IMPORTANCE

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Abstract:the article examines the birth of the concept of green economy in response to the global challenge and its significance for the industrial enterprise, such as when increasing environmental problem in the modern world, climate change and limited natural resource. The environmental benefits of implementing a green economy, economic benefits, including increasing competitiveness, reducing costs and attracting investors, are also highlighted. The article also discusses the challenge in the face by applying innovative technologies and transitioning to a green economy the industrial enterprise uzbekistan's.

Keywords: green economy, innovative management, industrial enterprise, environmental sustainability, efficient resource management, premium energy, renewable energy, social justice, social responsibility, digital transformation

Environmental problems in the modern world, climate change and global problems of natural resources are becoming increasingly limit the severity of the case. In response to this environmental aspects of their activities around the world, companies and organizations more effective use of sustainable resources and links that can be held. If it came from the necessity of the concept of green economy, it not only to the environment but also focuses on economic growth and social stability. The introduction of the green economy and innovation management practices for industrial enterprises not only social responsibility but also competitive and increase the long-term has become an important factor for success.

Environmental responsibility is not only to increase the introduction of the green economy for industrial enterprises, but also gives you the opportunity to strengthen the company's reputation in front of investors and customers. Today, investors and consumers who pay attention to the environment and maintain a high level of social responsibility that companies are preferred. Therefore, the transition to a green economy is of strategic importance for the industry.

In the introduction of innovative management methods plays an important role in the green economy. Innovation management at all levels of the company about the application of new ideas, development of technologies and approaches aimed at increasing productivity is realized. The management of industrial enterprises innovative aspects of the implementation of the green economy includes the following:

1. Effective management of resources: the green economy of natural resources rational and efficient use put for providing intended. Thus, water, soil, mineral resources and other natural riches occurs. For example, energy efficiency, enhancing the use of renewable energy sources and the use of resources by the goal of reducing waste is to be useful.

2. Energy efficiency and renewable energy: energy efficiency in the green economy and renewable energy sources, e.g. solar, wind, and plays an important role in the use of resources such as biomass. This principle is aimed at improving the chances of recovery of natural resources on a natural basis. Through the introduction of green technologies in the energy sector of the world on the scale of millions of tons of CO_2 emission qisqartirilmoqda.

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3. The fight against climate change: the green economy is one of the important tools in the fight against climate change. Thus, traces of carbon, reduce biodiversity, and are used as measures to prevent degradatsiya. For example, the paris agreement by 2 degree celsius global temperature is rising at a lower level than trying to hold.

4. Social justice and employment: the green economy unless they are to ensure sustainable economic growth, social justice and also increases the chances of employment. The introduction of environmental clean technologies and will create new opportunities in the way of economic development by creating new jobs. According to the international labor organization, the green economy can create additional 24 million new jobs until the year 2030.

5. Sustainable consumption and production: long-term economic growth based on consumption and production planning is important to ensure a sustainable approach. The production of the green economy in moderation and to encourage the consumption of resources, the return to the circulation (recycling) and long-term development focus. As one of the un sustainable development goals sustainable consumption and production is shown to be associated with promotion.

6. Technological innovation: technological innovation in the green economy plays an important role. New technologies that reduce the damage caused to the environment and allows you to increase energy efficiency. For example, elekromobillar, energy efficient lighting technologies and smart energy systems and green technologies in the development of the pattern will be.

The essence of this approach is that the green economy and gives a general picture about the basic principles. Strengthening economic development in the future, this model sustainable and environmentally responsible manner is an important direction for the implementation.

The transition to a green economy has many environmental advantages. This process, many countries around the world and is supported by businesses, because not only is it the preservation of the environment, but also creates opportunities for social and economic development. The environmental advantages associated with the introduction of the green economy of the below data and numbers are listed.

1. Carbon reduction of waste: transition to a green economy by 2050-year global carbon go to waste by 70% of forecasts can reduce. In the year of 2023 due to the amount of carbon dioxide waste for energy production in the world and 0,9 percent increased by 36.5 gigatondan.

2. Soil and water pollution lowering: green technology, in particular, through the introduction of agricultural technologies of soil organic pollution by 50% reduce. Water pollution as a result of studies on green practices with rivers and lakes pollution by 40% will have to reduce.

3. Energy saving options: is in the field of energy efficiency through the introduction of the green economy, energy consumption by 30% and reduce at the same time, oqila to use energy resources can provide. For example, through the introduction of carbon energy sources, which are updated in the production of energy waste by 80%, can reduce.

4. Improve air quality: with the transition to green economy cities and air pollution in industrial areas by 35% it is possible to reduce. The lungs of air quality improvements and will lead to a decrease in respiratory diseases, it reduces health care costs.

5. Forest protection: Green agricultural and forestry practices as a result of the introduction of the forest would be destroyed by 40% and can reduce. Every year 13 million hectares of forest have been destroyed as a result of this loss being global.

6. Maintain biological diversity: biodiversity conservation will contribute to the green economy. The data are listed according to the un, you remain ignored environmental standards during the development process, every year, biological diversity by 20% increase.

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7. Resource use efficiency: the efficiency of resource use green economy increase by 60%, is able to. For example, re-use of materials use and recycling of waste reduces the production of waste through than that.

8. The fight against climate change: the paris agreement, according to the global warming to no more than 1.5 levels celsius to maintain the levels for a wide range of green technologies should be applied. You can achieve this goal with the transition to green economy until the year 2100 from the analysis.

The above figures and information as a result of the introduction of the green economy is of great importance that shows how the solution of environmental problems. Despite this, only limited to the environment but also human health and socio-economic life also offers the opportunity to improve. The green economy, resource saving, renewable energy sources in the future, through practices such as the use of sustainable and environmentally friendly lifestyle to achieve important to contribute.

This is one of the main elements of innovation management in industrial enterprises, new productsand services to create, manage and market introduction of new technologies in the process of their manufacture. Innovation by organizations to be competitive with the competitors better management system and can increase market share.

For example, the innovative activity of industrial enterprises means that you used in: information technology, automation and robotics, artificial intelligence systems, and other advanced technologies. Boosts productivity in the production of these products, tools, helps to reduce costs.

According to statistics, the total number of industrial enterprises in uzbekistan increased from 680 to 2024, and they come in various sectors of the country's economy operates. At the same time, many industrial enterprises through the application of innovative technologies in their own market mavqelarini mustahkamlayapti. For example, the year of industrial enterprises in uzbekistan in 2019, nearly 30% of modern technology, I have introduced the dog to commercial activities.

Of uzbekistan "on electronic government" system will assist in the digitization of many services to the industry. In the year 2021 "e-government" system to connect more than 2000 organizations, and among them there were also many major industrial enterprises. Through this system the optimization of their internal processes, increase competitiveness in the international market is experiencing.

Innovation management in industrial enterprises as well as the system of corporate governance is one of the important aspects of transformative digital. This digital transformative not only increases the efficiency of internal processes, but also improved relations with shareholders.

Along with the development of the digital economy, many industrial enterprises in uzbekistan, cloud technologies, big data (big data), and great kiberxavfsizlikka are paying attention. The automation of tax reporting, financial analysis platforms and the introduction of the work of industrial enterprises of the wide range of online communication tools increases productivity.

2023-year dataaccording, of industrial enterprises in uzbekistan, more than 55% of their development plans within the framework of strategiyaviy moshinaviy to learn artificial intelligence and applied. This technology fair analysis and forecasting, optimize costs, and customers to work with wide automation is being used.

This innovative management systems to the implementation of many international and local grants, and state assistance through the implementation of investments can be. Also, the number by the state tax deduction and credit of the retail trade sector, heavy industry draw from their industry to be given to the implementation of the network stimulates further innovation.

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Can you say on the basis of the above information, their introduction in the market of innovation in the industry increase the competitiveness management system is effective and it is important to ensure economic stability.

The introduction of the green economy for industrial enterprises produces the following advantages:

1. Competitive Increase: green technology and sustainable business models can increase the level of competitiveness of companies through their products and services. Today, consumers prefer environmentally friendly products.

2. Reduce costs: energy efficiency and minimizing waste, companies can reduce their costs. This will lead to increase the benefits while.

3. To attract investors: investors will be attractive to companies that pay attention to the green economy. Today RECALL (environmental, social, Governance) is a wide spread of investments on the basis of the principle of.

4. Increase social responsibility: companies will show their social responsibility through the introduction of green economy and increases your credibility in front of the society.

In the introduction of the green economy of industrial enterprises may face the following problems:

1. Initial Costs: the introduction of green technologies and the modernization of infrastructure, you will need to invest a large amount. However, in the long term, these costs are justified.

2. Staff re-training: new technologies and the introduction of methods for retraining and staff are required to adapt to the new conditions.

3. Legal and regulation issues: in some cases legally established requirements by the state and regulation poses challenges for the members of the company can be.

To overcome these challenges, companies have strategic plans, the state and the private sector should perform the permanent staff retraining programs of cooperation and partnership development.

Conclusion words, in the present day fast changing global economy should support innovative approaches to maintain the competitive position of industrial enterprises themselves. Innovation management - this develop new ideas, take them to practice and the successful integration of them into the business process. This process is new to the industry products and services to create, increase productivity, reduce costs and gives you the opportunity to offer new value to customers.

Innovation management in industrial enterprises, the main purpose of the system adaptation to market conditions, production of competitive productsand the increase in the maximum level of the income of the company is. Innovation management system, the introduction of new technologies to the industry in different areas of management decisions, optimize, and productivity.

For industrial enterprises, the introduction of the green economyand the use of innovative management methods not only environmental protection, but also long-term gives you the opportunity to bring economic and social benefits. The increase of the company through the transition to a green economy competitive, reduce costs and attract investors. However, this process is not without difficulties and the successful implementation of a strategic approach to it leadership and constant innovation ability is required. The green economy is not only for today but for future generations, sustainable and serves to create a comfortable environment to live.

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