

BOSHQARUVNING INNOVATSION USULLARI: MUVAFFAQIYATLI BOSHQARUVNING ASOSIY STRATEGIYALARI

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Abstract. The article analyzes innovative management methods that executives and managers can apply to achieve success in today's competitive business environment. It focuses on three key strategies: design thinking, agile methodologies, and open innovation. Design thinking emphasizes a customer-centric approach to create innovative products and services. Agile methodologies, including Scrum and Kanban, enable flexible project management, promote teamwork, and foster rapid feedback. Open innovation encourages collaboration with external partners to accelerate idea generation. The article also highlights the importance of adopting digital technologies, artificial intelligence, and transforming corporate culture to support innovation.

Keywords. innovative management, design thinking, agile methodologies, Scrum, Kanban, open innovation, digital technologies, artificial intelligence, automation, customer needs, competitiveness.

In today's increasingly competitive business, executives and managers need to apply innovative management methods to ensure the success of their companies. The article provides an overview and analysis of such methods that can be effectively used in various industries and companies. One of the key strategies discussed in the article is design thinking. This management approach is based on thinking like a designer and focusing on customer needs. Design thinking allows you to develop innovative products and services that meet market requirements and bring a competitive advantage to the company.

This strategy also helps companies find new opportunities for growth and development, as well as solve complex business problems. It involves the active involvement of customers and users in the process of developing a product or service in order to take into account their needs and preferences. One of the main principles of design thinking is empathy, that is, the ability to put yourself in the customer's shoes and understand their needs, problems and expectations. In turn, this helps to create products and services that are truly useful and meet customer needs.

Another important aspect is prototyping. Instead of developing a product or service entirely before releasing it to the market, companies use prototypes to test and collect customer feedback, allowing them to quickly iterate and improve the product based on customer needs. Design thinking emphasizes collaboration and multidisciplinary work. Teams of various specialists, such as designers, engineers, marketers, and others, work together to create innovative and effective solutions. Overall, design thinking is a powerful tool for business development and achieving a competitive advantage. It allows companies to create products and services that are different from competitors and meet customer needs. Another important strategy is agile methodologies. They offer a flexible approach to project management that allows you to quickly respond to changes in the external environment and use the company's resources effectively. Agile methodologies facilitate faster development and implementation of new products and services, which helps companies stay competitive. Agile methodologies are based on the principles of teamwork, iterative development, and rapid feedback.

They help development teams and project managers flexibly adapt to changing requirements and market conditions, which is especially important in the field of information technology.

One of the most popular agile methodologies is Scrum. It proposes dividing a project into short iterations called sprints, which are usually between one and four weeks long. Each sprint begins with planning, where the team defines goals and objectives for the period. Then comes task execution and daily stand-ups, where the team discusses progress and emerging issues. At the end of the sprint, there is a review of results and a retrospective, where the team analyzes its work and identifies improvements. Another popular agile methodology is Kanban. It is based on a visual representation of the workflow using a board that displays tasks and their status. The team moves tasks along the board from stage to stage, reflecting the progress of the work. Kanban allows for more efficient workflow management, optimized resource use, and improved product quality. One of the key benefits of agile methodologies is the ability to quickly respond to changing customer or market requirements. With short iterations and regular reviews of results, teams can quickly make changes to plans and priorities. This allows companies to bring new products and services to market faster, which helps them to be competitive.

An important aspect of agile methodologies is also the emphasis on teamwork and collaboration. Teams using the agile approach are usually more self-organized and autonomous. They make collective decisions and actively share information and experiences. This helps to improve work efficiency and product quality. Overall, agile methodologies are an important project management strategy that helps companies be flexible and competitive. They allow them to respond quickly to changes, use resources efficiently, and improve product quality.

Open innovation is also an important innovation management method. It encourages companies to collaborate with external parties such as customers, suppliers, or universities to develop new ideas and solutions. This allows companies to access additional knowledge and resources, and speeds up the innovation process. Open innovation can also involve collaboration with competitors or other companies in their industry. This can include technology sharing, joint development of products or services, and joint research and development. This approach allows companies to share experiences and knowledge, and increases the likelihood of creating innovative solutions that can lead to new market opportunities and improved competitiveness. In addition, open innovation can include methods such as crowdsourcing and open source. Crowdsourcing allows companies to get ideas and solutions from a wide audience of people, for example through competitions or platforms for collecting suggestions. Open source refers to open access to the source code of software or product design, which allows others to make their own changes and improvements. These methods allow companies to receive a wide variety of ideas and opinions, which can help to develop innovation.

To sum it up, open innovation is an effective way to manage innovation, allowing companies to access new ideas, knowledge and resources from outside, and to accelerate the process of developing and implementing innovations. This can be especially useful in situations where a company does not have sufficient internal resources or expertise to develop and implement new solutions. The article also highlights the importance of innovation in management. The rapidly changing business environment requires managers to be ready for change and constantly develop. Innovative management methods help companies adapt to new conditions and create competitive advantages. Innovation in management not only helps companies adapt to the rapidly changing business environment, but also contributes to the creation of new opportunities and competitive advantages. One of the important innovative management methods is the introduction of digital technologies and process automation. This allows you to reduce the costs of routine operations, increase work efficiency and improve the quality of products or services. In addition, innovative management methods also include the use of data analytics and artificial intelligence. Big data analysis helps identify new trends and market needs, helping companies develop more accurate

strategies and make informed decisions. Artificial intelligence, in turn, can automate decision-making processes, provide recommendations and forecasts, and improve customer interactions. However, successful implementation of innovative management methods requires not only the introduction of new technologies, but also a change in corporate culture and support from management. It is important to create conditions for continuous training and development of employees, as well as encourage their initiative and creative approach to problem solving. This is the only way for a company to achieve long-term success and remain competitive in the market.

In conclusion, the article provides an overview and analysis of modern innovative management methods that can be effectively used by executives and managers to achieve success in modern business. Design thinking, agile methodologies and open innovation are key strategies that help companies develop innovative products and services, adapt to a changing environment and remain competitive. At the same time, it should be noted that the successful implementation of innovative management methods requires awareness and acceptance of changes on the part of executives and managers. They must be ready to reconsider outdated approaches and habitual thinking frameworks, as well as provide support and motivation for their employees. It is also important to remember that successful innovation does not always guarantee the success of a company. To achieve a sustainable competitive advantage, it is also necessary to be able to effectively commercialize innovations, create strong brands and build long-term relationships with customers. Thus, executives and managers who actively apply innovative management methods can significantly increase the chances of their company's success in modern business. They will be able to better adapt to changes in the external environment, develop new products and services, and improve their business processes.

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