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WORLD IN THE MANAGEMENT OF INNOVATIVE ACTIVITIES OF ENTERPRISES IN THE CONTEXT OF THE DIGITAL ECONOMY EXPERIENCE

Samadov Sevinchbek
Student of TSUE

Abstract
This article analyzes the activities of major companies such as Amazon, Tesla, Google, Siemens, and Samsung and examines their strategies for implementing technological innovations, supporting new market trends, fostering an innovative culture, investing in digital technologies, implementing digital platforms, and developing new business models.

Keywords: Digital economy, innovative activity, technological investments, innovative culture, digital transformation- digitalization, digital platforms, new business models, global experience, foreign companies.

Introduction

Today, along with the development of digital technologies, the importance of innovative activity is also increasing. Promoting the innovative development of the economy, increasing the potential and efficiency of the system by creating new entrepreneurs is one of the main tasks. Researching the stages of increasing competitiveness and productivity in industry and substantiating its features Stimulating the increase in the share of high-tech products, modernizing and diversifying production and increasing the share in the export structure, identifying factors influencing the expansion of the use of innovative technologies and advanced management.

In the Address of the President of our country Sh.M.Mirziyoyev to the Oliy Majlis, "The outdated management system in the economy , the untimely

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introduction of effective mechanisms to support innovative ideas also remains a serious problem. Also, technological backwardness, resource and energy-saving technologies, and the slow implementation of alternative energy sources are obstacles to economic development," [1] emphasizing that many difficulties arise in managing innovative activity in the field of entrepreneurship, among these difficulties, issues of rapid adoption of technological innovations, mastering new market trends, and forming an innovative culture within the enterprise occupy an important place. In such circumstances, studying world practice and applying best practices can be of great importance for enterprises.

ANALYSIS OF LITERATURE

Theoretical approaches to the use of world experience in managing the innovative activities of enterprises in the context of the digital economy are reflected in the scientific research of a number of domestic and foreign scientists. Specifically,

In the scientific article "Ways to Develop Entrepreneurship Based on Innovative Activity" by U.F. Gafurova and B.Kh. Khaitbaev, the creation of innovative ideas and innovations in increasing the effectiveness of entrepreneurial activity and their practical application are widely covered. Also, a number of systemic problems hindering the further improvement of conditions for the development of active entrepreneurship and innovative activity in our country are highlighted, and proposals for them are presented [2].

E.I.Ergashev, M.Z.Yuzbayeva, and B.U.Charshanbiyeva in their scientific article "Directions of Financing Innovative Entrepreneurial Activity in Uzbekistan" researched the processes related to the innovative conditions and factors of the development of small business and private entrepreneurial activity in the economy of our country, and also studied the existing problems of innovative development of entrepreneurial activity. The article also assesses the effectiveness of systemic reforms for the innovative development of entrepreneurial activity and forms scientific proposals and practical recommendations for the formation of directions for the innovative development

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of entrepreneurial activity in our country under the influence of existing opportunities and conditions [3].

J.A. Schumpeter (1934) in his work "The Theory of Economic Development" considers innovation as the main force of economic growth and emphasizes the need to introduce innovations in the activities of enterprises. His concept of "creative catastrophe" is especially relevant in the context of the digital economy, since new digital technologies constantly replace old methods [4].

M.E. Porter (1990) in his work "The Competitive Advantage of Nations" shows the importance of national factors and strategies in managing innovation activities. His work "Competitive Strategies" helps determine what strategies companies can apply in a global market environment [5].

E.Brynjolfsson and A.McAfee (2014) in their work "The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies" analyze the impact of digital technologies and artificial intelligence on the economy and emphasize how enterprises can gain new opportunities through the application of digital innovations- [6].

C.M.Christensen (1997) in his work "The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail" states that any successful companies also face difficulties in adopting new technologies and innovations and how enterprises can successfully implement new technologies in the digital economy [7].

RESEARCH METHODOLOGY

Theoretical and practical study, systematic analysis and approach, comparison, logical and Structural analysis approaches were used.

ANALYSIS AND RESULTS

The practical experience of foreign companies in managing the innovative activities of enterprises in the context of the digital economy was analyzed. Innovative approaches and their results were considered using the following examples of successful foreign companies:

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Amazon focuses heavily on technology investments in the digital economy. The company's increased investment in cloud services (AWS), artificial intelligence, and big data analysis plays an important role in creating new products- lots and services. For example, through AWS services, the company created new revenue sources and offered digital platforms for other companies.

Amazon encourages employees to innovate to foster an innovative culture. The company's "Day 1" philosophy supports an innovative culture and is aimed at creating new ideas and products.

Amazon works closely with research institutes, universities, and other enterprises. These partnerships help to quickly master new knowledge and technologies. For example, Amazon's Cooperation strategy with other companies played an important role in the development of Alexa.

Amazon's digital platforms, including e-commerce and AWS, are an important tool for opening new markets and establishing effective communication with customers. These platforms allow the company to increase competitiveness in global markets.

Amazon Prime has achieved success in the digital economy by introducing new business models and strategies through its services, cloud computing (AWS), and innovations in e-commerce.

Tesla is a leader in the implementation of digital technologies in the automotive industry. The company invests heavily in autonomous driving systems, electric vehicles, and energy storage systems. These investments play an important role in automating production processes and creating new products.

Tesla encourages its employees to innovate to foster an innovative culture, and also emphasizes continuous innovation to accelerate the process of creating new technologies and products.

Tesla collaborates with research institutes, universities, and other enterprises. These partnerships contribute to the rapid acquisition of new technologies and knowledge. For example, during the collaboration with Panasonic, battery technologies were also improved.

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Tesla is successfully implementing digital platforms through autonomous driving systems and online updates capabilities. These platforms allow the company to increase competitiveness in global markets.

Implement innovations faster and more efficiently by introducing new business models and strategies from Tesla helps to increase. The company's online sales model and autonomous driving systems are examples of this.

Table 1: Analysis of the innovative activities of companies

Company	Technological investments	Innovative culture	Collaboration and networking	Digital platforms	Implementation of new business models
Amazon	Cloud services, artificial intelligence, and big data analysis	"Day 1" Philosophy, Encouraging Innovation	Close cooperation with research institutes and other enterprises	E-commerce and AWS	Prime Services, AWS
Tesla	Autonomous driving systems and electric vehicles for the automotive industry	Emphasis on creating new technologies	Develop digital technologies in partnership with Panasonic	Driving systems and online innovations	Online sales model, autonomous driving systems
Google	Digital technologies and artificial intelligence areas	20% Time policy, an opportunity for employees to generate new ideas	Close cooperation with research institutes and other enterprises	Google Cloud & Google AI	Advertising model and cloud computing services
Siemens	Industry 4.0 technologies, automation of production processes	Digital Industries Software programs, stimulating the creation of new technologies	Close cooperation with research institutes, universities and other enterprises	Digital Industries Software	Industry 4.0 Technologies and Digital Transformation Programs
Samsung	Innovations in digital devices, smartphones, TVs, and appliances	New through innovation centers and programs create technologies	Close cooperation with research institutes, universities and other enterprises	Digital Devices and services	Digital devices and services updates

Google will invest heavily in research and development in the field of digital technologies and artificial intelligence . These investments will play an important role in creating new products and services for the company.

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Google encourages its employees to generate new ideas to foster an innovative culture.
The company's "20% Time" policy allows employees to implement their ideas.
Google works closely with research institutes, universities, and other businesses. These partnerships contribute to the rapid acquisition of new knowledge and technologies. For example, collaboration with other research centers plays an important role in the development of Google AI-.
Google Cloud and Google AI digital platforms help the company discover new markets and build efficient relationships with customers. These platforms allow you to increase competitiveness in global markets.
Google will implement innovations faster and more efficiently by implementing new business models and strategies. The company's advertising model and cloud computing services are copperinclusive.
Siemens invests heavily in automating production processes and implementing digital transformation through the application of Industry 4.0 technologies. These investments will undoubtedly play an important role in the creation of new products and services.
Siemens encourages its employees to create new technologies to foster an innovative culture.
lents. The company's Digital Industries Software programs help implement innovations.
Siemens works in close cooperation with research institutes, universities, and other enterprises. These partnerships contribute to the rapid acquisition of new knowledge and technologies.
Siemens Digital Industries Software digital platforms help the company open new markets and establish effective communication with customers. These platforms allow increasing competitiveness in global markets.
Siemens promotes faster and more efficient innovation through the implementation of new business models and strategies
performs. The company's Industry 4.0 technologies and digital transformation programs are examples of this.

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Samsung will allocate significant funds for research and development to introduce new innovations in digital devices, including smartphones, televisions, and household appliances. These investments play an important role in the creation of new products and services.

Samsung encourages its employees to create new ideas to foster an innovative culture. The company's innovation centers and programs help create new technologies and products.

Samsung works closely with research institutes, universities, and other enterprises. These partnerships contribute to the rapid acquisition of new knowledge and technologies.

Samsung's digital platforms help the company open new markets and establish effective communication with customers. These platforms allow increasing competitiveness in global markets.

Introducing new business models and strategies from Samsung allows for faster and more effective innovation

performs. The company's innovations in the field of digital devices and services are a vivid example of this.

CONCLUSIONS AND PROPOSALS

In the context of the digital economy, it is important for enterprises to effectively manage innovation, adopt technological innovations, introduce new market trends, and form an innovative culture within the enterprise. Amazon, Tesla, Google, Siemens, and Samsung, considered in the study, are foreign companies that have achieved high levels of success in these aspects. They have achieved increased competitiveness through digital technologies, innovative culture, large-scale partnerships, the implementation of digital platforms, and the development of new business models.

Suggestions

Enterprises need to continue investing in digital technologies and new innovative solutions- . Investing in technologies such as cloud services, artificial intelligence, big data analysis, and blockchain is recommended.

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To form and support an innovative culture within enterprises, it is necessary to motivate employees and increase their creative potential. Employees should be provided with the necessary resources and opportunities to generate new ideas and conduct experiments.

To develop innovative activity, enterprises need to strengthen close cooperation with research institutes, universities, and other enterprises. Thanks to these partnerships, new knowledge and technologies are assimilated and implemented more quickly.

Through digital platforms, enterprises will have the opportunity to open new markets and establish effective communication with clients. These platforms, such as e-commerce, CRM systems, and mobile applications, are necessary for enterprises, and their implementation is recommended.

In the digital economy, enterprises can achieve faster and more effective results by developing and implementing new business models. For example, subscription-based services, pay-per- use models, and freemium strategies can be considered.

These proposals will allow enterprises to successfully operate in the digital economy and increase competitiveness- . In the process of digital transformation, enterprises can create new opportunities and further improve their activities by applying these strategies in practice.

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