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MAIN DIRECTIONS FOR ASSESSING THE EFFECTIVENESS OF INNOVATIVE ACTIVITIES IN POULTRY FARMING

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Abstract

In this article, directions for evaluating the effectiveness of innovative activity in the poultry sector, including the level of introduction of innovative developments to production in evaluating the effectiveness of innovative activity of poultry enterprises, are evaluated. Also, the criterion for evaluating the level of introduction of innovative developments created in the network to the production of managers and workers operating in poultry enterprises has been defined.

Key words: innovative activity, poultry industry, efficiency of innovative activity, introduction of innovative developments into production.

Introduction. In proportion to the growth of the world's population, the development of poultry farming plays an important role in providing food products in terms of volume and quality. Because poultry meat has a special place as a source of high-quality protein and fats in the food supply system. Therefore, poultry meat is the main contribution to the volume of meat produced in the world. With this trend continuing in the future, according to the FAO, "... the annual volume of poultry production is expected to increase by 13 percent by 2026." This, of course, is directly related to the availability of mechanisms to support the cultivation of ecologically clean and natural products based on the increase of types of poultry products, the use of fertile nutrients.

Expanding the volume of production of poultry products in the agriculture of our country and strengthening the economy of the sector, first of all, directly depends on the state of applying the achievements of scientific and technical development to the industry. Increasing innovative activity in the poultry industry allows to increase production efficiency, product quality and competitiveness in the sector. Therefore, in the future, the issue of "promoting scientific research and innovative activities, creating effective mechanisms for wide implementation of scientific and innovative achievements in practice" in the poultry sector was defined as a strategic task.

Petrishche V.I., Mironenko N.V. according to , four indicators are used in the management of the innovation process. Including the emergence of innovation; the share of research and development costs in the product cost; the period of use of poultry products, the share of expenses of scientific research and experimental construction work in the volume of trade; compliance with the standards of developed countries and foreign samples, the formation of a market segment and the liquidity of products.

Also Golubkov E.P. and in determining the efficiency of production based on innovations, it considers not only efficiency, but also the acceptance of the product by the public and consumers. This implies that poultry enterprises rationalize production and look for the most optimal conditions determined by the laws of supply and demand when selling products. For example, the law of demand describes the position of buyers in response to price changes, while the law of supply describes the position of sellers and producers of poultry products in the market. The implementation of innovative developments in the poultry sector will serve to increase production efficiency in the sector. Achieving high efficiency with low investment in the poultry industry is one of the main indicators that determine the efficiency of innovative activity. Its economic importance is determined by the increase in the income of poultry enterprises, the increase

in the competitiveness of the product, and the level of profitability.

Materials and Methods. When evaluating production efficiency in poultry enterprises, a systematic approach is defined that takes into account the results of work teams, the combined effect of factors affecting production, each of which affects production efficiency, income and economic efficiency to one degree or another.

Based on the results of the research, the efficiency of poultry enterprises includes production resources, economic and financial status of the enterprise, market and marketing activities, evaluations of the social and environmental status of the enterprise.

By determining the efficiency of these activities, the efficiency of innovative activity of poultry enterprises is evaluated. This is one of the important factors that determine how innovation policy will be implemented in the network.

When evaluating the efficiency of innovative activity of poultry enterprises, it is appropriate to evaluate the level of introduction of innovative developments into production. For this, the level of willingness of managers and employees working in poultry enterprises to introduce innovative developments created in the industry into production is important.

Therefore, in order to determine the level of willingness of managers and employees working in poultry enterprises to introduce innovative developments to production, questionnaires were conducted among employees of poultry enterprises operating in Zharkurgan, Kumkurgan and Uzun districts of Surkhandarya region. Based on the results of this survey, the level of willingness of employees of enterprises operating in the poultry industry to introduce innovative developments into production was evaluated.

According to it, it was found that 25 percent (37 people) of the employees of poultry enterprises participating in the survey had a low level of desire to introduce innovative developments into production, 63 percent (95 people) were average, and 12 percent (18 people) were high (Figure 1).

Based on the results of the survey, the level of willingness of employees of poultry enterprises to introduce innovative developments into production was evaluated on the basis of E. Harrington's general willingness criterion, which enables a quantitative assessment of the effectiveness of innovations. According to him, based on the compatibility between physical and psychological parameters, each indicator of innovative activity, that is, very bad - 0-0.20, bad - 0.20-0.37, satisfactory - 0.37-0.63, good - 0.63-0.80 and very good - 0.80-1 were evaluated on the provided rating scale.

Based on E. Harrington's scale of the general desire criterion and the results of the conducted questionnaire,

a criterion for evaluating the level of desire to introduce the leaders and employees of poultry enterprises to the production of innovative developments in our country was developed (Table 1).

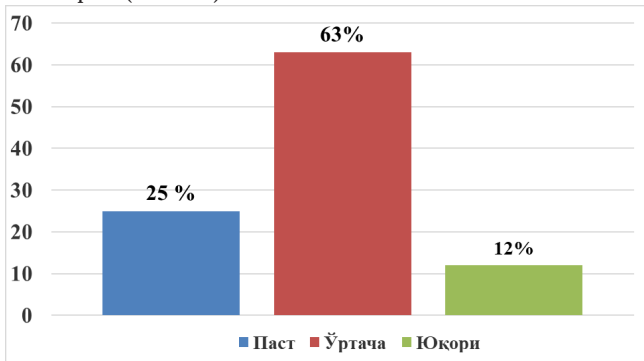


Figure 1. Results of a survey to determine the level of introduction of innovative developments in poultry enterprises

Conclusion. According to it, the current level of innovative works of managers and employees in the poultry industry was assessed on the rating scale of low - 0-0.37, average - 0.37-0.67, high - 0.67-1. As a result, it was determined that the level of willingness of leaders and employees of poultry enterprises in our country to introduce innovative developments into production is on average 0.62-0.65 (average (0.37-0.67)). The high level of introduction of innovative developments in poultry enterprises serves to increase the efficiency of innovative activities in the industry.

Table 1.

Innovative developments in poultry enterprises criterion for evaluating the level of implementation

Quality indicators Indicator level	Quality indicators Indicator level
Low 0-0.37	Low 0-0.37
The average is 0.37-0.67	The average is 0.37-0.67
High 0.67-1	High 0.67-1

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