

## MODERN INNOVATIVE PERSONNEL MANAGEMENT AND ITS UNIQUE PRINCIPLES

**Nabieva Shokhida Muratovna**

Chief specialist of the Scientific-pedagogical personnel training and research department of the Higher School of Business and Entrepreneurship of

**Abstract:** Along with the changes of today's times, changes cover every field, including personnel management, which is radically changing to an innovative method - it is related to the design of production, technological, material, organizational and personnel training, the introduction of innovations, the analysis of the obtained results and means the process of managing innovation to meet the future needs of the market, which includes making adjustments to these types of activities.

**Key words:** Innovative, management, management, strategy, projects, function, personnel, marketing.

Innovation management is the process of innovation management to meet the future needs of the market, which includes the design of production, technological, material, organizational and personnel training, introduction of innovations, analysis of the obtained results and corrections to these types of activities. The science of "innovation management" is a collection of principles, methods and forms of management of innovative processes, innovative activities, organizational structures engaged in these activities and their employees.

As in other areas of management, it is characterized by: setting goals and choosing a strategy; four stages of the cycle - planning, setting conditions and organization, execution, management.

In innovation management, the main focus is on the development of innovation strategy and measures aimed at its implementation. The development of innovation becomes the priority direction of the company's strategy, as it determines all other directions of the company's development.

The implementation of innovation management generally includes:

1. development of innovative activity plans and programs;
2. monitoring the process of development of innovations and their implementation;
3. review of innovation creation projects;
4. conducting a single innovation policy: coordination of activities in this field in production subdivisions;
5. financing of innovative activity programs and provision of material resources;
6. provision of innovative activities with qualified personnel;
7. creation of temporary target groups for complex solution of innovative problems.

Choosing a strategy is the key to the success of innovative activities. If the organization cannot anticipate changing situations and respond to them in time, it may face a crisis. Strategy selection is the most important component of the innovation management cycle.

Innovative personnel management (innovative personnel management - IKM) is a border area of knowledge between innovative management, personnel management and personnel management.

Innovative personnel management is the most important component of personnel management and includes organizational-management forms and methods of updating and

developing the personnel component of the socio-economic systems of the country, region, industry and organization.

Innovative management in personnel work is based on the rules of personnel management aimed at the development of the personnel potential of the organization and its effective use.

There are several levels of management in personnel management:

- operative (here personnel work prevails);
- tactical (employee management prevails); strategic (human resource management prevails here);
- the political level of the corporation's management (controlling the development and implementation of the personnel policy).

Innovative personnel management stands out at all indicated management levels.

Innovative management in personnel work is directly related to innovative personnel marketing - a scientific concept aimed at updating and effective operation of the personnel potential of the organization and an integrated system of organization, management and analysis of innovations related to the search and selection of personnel based on it.

Innovative management in personnel work (IKM) reveals the content and features of innovation management in one of the most difficult areas of social and psychological positions - personnel. When studying it, taking into account the specific features of its object, on the one hand, it is impossible to do without some general concepts and rules related to the state and development of socio-economic systems, on the other hand, it is necessary to use the conceptual apparatus of innovations, labor economics and sociology, conflictology and other sciences. requires.

In personnel work, the object of innovative management is renewal and development processes, innovative features, needs and parameters of personnel and personnel systems of enterprises, organizations and other socio-economic structures; The subject of innovative management in personnel work is the innovative components (departments, sectors, groups, specialists) of personnel and labor services of enterprises, organizations and other structures.

The main goal of innovative management in personnel work in the organization is to ensure the effective scope and speed of updating its personnel system at the level of development of human resources in accordance with the current and future interests and goals of the organization, the modern legitimacy of employee development, the requirements and standards of the state, market and trade unions. The main and main goal of innovative personnel management is to create an effective system of innovative personnel management within the framework of the state, region, industry, and organization for the formation and effective functioning of the capacity of innovative and active personnel.

If innovative personnel management is temporary, as well as transitional, including in the context of the crisis situation of the Russian economy, strategic and tactical goals can be distinguished.

The strategic goal is to create an effective multi-level system of innovative management of personnel within the framework of the state, region, and organization for the formation and effective functioning of the innovative potential of the labor market and the market of educational and professional services based on the gradual expansion of the market economy.

The tactical goal (period of crisis and stability) is to implement relevant anti-crisis innovative personnel measures, including restructuring of the professional and qualification structure of personnel, as well as the best (elite) of the personnel potential of the country, region,

and enterprise through gradual release from personnel ballast. , is to preserve the innovative-active part.

All functions of innovative personnel management can be combined into two groups:

a) functions for the implementation of personnel innovations as an object of management: organizing and conducting scientific and analytical work in the field of human resources development, identifying and solving new personnel problems of the organization (together with scientific research organizations); evaluation of the effectiveness of personnel innovations; development of forecasts, concepts, innovative personnel policy, plans, personnel innovation programs and projects; providing them with financial and resources; organization of personnel updates and control of their implementation; employee motivation;

b) functions in the directions and areas of personnel management: organization of continuous training of personnel (training, retraining and professional development of personnel); search and selection of personnel for new sectors, new scarce professionals, skilled and innovative personnel; certification and assessment of the work of employees of innovative structures, innovative qualities of employees; development of job development schemes, improvement of job instructions related to job development, labor and personnel organization; promotion and transfer of employees through service and professional career levels, formation of personnel reserve of management personnel and organization of work with them; work with skilled and innovative personnel; employee motivation for innovation; development of innovations in the organization of the personnel service itself; ensuring new standards and improving the quality of working life.

Innovative management methods in personnel work are a set of methods used during the "training - labor process - release (including dismissal)" cycle in order to improve the efficiency of personnel work.

In order to create the most favorable conditions and priorities for the activities of the highly qualified and creative part of employees and various structures in the field of personnel training, the development of higher education acting on the basis of self-management and dynamic, innovative and effective branched system. includes scrolling.

An important condition for the use of one or another method in the field of staffing, their use, improvement of their qualifications and retraining is the strict compliance of the personnel-educational policy with the new directions of the organization's development.

In the field of downsizing, various methods of dismissal are used - "open window method", "selective reduction method", "intimidation tactics" and others.

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In personnel work, the innovation management structure is a stable unity of forms and methods of personnel innovation management, subjects and objects of personnel innovation, as well as their mutual relations and integral features that ensure the renewal, development and improvement of the efficiency of personnel systems. From this definition, it is clear that the structural analysis of innovative personnel management should be carried out comprehensively in different situations or in different sectors.

The first and main section can be presented in the form of a general functional or functional-subject structure, since here the subject and object are personnel news itself, which includes analysis, evaluation, forecasting, resource support, etc. requires .

The second section of the innovative management structure in personnel work is its functional-purpose structure, which covers all the goals and directions of IKM (from the organization of continuous training of personnel to the organization of personnel services).

The third section is the functional-subject structure of innovative personnel management, which defines the main subject levels (federal, regional, industrial, corporate) of innovative personnel management.

The fourth section is a set of characteristics of innovative personnel management that should be provided by its structure and closely related to it. These features include:

1) goal achievement (that is, the ability of innovative personnel management with the help of an appropriate structure to achieve the goals that the system faces at the appropriate stage);

2) integration or integrity (that is, the ability of the system to have a coherent, integrated effect or relationship to the object - personnel innovation);

3) flexibility (that is, the internal reaction to the management of the personnel system, restructuring (adaptation) and, at the same time, the ability to preserve their main elements in relation to qualitatively different personnel innovations, new goals, external conditions);

4) competitiveness, that is, the ability of innovative personnel management to implement personnel innovations that ensure the competitiveness and efficiency of personnel potential;

5) regulation and self-management, i.e., the ability of innovative personnel management to receive external control, regulatory signals and self-management (relationship with flexibility) of innovative personnel activities.

The universally accepted principles of management are based on the recognition of its continuity, and at the same time its disorder, as systemically important elements of the innovation process, which ensures a low level of predictability of results.

Reorganization of the management of innovative activity requires the creation of such organizational relations that allow more full use of the creative potential of the team. Along with various modern concrete forms of such connections, a number of common features can be distinguished:

1. unconditional support of innovative activities by management;

2. provide comprehensive support to experiment at all levels and all departments of the organization;

3. high level of communication and continuous improvement;

4. use of complex motivational systems, which include various forms and methods of material stimulation of innovative activity, and, in addition, large-scale activities that have a social and psychological impact on employees;

5. application of a method called participation in management (employees should participate in all stages of the innovation process and in decision-making; such participation prevents employees from resisting technological and organizational innovations);

6. Continuous improvement of employees' knowledge.

The main principles of innovative activities include: freedom of scientific and scientific-technical creativity, legal protection of intellectual property, integration of scientific, scientific-technical activities and education, support of competition in the field of science and technology, concentration of resources in priority areas of scientific development, scientific, stimulation of entrepreneurial activity in scientific, technical and innovative activities.

The main principles of innovation management can be logically divided into four groups

1) valeological (prophylactic, anti-crisis, socio-ecological),

2) communicative (information, cultural, social reactive),

3) synergetic (innovative, heuristic, searching, probabilistic),

4) sociocratic (person-oriented, customer-oriented, solidarity) character.

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