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**WAYS OF GOVERNMENT SUPPORT FOR INNOVATIVE ACTIVITY IN THE FIELD OF
SERVICE PROVISION****Shavkat Oltaev***PhD, Associate Professor of the Department of Economic Analysis and Statistics of Samarkand Institute of Economics and Service, Samarkand Uzbekistan*

ABOUT ARTICLE**Key words:** Innovative activity in the service sector, innovative entrepreneurship, innovative business, promotion of innovative activity, inventors, constructors, technologists.**Received:** 20.01.2024**Accepted:** 25.01.2024**Published:** 30.01.2024**Abstract:** In this article, the ways and means of state support for innovative activities in the service sector, the factors for the development of innovative activities, the economic meaning and essence of the use of innovative entrepreneurship in the service sector, various mechanisms and implementation methods of state regulation and support of innovative entrepreneurship are researched. Done.

INTRODUCTION

International experience shows that the systematic implementation of innovations that ensure qualitative growth in the service sector is the driving force of social development and economic development. Countries implementing innovative models of current economic development and "smart" technologies are achieving high success and have stable economic growth dynamics. As a result of the stable development of such countries, ensuring their competitiveness in the world markets is based on innovative developments and ideas, not on the basis of material production factors and labor resources.

The state support is being implemented in the transformation of the country into a stable market economy with a high share of innovation and intellectual contribution in the service sector of our republic, competitive services in the service market, and a favorable innovative investment environment. In the implementation of these goals, it is impossible to achieve without transitioning the economy of our republic to a fully innovative model, which requires the creation of an effective system of state support for innovative activities in the country and the promotion of the practical

implementation of innovative ideas, developments and technologies in public administration, priority sectors of the economy, and the social sphere.

Relevance and current status of the topic. Different definitions are given to the category of "state regulation and support of innovative entrepreneurship" in scientific works devoted to the studied problem. According to G.A. Yarin, "State regulation and support of innovative entrepreneurship is a mechanism of providing legal-political, economic-social, competitive and other conditions by state bodies for the activity of innovative business environment for the formation and development of innovative entrepreneurship "[2].

State regulation and support of innovative entrepreneurship is carried out through various mechanisms and implementation methods. As confirmed by world practice, a full-fledged innovative business activity is formed by the effective functioning of a well-functioning mechanism of state regulation and support.

Analysis and results. The development of innovative entrepreneurship in the service sector depends on many factors, the most important of which is the institutional environment. The role of the state in this process is of particular importance. Accordingly, the development of innovative activities in the service sector is determined by a number of circumstances. In our opinion, they are as follows: firstly, the lack of development of the relevant legal framework for the development and promotion of innovative activities in the service sector; secondly, the existence of problems in the field of access to investment resources; thirdly, the lack of improvement of the system of incentives for providing tax incentives aimed at supporting innovative activities in the field; fourthly, obstacles and shortcomings in the conditions for the implementation of innovative activities in the service sector ; fifth, insufficient protection of the interests and rights of innovative entrepreneurs; sixth, insufficient development of the "innovative products (services) market".

The importance of the state innovation policy is the objective characteristics of innovative processes, i.e. high level of risk, dependence on the level of development of the scientific environment and innovative infrastructure, large capital capacity for creating scientific research and experimental design work, opportunities for fair competition and wide development of entrepreneurship, innovations, scientific and technical personnel determined by high requirements for qualification [4].

State support for innovative entrepreneurship is to create a favorable legal, tax and administrative environment for the activation of innovative entrepreneurship, creation of new jobs and improvement of living conditions among the population.

The attitude of the state to the development of innovative activity is expressed by the overall policy of its development (Fig. 1). The state innovation policy in relation to innovative business activity is a proportionate system of state regulation and support measures for innovative business, developed on the basis of the established goals and tasks, setting principles, various mechanisms and the creation of specialized state institutions. The active innovation policy of economic entities, manifested in the development of the production of radically new types of products and technologies, as well as in the expansion of local goods sales markets on this basis, ensures the growth of the gross domestic product, the development of scientific and technical potential, the formation of modern technical and technological structures in economic sectors and industries and allows to increase the competitiveness of products.

Currently, one of the important tasks is to transfer the economy of our republic from the direction of raw materials to the field of high-tech innovations. This allows to sharply increase the competitive potential of the country's economy by increasing its comparative advantages in the field of science, education and high technologies, and on this basis, to use new sources of economic growth and ensuring the well-being of the population.

The main directions of state regulation and support of innovative activities : The main directions of state regulation and support of innovative activities ; Development of financial and credit mechanism ; Improvement of analytical and information supply ; Development of personnel training system ; State policy to fight against monopoly aimed at development of competition ; Improvement of the tax system ; Regulatory legal framework for the development of innovative activities .

The main directions, goals and mechanisms of the development of the innovative economy are presented in the concept of "Development of science until 2030" in accordance with the Decree of the President of the Republic of Uzbekistan dated October 29, 2020 "On approval of the concept of development of science until 2030" No. PF-6097. Development of innovative economy means turning human intelligence and creative potential into a leading factor of economic growth and national competitiveness.

The strategic goal of the concept of development of science until 2030 is to transition to an innovative and high-tech format of national economy development, to use and properly mobilize the competitive advantages of our country, to expand the volume of innovative products, to direct investments in areas that ensure rapid economic growth, to increase the standard of living of the population several times. improvement, finding a scientific solution to current issues in the social sphere based on an innovative

approach and scientific research and achieved results, developing scientific cooperation at the international level, as well as ensuring the implementation of the laws "On Science and Scientific Activity" and "On Innovative Activity"[3].

In order to support and develop innovative activities in our republic, it is necessary to develop the concept of state regulation of innovative entrepreneurship in the service sector.

In our opinion, the unique aspect of this mechanism is that the leading place is given to enterprises and organizations in the field of service in the region. The mechanism is aimed at active participation in the implementation of business activities, takes into account its interests and is aimed at developing the demand for innovations by enterprises in the region. In a broad sense, this mechanism defines the directions for creating conditions for the development of initiatives and activities for its implementation - science and business cooperation.

The main goal of the organizational and economic mechanism of state regulation and support of innovative activity in the field of services and services is as follows: firstly, to provide the territory with new types of services due to the results of innovative activity; secondly, to stimulate the innovative activity of enterprises and organizations in the service sector of the region, to increase the competitiveness of services provided based on the results of scientific and technical activities; thirdly, legal regulation and protection of the interests of the subjects of innovative business activity in the service sector of the region; fourth, to create favorable conditions for the development of a competitive environment in the innovative sphere, as well as to support innovative and entrepreneurial structures in the region; fifth, formation of modern innovative infrastructure in the region; sixth, to ensure mutual cooperation of various elements of the regional innovation system through the development of the public-private partnership system.

One of the problems that hinders the development of innovative activities in the service sector in the regions of our republic is the existence of a mismatch between the demand and supply of innovations, as well as the low innovative culture of entrepreneurs, scientists and the population, their inability to use and promote their inventions. Accordingly, a necessary element of the national and regional innovation policy should be focused on measures to increase innovation culture in the following main directions : first, to organize personnel training for work in the innovation field for enterprises and organizations of the service sector and higher education institutions; secondly, providing advice to enterprises and residents on the issues of registration of intellectual property objects; thirdly, development and implementation of marketing mechanisms for the realization of innovative goods and

services; fourth, to provide innovative entrepreneurs and residents with information about advanced domestic and foreign innovations; fifth, formation, development and support of innovative infrastructure elements in the region.

Currently, the procedure for implementing innovative activities in service enterprises is at the stage of restructuring. Accordingly, the management of innovative projects is considered a shortcoming in the methodical provision of decision-making on their implementation. Based on this situation, it is necessary to develop a support system for innovative activities in modern service enterprises.

CONCLUSIONS

In our opinion, improvement of the main directions of development of innovative activity in modern service enterprises implies the implementation of the following measures: first, concentration on conducting scientific research within the framework of the important directions of the activities of enterprises and organizations in modern service industries; secondly, to attract small and private service enterprises to innovative activities based on the creation of technological roadmaps in the field; thirdly, purchase and sale of the results of innovative activities in order to stimulate innovative activity and increase economic efficiency in service enterprises with high scientific capacity; fourthly, to introduce methods and means of increasing the financial efficiency of innovative activities in service enterprises; fifth, application of means of optimizing the use of resources within the framework of the development of innovative entrepreneurship in service enterprises; sixth, directing resources to useful innovative projects based on the criteria determined by individuals or enterprises carrying out innovative activities.

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