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INNOVATION IS A BREAKTHROUGH IN HUMAN CONSCIOUSNESS

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With the advent of man on the planet, he began to think about tomorrow, but also not forgetting about today. It lasts for many centuries and is passed down from generation to generation. Thanks to man, the modern world began to develop very quickly and diversely. But at the same time, it should be noted that it was thanks to man that the universal human qualities of the individual began to be forgotten: as humanism, a sense of duty, responsibility, respect and patriotism. In this regard, today there is such a tendency as the degradation of humanity. The modern world is largely a technologized space, a person who has surrounded himself with objects of technology, they make up. Already in the 20th century, scientists and philosophers started talking about the fact that science, devoid of moral imperatives, can bring humanity to the brink. The philosophy of modern times, as well as modern philosophy, happens to touch upon the points mentioned above. But only they do, because very few people would dare to raise such problems seriously. Meanwhile, due to the fact that the world is flooded with cars, a person may soon forget how to walk. It is already becoming too difficult for a person to walk a couple of kilometers to the market and back. Official science has taught us to believe that the emergence of writing is a breakthrough in human consciousness, an important step in the development of any civilization and all kinds of progress.

A significant expansion of the technical capabilities of society is accompanied by the fact that in a number of

studies the object of influence becomes the person himself, which creates a certain threat to his health and existence. In this regard, modern requirements in the field of higher education: pedagogical and technological methods, information and communication, technology implementation, critical thinking.

Another important problem in this area is the professional level of the teaching staff.

Education, spirituality and enlightenment are the key to the formation of real human values.

It is necessary to create an environment that will actively support the professional level of teachers and develop this community.

We must introduce into the educational aspect such innovations; innovations that would help a future young specialist find his worthy place both in life and at work and in everyday life.

Well, what is innovation ?! The Great Russian Encyclopedia gives the following definition:

Innovation, innovation - an introduced or being introduced innovation that provides an increase in the efficiency of processes and (or) an improvement in product quality demanded by the market.

Innovation is the result of a person's intellectual activity, his fantasy, creative process, discoveries, inventions and rationalization.

An example of innovation is the introduction to the market of products

(goods and services) with new consumer properties or an increase in the efficiency of production of a particular product.

Innovation is a new or significantly improved product (product, service) or process introduced into use, a new sales method or a new organizational method in business practice, workplace organization, or in external relations.

The term "innovation" comes from the Latin "novatio", which means "update" (or "change"), and the prefix "in", which translates from Latin as "in the direction", if translated literally "Innovatio" - "in the direction of change".

The very concept of innovation first appeared in scientific research in the 19th century. The concept of "innovation" got a new life at the beginning of the XX century in the scientific works of the Austrian and American economist J. Schumpeter as a result of the analysis of "innovative combinations", changes in the development of economic systems. Schumpeter was one of the first scientists who, in the 1900s, introduced this term into scientific use in economics.

An innovation is not just any innovation or invention, but only one that significantly increases the efficiency of the current system. Contrary to popular belief, innovation is different from invention.

An innovation is a process or result of a process in which:

- partially or fully protectable results of intellectual activity are used; and / or the release of patentable products is ensured; and / or the release of goods and / or services is provided, in terms of their quality corresponding to or exceeding world standards;

- high economic efficiency is achieved in the production or consumption of the product.

Innovation is viewed from different perspectives: in relation to technology, commerce, social systems, economic development and policy formulation. Accordingly, there is a wide range of approaches to conceptualizing innovation in the scientific literature.

When conceptualizing innovation, it is helpful to compare it with other concepts. In particular, the scientific literature notes that the concept.

Is a new idea always an innovation? In other words, innovation is the result of the implementation of new ideas and knowledge for the purpose of their practical use to meet certain consumer needs.

This means that if, for example, a new idea is developed, reflected on diagrams, drawings or thoroughly described, but it is not used in any industry or sphere, and it cannot find a consumer on the market, then this new idea, this knowledge, represents is the result of creative work, is not an innovation. It follows that the main properties (criteria) of innovation are:

- scientific and technical novelty;
- practical implementation (industrial applicability), i.e. use, for example, in industry, agriculture, health care, education or other areas of activity;
- commercial feasibility, which means that the innovation is "accepted" by the market; marketable; which, in turn, means the ability to satisfy certain consumer needs.

Thus, a new idea itself, no matter how thoroughly it is described, formalized and presented in diagrams and drawings, is not yet an innovation (innovation) if this idea is not embodied in products, services or processes used in practice. Only new ideas implemented in new products or processes are called innovations. That is, the indispensable properties, criteria of innovation are the

novelty of the idea and its implementation, implementation in practice, in new products or processes.

Since the new idea is embodied in real objects or processes, in so far as it turns out to be focused on meeting the practical needs have people. Thus, in a market economy, such an integral criterion of innovation as the practical embodiment of a new idea is closely related to the criterion of its commercial feasibility through the appearance of new products on the market.

The concept of "innovation process" is broader than the concept of "innovation", since the actual innovation (innovation) is one of the components of the innovation process.

Innovation is a new idea, new knowledge, the result of completed scientific research (fundamental and applied), experimental and design developments, and other scientific and technical achievements.

New ideas can take the form of discoveries, rationalization proposals, concepts, techniques, instructions, etc. Innovation (from the English innovation - the introduction of new) is the result of the introduction of new knowledge, its implementation in new or improved products sold on the market, or in a new or improved technological process used in practice. Diffusion of innovation The process of diffusion of once mastered, implemented innovation, ie the application of innovative products, services, technologies in new places and conditions.

The first component of the innovation process is innovation, that is, new ideas, knowledge are the result of completed scientific research (fundamental and applied), experimental and design developments, and other scientific and technical results.

The second component of the innovation process is the implementation, the introduction

of innovation in practice, i.e., innovation or innovation. The third component of the innovation process is the diffusion of innovations, which means the spread of an already mastered, implemented innovation, that is, the application of innovative products, services or technologies in new places and conditions.

Innovative activity is rooted in antiquity, when science in the modern sense of the word did not exist. But even then, the innovation process was based on new ideas and innovations.

So, the idea of a wheel originated in the Ancient East about 6 thousand years ago. The birth of the wheel idea was the beginning of an innovative process, during which products and technologies were developed that, put the wheel idea into practice, satisfying the various needs of people. So, the appearance of a cart made it possible to move with the help of a wheel, a block - to lift heavy objects, a water wheel - to transmit the energy of water, a foot spinning wheel - to make yarn, etc.

These technological processes and products, through which the idea of the wheel was used, represented innovations (innovations). Subsequently, knowledge of processes and products using the wheel idea was disseminated and applied in new places and conditions - this is the stage of innovation diffusion.

Questions about how new ideas appear, new knowledge is generated, are mainly analyzed in such an area of research as the methodology of science, in which in recent decades various models of the formation of scientific theories, their relationship with empirical facts, the development of scientific knowledge, the role of internal and external factors of this process, etc.

This area requires special consideration and study that goes beyond innovation

management. It is important to emphasize here that the result of scientific research - new knowledge, innovation - gives rise to the innovation process.

Innovation is such a component of the innovation process, which is the result of the implementation of new knowledge in the form of new or improved products accepted by the market, or a new or improved technological process used in practice.

As the end result of creative work, which has received implementation in the form of a new product or a technological process, the innovation itself is a commodity. It must be emphasized that, for example, when it comes to the final result of a development implemented in the form of a new product, say, a programmable samovar, then buying this innovation means buying not the samovar itself, that is, an object, a thing, but a body of knowledge, information about it product and its production.

In other words, innovation is an intellectual product, which largely determines the nature of the problems of managing innovation processes.

The nature of the third component of the innovation process - the diffusion of innovations - depends on the structure and power of communication channels, the ability of business entities to quickly respond to innovations, etc.

Since diffusion includes everything that is involved in the diffusion, promotion and sale of an innovation, it is sometimes mistakenly identified with the marketing of an innovation. However, marketing is that part of the diffusion process over which the enterprise has control, for example, advertising, product promotion, pricing. Another part of the diffusion process over which the enterprise has no control is the diffusion, promotion of the innovation by users and scientific publications,

for example, telling a consumer to a friend about the benefits of a product, inquiring a potential user about a new product, or publishing an innovation in scientific work.

Thus, the innovation process is a sequential chain of events from a new idea to its implementation in a specific product, service or technology, and the further spread of the innovation.

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