

**THE IMPORTANCE OF INNOVATION IN ENHANCING THE COMPETITIVENESS
OF HIGHER EDUCATION UNIVERSITIES*****Azimov B.F.****Asian international university****Amonov Zamirbek Maksudovich****Bukhara engineering-technology institute****Qudratova G.M.****Asian international university*

Abstract: This article discusses the competitiveness of higher education institutions and the importance of innovative activities in increasing competitiveness.

Keywords: innovation, competitiveness, innovative activity, functions of innovations

In today's rapidly changing world, higher education universities face increasing competition on both national and international levels. The ability to remain competitive requires continuous improvement and adaptation to new challenges. One of the most effective ways to achieve this is through innovation. Innovation in higher education encompasses new teaching methods, technological advancements, research developments, and improved management practices.

The innovations created perform several socio-economic functions. Obeying the general law of saving time, a person always directs his activity to reducing labor costs and obtaining greater results. Therefore, the first function of innovations is that almost all inventions are aimed at reducing energy costs, living labor, create opportunities for involving new productive forces in production, increase the efficiency of labor and production.

The second function of innovations is to improve the quality of manufactured products, which leads to an increase in the level of production and consumption, and contributes to improving the quality of life.

The third function of innovations is that they, by increasing quality, reducing costs and improving consumption, help maintain proportions between supply and demand, between production and consumption.

And, finally, in the course of development and in the process of using innovations, the process of human development takes place - the realization of his intellectual abilities, the creation of conditions for further creative growth.

Innovation plays a crucial role in enhancing the competitiveness of higher education universities by fostering creativity, improving the quality of education, and ensuring alignment

with global standards. By incorporating innovative approaches, universities can better prepare students for the demands of the modern workforce and contribute to societal development.

1. **Modern Teaching Methods:** Traditional teaching methods are gradually being replaced by more dynamic and interactive approaches, such as blended learning, virtual classrooms, and adaptive learning technologies. These methods enable students to gain a more personalized and flexible education experience, thereby increasing their engagement and performance.
2. **Technological Advancements:** The integration of advanced technologies such as artificial intelligence, big data analytics, and virtual reality in educational processes enhances the efficiency and effectiveness of learning. Digital transformation allows institutions to provide high-quality education remotely, making education more accessible to a broader audience.
3. **Research and Development:** Innovation in research is vital for improving an institution's academic reputation and attracting funding opportunities. By fostering a culture of research and collaboration with industry partners, universities can develop cutting-edge solutions that address real-world challenges.
4. **Management and Governance:** Innovative management strategies, such as data-driven decision-making and agile governance models, help universities respond to changes swiftly and efficiently. These approaches ensure that institutions remain competitive in an evolving educational landscape.

Despite its significance, implementing innovation in higher education comes with several challenges. Resistance to change from faculty and staff, financial constraints, and the need for significant infrastructure investment are some of the common obstacles faced by institutions. However, overcoming these challenges through strategic planning, stakeholder engagement, and policy support can pave the way for successful innovation adoption.

In conclusion, innovation is a key driver in enhancing the competitiveness of higher education universities. By embracing innovative practices in teaching, research, technology, and management, universities can position themselves as leaders in the global education market. To achieve long-term success, it is essential for universities to foster a culture of continuous improvement and adaptability to emerging trends.

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