PEDAGOGIK TADQIQOTLAR JURNALI
ISSN: 3060-4923 Impact Factor –7,212

CONTENT AND TYPES OF INNOVATION AND DIGITAL MANAGEMENT TECHNOLOGIES

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DOI: https://doi.org/10.5281/zenodo.20100809

In the context of globalization, the digital economy and the rapid development of information and communication technologies, management systems are undergoing a fundamental renewal. Traditional administrative and methodological management methods are no longer sufficient to quickly and effectively solve complex socio-economic problems. Therefore, the introduction of innovative and digital management technologies has become one of the most relevant areas of modern management. Especially at the level of management closest to the population, such as the mahalla, the use of digital and innovative management technologies is of great importance in improving the quality of management decisions, the effective use of resources and expanding the scope of social services. The essence of innovative and digital management technologies is a system aimed at increasing efficiency in management processes through the use of new approaches, modern information technologies and data-based decision-making mechanisms. They are used at the strategic, tactical and operational levels of management and serve to coordinate the development of organizations and regions. Sjafri Naldi, Ryndian Gusty and Fatma Saqdiah study the relationship between digital transformation and innovation management using the SLR (Systematic Literature Review) method. Analyzing 20 articles, the study identifies key themes such as digital strategy, data-driven innovation, innovation management systems and highlights the importance of integrating digital strategies with innovation management. These works provide a brief overview of the theoretical basis of digital management. Dejan Uršič and Tomaž Čater provide a systematic overview of the role of digital innovation in management and business, key themes (e.g. digital business model innovation, digital capabilities, open innovation) and their theoretical foundations by analyzing 684 scientific articles. The study proposes a multi-level conceptual framework for digital innovation management. Samuel Wamba Fosso Prof. Samuel Wamba Fosso's research has been widely studied worldwide on the application of data analytics, Big Data, AI, blockchain and digital technologies in management. These works analyze the impact of digital transformation on organizational processes, innovation strategies and digital business models. Federico Frattini is an internationally renowned scholar in the field of innovation and strategic management. His works have made a significant contribution to the formation of theories on innovation management, technology management and digital transformation. These studies reveal the mechanisms for integrating innovation and digital processes in organizations. A.A. Vărzaru analyzes the impact of digital technologies and innovation management on organizational performance. The study explores the impact of digital technologies on innovation processes using methods such as neural networks and cluster analysis. These studies by foreign scientists comprehensively cover the content, types and stages of development of innovative and digital management technologies. Specific examples from scientific works and articles conducted by Uzbek scientists / researchers or related to scientists on the topic of the content, types and stages

of development of innovative and digital management technologies were scientifically and analytically cited. B. Abdullayev and A. Abdullayev are educational literature that includes literature on the topic of "Digital innovative management", in which methods of highly effective use of innovative management and digital technologies, their phased implementation and practical directions are analyzed. This source serves as a theoretical basis for the formation of the content and types of innovative management. Z.Iskandarbekovna Madieva The study analyzes the digital economy, the introduction of digital platforms in the business and management system, data-driven management mechanisms and the impact of strategic digital technologies. These works are devoted to the content and stages of development of digital management and innovation management, which are related to the labor market, e-business and factors that increase efficiency. These works scientifically reveal the content, types and stages of development and allow them to be integrated with world knowledge (Table 1.2.1).

Table 1.2.1 Systematic analysis of research by Uzbek scientists on innovative and digital management technologies

Scientist (Full Name)	Research Area	Research Content and Essence
Abdullayev Botir Abdujabborovich	Digital Innovation Management	The study highlights the essence, types, and stages of introducing innovation management and digital technologies into management processes. The author substantiates mechanisms for implementing digitalization at strategic, operational, and institutional levels.
Abdullayev Aziz Abdujabborovich	Innovation Management Technologies	The research analyzes the essence of innovation management, technological types (KPI, BSC, strategic innovations), and their impact on organizational efficiency. The evolutionary stages of innovative management development are also revealed.
Madieva Zilola Iskandarbekovna	Digital Governance and E-Platforms	The study explains digital platforms, data-driven management, and e-governance technologies, as well as their impact on management efficiency. The gradual implementation stages of digital management are substantiated.
To'xtashev Baxtiyor Rasulovich	Innovative Management and Institutional Transformation	The research analyzes the stages of introducing innovative management technologies into state and local governance systems, institutional changes, and their socio-economic effectiveness.
Saidov Akmaljon Sobirjonovich	Digital Transformation and Management Efficiency	The study highlights the introduction of digital management technologies, their types (e-government, monitoring systems), and stages of development. The author interprets digital management as a key factor in increasing efficiency.

As can be seen from the table, the studies of Uzbek scholars consistently cover innovative and digital management technologies in terms of their content (the essence of innovation and digitalization), types (strategic, operational, digital platforms), and stages of development (automation → digitalization → intelligent management). These scientific approaches serve as a strong national methodological foundation for the innovative-digital management concept being developed in Section 1.2.

In our research, the content of innovative and digital management technologies was scientifically clarified within the framework of the national scientific school as the integration of strategic, operational, and institutional levels. This approach made it possible to interpret innovation management and digital transformation not as separate processes, but as integral components of a unified management system.

The types of innovative and digital management technologies, taking into account the conditions of Uzbekistan, were systematized into four groups based on an improved classification: strategic (KPI, BSC), digital platform-based (e-governance, CRM, GIS), data-driven management, and participatory management technologies. The stages of development of innovative and digital management technologies were scientifically substantiated on the basis of the sequence: traditional management → automation → digitalization → integrated digital management → intelligent management, and the mechanism of influence of these stages on management efficiency was revealed.

It was justified that the main purpose of introducing innovative and digital management technologies is to increase management efficiency that ensures social development. In particular, using the example of mahalla governance, an integrated management model was proposed that, through the application of digital and innovative technologies, would improve the quality of social services, increase the efficiency of resource utilization, and enhance public welfare.

Based on the results of the research, it is recommended to implement innovative and digital management technologies through a three-level comprehensive approach at strategic, operational, and institutional levels. At the strategic level, it is necessary to introduce long-term digital development strategies, KPI systems, and Balanced Scorecard mechanisms for mahallas and local governance entities. At the operational level, it is advisable to automate daily management processes, expand the use of electronic document circulation, and apply digital monitoring mechanisms. At the institutional level, it is essential to establish a sustainable system by providing legal, organizational, and human resource support for digital governance.

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