ABSTRACT

to the thesis of **Pazilov Galimzhan Abdirassulovich** on the topic «Management of innovation activity of textile industry enterprises» submitted for the degree of Doctor of Philosophy (PhD) on the specialty «6D051700 – Innovation management»

The topic of the dissertation research. The textile industry is of great social importance in society, as it produces a variety of products for personal use and thus is one of the most important components of people's material well-being.

For many years, the main raw material for textile production was cotton, and then gradually began to use silk, wool, flax and artificial fibers. At present, the share of chemical fibers in the world's textile industry has increased significantly due to the use of new technologies, while the share of cotton, wool and especially flax has decreased. Today, the share of chemical fibers in the textile industry of developed countries is growing, and in the economies of developing countries, cotton, wool, natural silk remain the main types of textile raw materials.

The development of the textile industry has many benefits for the country's economy. Its peculiarity is the steady increase in demand for products, primarily due to population growth from year to year, this industry does not require relatively significant investment compared to other industries, and the return on investment begins in a short time, as well as dynamic capital turnover. At the same time, in solving social problems in the country, in employment, in particular, in the textile industry, the majority of those employed are women, which helps to reduce social tensions and improve the living standards of the population.

Today, in order to develop production, increase competitiveness and enter the international market, Kazakhstan's textile enterprises shall introduce innovations in the industry, make the most of existing opportunities.

At present, most of the raw materials needed for textile products produced in the country are exported in the form of low value-added goods without processing. The level of coverage of the domestic market by domestic textile enterprises is very low, and the country's textile products are mainly supplied by imports. Therefore, in order to increase the competitiveness of Kazakhstan's textile industry, it is necessary to first study the capabilities of enterprises in this area and increase the effectiveness of management of their innovation activity. This indicates the need for companies operating in this area to pursue an active innovation policy.

Today, despite the active support of the state for domestic production, the competitiveness of textile enterprises is low, as they do not show the innovative development that they are advancing. From this point of view, the chosen topic of the dissertation is relevant.

The purpose of the dissertation research is to make recommendations for improving the management of innovation activity of textile enterprises as a result of studying the theoretical and methodological bases of management of their innovation activity as a competitive advantage of enterprises.

Objectives of the study. According to the purpose of the research, the dissertation sets the following tasks:

- to clarify the theoretical aspects of the category of "Innovative activity" in relation to the enterprise and formulate the author's definition of "Innovative activity of the enterprise";

- development of methodology and indicators for assessing the innovation activity of textile industry enterprises;

- analysis of the current state of innovation processes at textile industry enterprises and study of factors influencing their innovation activity;

- analysis of the innovation potential that ensures the management of innovation activity of textile industry enterprises;

- recommend measures of state incentives to improve the management of innovation activity of textile industry enterprises;

- development of recommendations for improving the management of innovation activity at the level of textile enterprises.

Research methods. The research used general scientific methods of analysis and synthesis, comparison, generalization of research results, expert assessment, correlation and regression analysis, direct observation and survey methods. Microsoft Excel was used to process the statistics.

Scientific novelty of the research. The following scientific results were obtained during the research, which determine the scientific novelty of the dissertation:

- the category of "innovative activity" was studied in detail and the definition of innovative activity of the enterprise was given;

- the necessary complex indicators for the innovation activity management of textile enterprises in Kazakhstan was offered, taking into account the indicators of innovation activity of the enterprise and the specifics of textile enterprises, proposed by various international organizations, foreign scientists;

- the current state of innovation processes in the domestic textile industry and the factors influencing their innovation activity was determined, as a result of which the ability to predict their impact on the management of innovation activity of textile enterprises will help to prevent and minimize the consequences of difficulties and risks;

- after a comprehensive study of the theory and models of innovation activity management in industrial enterprises, as well as the specifics of the textile industry, an adapted model of innovation activity management of domestic textile enterprises was developed;

- taking into account the study results, recommendations were made to improve the innovation activity management of domestic textile enterprises.

The main conclusions proposed for the defense.

- the author's definition of the term "innovative activity of the enterprise" is formulated: the enterprise must have a competitive advantage as a result of intensive and cost-effective implementation of innovative activities with maximum use of all (internal and external) opportunities;

- taking into account the indicators of the innovative activity of the enterprise and the characteristics of textile enterprises, the necessary indicators in the management of their innovative activity are presented, namely complex indicators for

product innovations, process innovations, marketing innovations, organizational innovations;

- the main factors influencing the innovative activity of enterprises in the textile industry, in particular, the innovative policy of the state, supply and demand, competition, economic and political stability in the country and the world, ownership, size of enterprises, condition of fixed assets, financial security, human resources, the degree of competence of the management, the salaries of workers in the industry, the amount of investment in fixed assets was determined and the need to take them into account in the effective management of innovative activities of the enterprise was offered;

- proposals have been developed to improve the management of innovation activity of textile enterprises. In order to increase the efficiency of innovation activity management at textile enterprises, the author has developed and proposed an adapted model of innovation activity management of textile enterprises. This model is designed for effective management of innovation activity of small, medium and large textile enterprises and consists of three structures: management of innovation infrastructure, management of innovation processes and effective management of innovation activity indicators.

Practical significance of the research results. The results obtained during the dissertation research will contribute to the implementation of innovative activities in domestic textile enterprises, increase their competitiveness in the market through effective management of their innovative activity. In order to accurately determine the innovative activity of textile enterprises by types of innovation, ie product innovation, process innovation, marketing innovation and organizational innovation, the proposed performance indicators can be used in the future to determine the innovative activity of other industries and make specific decisions to manage their innovation.

The proposed model of management of innovation activity of textile enterprises opens new opportunities for successful implementation of innovations, has a positive impact on the prevention of difficulties and risks in the implementation of innovative activities.

The materials covered in the dissertation can be used in the educational process in the training of specialists in "Innovation Management". The scientific research results obtained by the author are implemented in the practice of innovation activity management on the example of the Limited Liability Partnership "AZALA Cotton", which is confirmed by the act of implementation dated 08/16/2021.

Description of the doctoral student's contribution to the preparation of each publication. The results of the dissertation were published in 9 works, including 5 - in journals recommended by the Committee for Quality Assurance in Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan, 3 - in the proceedings of international scientific conferences, 1 - in a journal of the data base Scopus.

In the proceedings of the international scientific-practical conference "Innovative and entrepreneurial education in the context of improving the quality of life", an article titled as **"Management of innovative activity of the enterprise as a**

factor in increasing competitiveness" was published. In this article, the author's contribution is the definition to the innovative activity of the enterprise.

The article **"Improving the efficiency of management of innovative activity of the enterprises of textile industry of Kazakhstan"** provides a comprehensive analysis of economic performance, innovation activity of textile enterprises in the Republic of Kazakhstan in the transition to an innovative path of economic development. In this article, the doctoral student suggested ways to improve the management of innovation activity of enterprises in the textile industry.

The analysis and conclusions in the article **"Management of innovative activity of the textile enterprises of Kazakhstan"** are based on the activities of the textile industry, which has significant potential for the development of innovative activity. According to the results of the study, the country has a significant innovative potential for the development of the textile industry. The article was written under the guidance of domestic and foreign supervisors.

In the proceedings of the international scientific-practical conference "Kazakhstan in a multipolar world: economic scenarios" the article **"Tools for the introduction of managerial innovations in textile enterprises"** highlights the main distinguishing features of managerial innovation and technological innovation. The contribution of the doctoral student in this article is a comprehensive study of the tools for the introduction of managerial innovations in domestic textile enterprises and suggested ways to implement them effectively.

The article **"Innovative activity of textile industry enterprises and complex indicators of its evaluation"** describes in detail the various ways to determine the indicators of innovative activity of the enterprise. The author notes that in the scientific works of domestic and foreign scientists on the indicators of innovative activity of the enterprise there is no single methodology for determining the innovative activity of the enterprise, the state statistics bodies do not approve specific indicators to determine the innovative activity of the enterprise. In this article, the contribution of the doctoral student is a proposed set of indicators that determine the innovative activity of enterprises in the textile industry in Kazakhstan.

The article **"Textile industry: issues of managing the growth of innovative activity in enterprises"** identifies the main problems of the textile industry in Kazakhstan. In this article, the contribution of the doctoral student is the suggestion of the main ways to increase the competitiveness of the industry by increasing the innovative activity of textile enterprises in Kazakhstan. The article was written under the guidance of domestic and foreign supervisors.

The article **"Factors affecting innovative activity of textile enterprises in Kazakhstan"** identifies the main factors affecting the innovative activity of textile enterprises in Kazakhstan. The internal and external factors influencing the innovative activity of textile enterprises were analyzed. The analysis of these factors revealed that they have a positive impact on mitigating the negative impact and enhancing the positive impact in the processes of the textile enterprises, as well as reducing risks and expanding the innovative capabilities of the enterprise through the creation of additional competitive advantages, optimal management decisions.

The article **"Increasing the innovative activity of textile enterprises in the face of global competition"** was published in the proceedings of the international scientific and practical conference "Current trends and prospects for development of national economies in the face of global pandemic challenges". The article shows that Kazakhstan has the experience and full potential for the development of the textile industry. The article identifies the need for government support measures to increase the innovative activity of textile enterprises.

The article **"Model of management of innovation activity of textile industry enterprises"** identifies the need to create a model of its management for the effective management of innovative activity of domestic textile enterprises. The contribution of the doctoral student in this article is the development of an adapted model for the effective management of innovation activity of small, medium and large textile enterprises and consisting of three structures: innovation infrastructure, innovation processes and innovation activity indicators.