

IMPROVEMENT OF THE MECHANISM OF SELECTION AND PREPARATION OF INNOVATIVE STRATEGIES

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The mechanism of selection and preparation of innovative strategies is of particular importance in the production and consumption of innovative construction materials.

Selection and preparation of innovative strategies are often prepared using foreign practices, success strategies and practices of successful companies as a result of their activities. The application of innovation in the Republic of Azerbaijan is also in the interest of the state as well as the selection of innovative strategies and production facilities. Because the economic strength of any country is related to the development of its industrial sector.

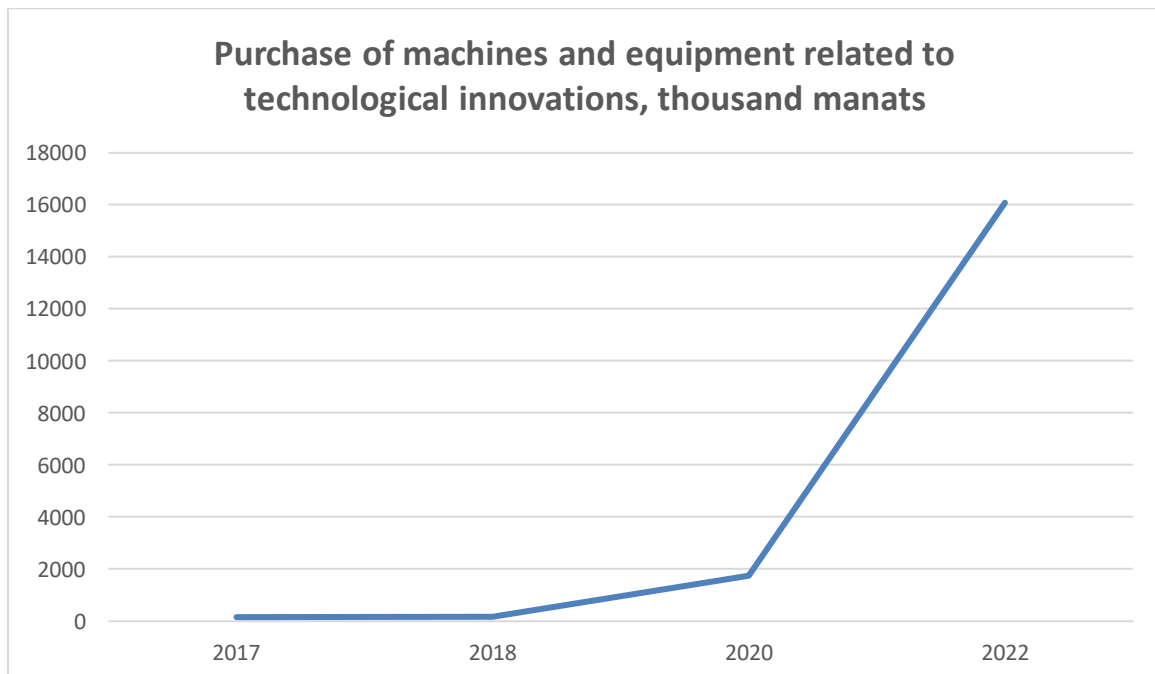
In addition to enterprises engaged in the production of construction materials in Azerbaijan, the main factor directly stimulating innovation activity in companies engaged in other industries is directly related to the decree issued by the president of the Republic of Azerbaijan in 2016.

Prepared by the decree of the President of the Republic of Azerbaijan dated April 20, 2016 in accordance with Article 164.1.26 of the Tax Code of the Republic of Azerbaijan and Article 20.0.17 of the Law of the Republic of Azerbaijan "On Customs Tariff" and to legal entities and individual entrepreneurs who have received an investment promotion document determined the procedure for issuing a confirmation document for the import of machinery, technological equipment and facilities. The incentive document is presented by the Ministry of Economy in exchange for a business plan presented to entrepreneurs for a period of 7 years. Then, the transport documents of the technological equipment entering the country, as well as the confirmation document issued in exchange for the purchase agreement, exempt the technological equipment from the import duty and 18% VAT. In order to further facilitate the implementation of these works, there is a special procedure for accepting documents, according to which the application is reviewed and answered within 7 business days from the date of receipt of the documents in the Ministry of Economy.

As a result of this kind of state support, new technological equipment was brought to Azerbaijan. A large volume of production lines has been

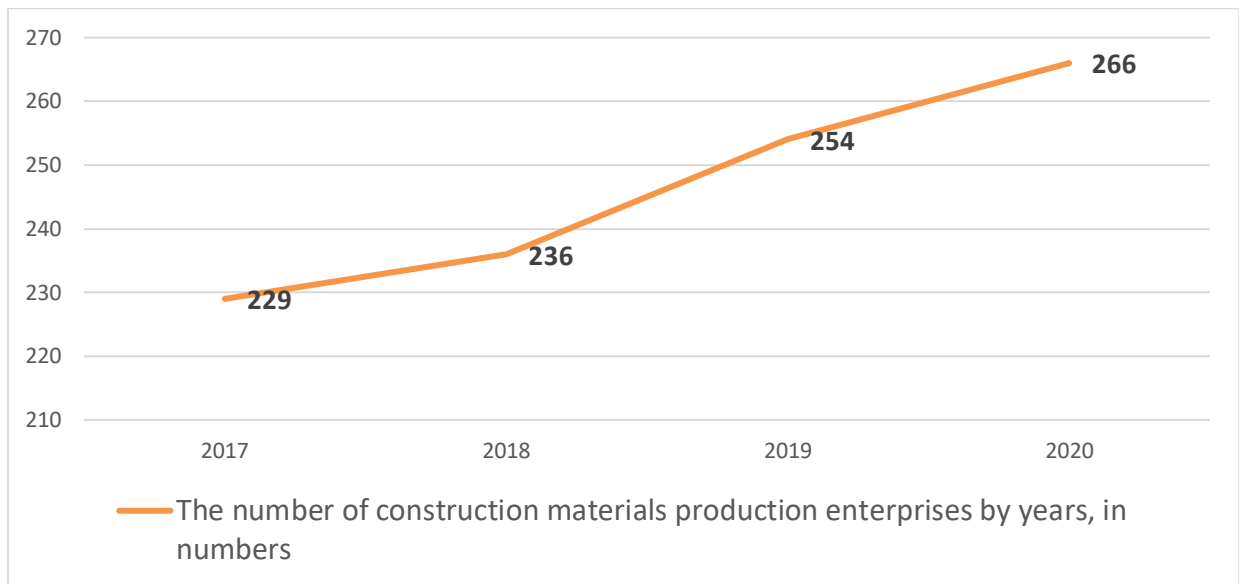
imported. The processes of selecting innovative strategies, preparing mechanisms, and implementing them in exchange for state support of enterprises operating in Azerbaijan have been accelerated. Enterprises have started to produce highly competitive new technological products by applying innovative strategies. The strategy development mechanism is being improved day by day, and as a result of this improvement, let's take a look at the general results.

Purchase of machines and equipment related to technological innovations, thousand manats			
<i>2017th year</i>	<i>2018th year</i>	<i>2020th year</i>	<i>2022th year</i>
158.7	185.2	1754.5	16083.7



In 2017, 158.7 thousand manats were spent on the purchase of machinery and equipment in connection with technological innovations, and in 2018, this figure was 185.2 thousand manats, an increase of 16.70%. In 2020, the amount of funds spent was 1754.50 Azn, which increased by 9.47 times compared to 2018. In 2022, the figures were accompanied by a 9.17 times increase compared to 2020.

All these analyzes once again show that very serious steps have been taken in the field of improving the mechanism of selection and preparation of innovative strategies. The figure shown in the graph above is a clear proof of this.



As competition between enterprises in the construction materials industry of Azerbaijan increases, the application of innovative strategies is of particular importance. Technological innovations in gypsum and gypsum-based products in Azerbaijan can be seen in the form of "Matanat A" group of companies.

Agdag is the leader in the market with its "nano-technology" ceramic adhesives, which have been applied in recent years. Innovations applied in the production process have led consumers to live in a healthy environment and to save on many other costs, which leads to an increase in the consumption of these products in the market share. The use of the "Aghdag direk" product directly on the wall without applying plaster leads to the consumer saving the cost of plastering, as well as having walls with "air conditioning effect" and "breathing" ability. The "nano technology" used in the tile metlax sprinklers leads to providing the Buyers with a better quality product.

Such innovative innovations lead enterprises to have a special place in the market share and achieve success.

In recent times, state support for enterprises that have applied innovative innovations has a special share and role in bringing products to the market by enterprises with technological innovations.

Literature.

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2. <https://stat.gov.az/source/industry/>
3. <https://www.europeanproceedings.com/article/10.15405/epsbs.2021.09.02.>