

### Theoretical and Methodological Problems of Investment Activity Development in Innovative Economy

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#### ABSTRACT

*This thesis aims to explore the theoretical and methodological issues, focusing on the complexities that arise when traditional investment theories and practices are applied in the innovative economy, through a review of existing literature and a critique of existing approaches, this research examines investment in the context of the innovative economy. aims to shed light on the need for a new framework that can effectively guide their decisions.*

In recent years, theoretical and methodological problems related to investment activity in the conditions of innovative economy have received great attention. The rapid development of technologies and the increased attention to innovation in economic development created a need for a deeper understanding of investment processes. One of the theoretical foundations of investment activity in the context of the innovative economy is the concept of risk and return. Investments in the innovation economy are often made in new and untested technologies or ideas, which are inherently high risk. Investors must evaluate and quantify these risks to make informed decisions. The concept of risk management plays a crucial role in investing because it helps investors minimize potential losses and maximize returns. In addition, the theory of time value of money is another important basis of investment activity. It states that the value of money changes over time and therefore investments made today are expected to yield higher returns in the future. This concept helps investors determine the best time for their investments by taking into account factors such as interest rates and inflation. In general, understanding these theoretical frameworks is essential for successful investment activities in the innovation economy.

Development of investment activity in the conditions of the economy Development of investment activity in the conditions of the innovative economy plays a decisive role in promoting economic growth and technological development. As a developed economy increasingly reliant on innovation and technology, investments to improve productivity and

competitiveness are essential to support research and development, adopt new technologies and create new businesses. Investments in intangible assets such as research and development, intellectual property and human capital have proven to be particularly important in an innovation-driven economy. To attract investment in these areas, governments must create an enabling environment that encourages entrepreneurship, protects intellectual property rights, enables venture capital financing, and fosters collaboration between various stakeholders, including academia, industry, and government agencies. In addition, policymakers must also address methodological issues related to measuring and evaluating the impact of investment activities in the innovation economy, as traditional methods may not fully capture the benefits and risks associated with these investments. Thus, an understanding of the theoretical and methodological foundations of investment activities is essential for the development of effective policies that promote innovation and sustainability.

The nature of investment activities in the innovation economy often involves working with new and emerging technologies, industries and business models. This makes it difficult to collect and analyze accurate and up-to-date information on investment opportunities and risks. In addition, traditional methods of investment activity analysis and risk assessment cannot be used in the dynamic and rapidly changing environment of the innovative economy. Therefore, there is a need to develop new methodologies and tools that can cover and analyze the specific characteristics of investments in the innovative economy. This allows investors to make more informed decisions and effectively manage risks.

### **Conclusion**

In conclusion, the theoretical and development of investment activity in the conditions of innovative economy faces several methodological problems. These challenges include a unique approach to identifying and measuring innovation, the difficulty in accurately quantifying the returns on innovation investments, and the challenge of managing risk in an unpredictable and rapidly changing environment. Despite these challenges, it is clear that investment in innovation plays a crucial role in economic growth and competitiveness. Therefore, it is necessary to continue to improve and improve the methodologies used in the study and implementation of investment activities in the innovative economy.

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