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Social Management of the Health Innovation

Key words: *innovation, innovative process, creative activity, innovative activity, innovative development, organizational and administrative potential of innovative processes, social management.*

Annotation: *Received results and novelty - period taxonomy of enterprise innovative processes theory development was introduced; main directions of innovative processes research in the social management context were represented; theoretical model of organizational and administrative potential of innovative processes was provided; sociological research opportunities of organizational and administrative potential of innovative processes were presented.*

The relevance of research. In modern science in the last decade greatly intensified research in the field of innovation. Thus greater attention is paid to the development of theoretical and methodological problems of formation and development of the industry knowledge and the practical results of the innovation. In the scientific literature, the innovative development of medical organizations (MO) is most often seen as a factor for economic success, scientists and scientific interest is directed mainly to the study of the organizational and administrative activities, the economic efficiency of innovative practices. And only a few researchers pay attention to the social dimension of innovation processes.

Analysis of innovation processes in terms of human development brings to the fore the concept of social management as a condition for innovative development of MO. Today does not require proof that the right placed social priorities are one of the key prerequisites for the success of MO.

The relevance of the study is determined by the lack of theoretical and practical elaboration of the social context of innovation processes in general and in particular in the Ministry of MO, as well as the need to explore mechanisms to encourage workers through the prism of social management to create and execute innovation in the process of work.

The aim of the study was to develop a system of organizational and managerial innovation to stimulate the development of MO as part of social management. Theoretical and methodological basis of the study have formed: the works of scientists sociological, economic and management theory, which covers the main methodological approaches to the study of innovation processes (1-5). To achieve this goal are used:

the principle of historical reconstruction, involving the analysis of the genesis of ideas about innovative processes and approaches to the study of this phenomenon in medical institutions;

the principle of a multidisciplinary approach, involving analysis emerged in the mainstream of socio-humanitarian disciplines of views and ideas about the phenomenon of "creativity", "innovation", "innovation process", "innovation", "innovation development organization", "organizational and management capacity of innovation processes";

the principle of systematic and comprehensive study involves the analysis of the concept of "organizational and management capacity of innovation processes" in view of its structure, the functional role of its constituent elements.
The object of study - the innovative development of MO.

The subject of the study - organizational and administrative stimulating innovative development MO as part of social management.

Theoretical and methodological basis of sociological research of innovative processes are caused by the retrospective analysis of the theoretical understanding of innovation processes and the formation of approaches to the study of innovation in the context of MO social management. Ordering of theoretical concepts of innovation processes in medical organizations suggests three approaches (administrative, subjective, system), which are the basis of scientific conceptualization of the phenomenon under study. In this vein, its research and development led many researchers (1,2,5).

Analysis of innovation processes in terms of the social aspect brings to the fore the social management as a condition for innovative development of MO.

The main elements of the organizational and management capacities of innovative processes, the following. *The system of professional management of innovation processes* on the part of senior, middle and lower level is an activity of the management with the authority to make management decisions at every stage of the innovation process. Staffing system is a set of organizational and administrative measures aimed at encouraging staff to the MO create and execute innovative projects. *The system of scientific management* of innovative projects and programs is a permanent flexible scientific support of the innovation process. *The organizational structure* is a structural form of the security operation.

According to the results of sociological research is a favorable picture on the effectiveness of the organizational and management capacity of innovation processes in the surveyed MO. However, from the study score of favorable conditions created for innovation employees indicates a potential for increasing the efficiency of use of elements of the organizational and management capacity of innovation processes.

On the basis of the data obtained in the study were formulated general recommendations to improve the organizational and managerial terms of innovation. *With regard to personnel* management is recommended to activate the policy on the development of skills and capacity of members of labor collective. *With regard to the system of scientific management* of innovative projects and programs is recommended to minimize the stiffness and regulation in the implementation of innovation. *In the selection of the optimal forms* of organizational structures recommended greater use of group work to encourage members of the personnel to participate in all stages of the life cycle of the innovation process.

Recommendations for practical use of the results is that the data are in increments of scientific knowledge in the field of sociology of management, sociology, innovation, sociology of labor. The results can be used:

1. The higher education institutions in the development of curricula and programs of courses in the educational process and training in the field of sociology of management, sociology, innovation, economic sociology, sociology of labor, sociology of health care organizations;
2. executives in the planning and implementation of innovative projects and programs;
3. sociological research organizations in developing programs of sociological research on problems of innovative practices in reforming the health care system

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