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INFLUENCE OF INNOVATION FAKTOR ON INCREASING COMPETITIVENESS IN MICROECONOMICS

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ABSTRACT

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GENERAL CHARACTERISTICS OF WORK

The actuality of the subject and the degree of development.

One of the most important conditions for the formation and development of microeconomics in a market economy is the development of enterprises, especially industrial enterprises, and their competitiveness. This process takes place in the context of changing and differentiating consumer demand, the rapid development of information technology, scientific and technological progress in general, the intensification of competition in commodity markets. One of the main conditions for enterprises to be competitive is the existence of competition in commodity markets. The concepts of competition and competitiveness have always been in the center of attention at all stages of the formation and development of the economy based on market principles.

The formation of the economic development of enterprises on the basis of the principle of competitiveness in accordance with the requirements of a market economy is also very important for the Republic of Azerbaijan. In the 2006 Global Competitiveness Index, Azerbaijan ranked 64th, behind Russia (62nd) and Kazakhstan (56th). As a result of economic development in the country over the past 10 years, according to the "Global Competitiveness Index 2013-2014", Azerbaijan ranked 39th in terms of competitiveness, ahead of countries such as Russia and Kazakhstan, and 1st in the CIS. It is ranked 51st in terms of innovation and 35th in terms of innovation potential. All this shows the development of the Azerbaijani economy at the macro and micro levels, increasing its competitiveness. However, this process in our country is characterized by a number of problems and complexity. One of the most serious problems of Azerbaijani enterprises during the transition and transformation to a market economy was the lack of financial, technical and especially innovation-technological resources to ensure and maintain the competitiveness of enterprises at the national and international
levels. One of the main conditions for overcoming many problems in the development of the country's economy on the basis of market principles is the study of factors that shape the competitiveness of enterprises and innovation development strategies as one of the most important of these factors. From this point of view, the study of the characteristics of the formation of the competitiveness of enterprises and the country's economy in general and the development trends, the impact of innovation on increasing competitiveness has become one of the current areas of science.

The strengthening of the process of globalization of the world economy and its impact on national economies necessitates radical changes in scientific and practical views that serve to ensure the competitiveness of enterprises, creates the basis for the development of new approaches and methods.

Improving the competitiveness of enterprises is one of the most important problems for modern Azerbaijan, and its solution is of particular importance in achieving sustainable economic development and ensuring economic security. In the context of globalization and increasing openness of Azerbaijani markets to foreign business, the issue of increasing the competitiveness of the microeconomy is even more important.

have studied various aspects of competitiveness and innovation in detail in their works.

The study of competitiveness and innovation problems in the Republic of Azerbaijan began after the 1990s. During this period competition and competitiveness at the microeconomic level, innovation-oriented development strategies, economic development policy of the state and strategies and other related issues have been explored in various aspects by Z.Samadzade, A.Shakaraliyev, T.Aliyev, N.Imanov, A.Aliyev, A.Alirzayev, F.Gasimov, F.Mustafayev, I.Aliyev, E.Mammadzade, G.Manafov, G.Safarov, M.Atakishiyev, M.Aliyev, A.Muradov, N.Eminov, R.Guliyev, R.İskandarov, Sh.Gafarov, Z.Najafov and others. However, it should be noted that the problems of formation of competitiveness at the microeconomic level in Azerbaijan, ways to increase it, the place and role of innovation in these issues have not been purposefully and comprehensively studied. From this point of view, it has become necessary to carry out scientific research on the impact of the innovation factor in increasing the competitiveness of the microeconomy in Azerbaijan.

**The study's goals and objectives.** The purpose of the dissertation is to study the theoretical and methodological bases of increasing the competitiveness of enterprises, the factors that ensure its formation and development, to determine the impact of innovation on increasing competitiveness, to analyze the current situation of competitiveness of industrial enterprises in Azerbaijan, to study implementation opportunities of innovation development strategies. Achieving the set goal involves the implementation of the following tasks:

- to determine the content and essence of competitiveness as an economic category;
- to analyze the factors influencing the formation of the enterprise's competitiveness;
- to determine the indicators for assessing the competitiveness of the enterprise, to analyze the methods;
- To study the competitiveness of enterprises in Azerbaijan, to note the features of its formation and development directions;
- to identify the problems of maintaining the competitiveness of enterprises in a market economy, to show ways to eliminate them;
- to identify ways to increase the competitiveness of enterprises on the basis of innovation strategies;
- to study the features of the formation and implementation mechanism of innovation-oriented development strategy in microeconomics;
- to study the formation and development of innovation infrastructure in Azerbaijan in the conditions of market relations;
- to assess the impact of the national innovation policy of the state on the innovation processes and competitiveness of enterprises.

Research methods. Comparative analysis and systematic approach, economic-statistic, SWOT analysis, situational analysis, economic-mathematical etc. have been applied amid research.

Scientific novelty of the research:
- Theoretical and methodological bases of competitiveness in microeconomics were systematically analyzed, a different approach was applied to the disclosure of the essence of the competitiveness of the enterprise. The dialectical connection and interdependence between the different levels of competitiveness have been investigated, and the nature of their influence on each other has been determined;
- The characteristics of the impact of some of the factors influencing the formation of the competitiveness of the enterprise in a market economy (price, market share, etc.) on the competitiveness are revealed in a new aspect;
- Measures were taken by the state to protect local producers weaken competition in commodity markets and lead to the strengthening of monopolies. The ineffectiveness of such measures
and their impediments to economic development have been scientifically substantiated;

- The importance and role of antitrust policy and other state measures to prevent the formation and strengthening of monopolies in the commodity markets of Azerbaijan has been shown to be very low and ineffective, and an effective mechanism for eliminating monopolies has been proposed;

- problems existing in the process of creation and application of innovation by local companies of the republic were identified, their eliminating methods were indicated, prospects of application of the mechanism of stimulation of scientific and technical activity and innovation in this process were revealed;

- The mechanism of state support for scientific research and design work has been improved and proposed in a new aspect;

- In accordance with the results of the research, scientifically substantiated proposals and recommendations were made by enterprises to ensure the increase of competitiveness on the basis of innovation strategies, the scientific and practical importance of their consideration was noted.

The theoretical and practical significance of the research. In the development of the economy in Azerbaijan, the competitiveness of enterprises, their maintenance, and further growth are very important. The results, proposals, and recommendations obtained as a result of the research can be used theoretically and practically by various economic entities of the country, relevant enterprises and organizations of industries, government agencies, and other relevant institutional organizations related and interested in these issues.

Approbation and publication of research work. 7 scientific articles were published on the main results of the work. One of these articles was published in the materials of a foreign scientific conference, and the other in a foreign scientific journal.
Practical proposals received in the dissertation were accepted by the Baku Oil Engineering Plant TASC (reference No. 03/174, dated 06.09.2016) for practical application.

**Name of the entity carrying out thesis paper.** ANAS, Institute of Economy, Scientific Innovations Center.

**Executive summary with markings by mentioning separate structural sections of thesis.** Chapter I of the dissertation consists of 70642 characters, Chapter II of 62356 characters, Chapter III of 81184 characters, the dissertation consists of 239846 characters in total.
Contents

Introduction

Chapter I. Theoretical and methodological bases of formation of competitiveness in microeconomics

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The main provisions submitted for defense

Article 1. There are different approaches to the definition of the concept of competitiveness in the economic literature, and it is given different definitions.

The economic literature distinguishes the competitiveness of the country and the economy at the macro level, the competitiveness of individual industries at the mezo level, and the competitiveness of enterprises and products at the micro-level. There are a correlation and interdependence between different levels of competitiveness. In general, the competitiveness at different levels and the relationship between them can be shown as shown in Figure 1:

![Figure 1. Different levels of competitiveness](Created by author)

It should be noted that the formation of competitiveness at different levels has its own specific features and differences. This diversity, in turn, justifies the differences in the nature, indicators, and criteria of competitiveness. These differences also lead to different definitions of the concept of competitiveness.
As the object of research is microeconomics, the main focus is on the competitiveness of the enterprise. The primary basis for the existence of competition and the formation of competitiveness at the microeconomic level is the operation of enterprises in the market. It all starts with the decision of the enterprise to carry out the entrepreneurial activity. In this case, the company forms its product range, tries to implement an effective range policy based on the application of innovation and other strategies, to turn its products into high-demand brands. Thus, the competitiveness of the product is formed. The company is constantly trying to increase the competitiveness of its products by using all opportunities. Once this is achieved, a competitive product becomes a key factor in shaping the competitiveness of the enterprise, with the opposite effect on the market.

All market actors operate in accordance with this principle, and the totality of their behavior in the market, as well as the forces that control competition in the field, shape the type of specific market and the conditions of competition. Businesses operating in the market have different behavior. Different features, characteristics, strategies applied by enterprises in the market behavior shape their market position, allow them to be competitive.

Summarizing the above, it can be concluded that competitiveness can be characterized as the main behavior of the enterprise in the market. One of the reasons for this is that in the economic literature, in many cases, competitiveness is assessed as the ability to compete in the market. The competitiveness of an enterprise is the result of its market behavior.

**Article 2. The competitiveness of an enterprise is formed under the influence of complex factors that are interconnected and interdependent.**

Ensuring the competitiveness of the enterprise depends, above all, on the correct identification and assessment of the factors that affect its formation.
Many factors affect the competitiveness of the enterprise. These factors affect the company's competitive advantage in the market and its competitiveness in general at different levels.

Each enterprise tries to build and maintain its competitiveness by gaining a competitive advantage in one or more of these factors.

Let us consider the main factors affecting the competitiveness of the enterprise in Figure 2:

**Figure 2. Factors affecting the competitiveness of the enterprise** [Created by author]
Some economists consider the market share factor to be one of the main factors affecting the competitiveness of the enterprise. However, in our opinion, the market share of the enterprise for a particular product is formed based on the competitiveness of the product and the enterprise and then acts as an indicator that characterizes the competitiveness and is taken into account in the assessment. There are a correlation and dependence between the competitiveness of the enterprise and market share.

The role of competitiveness in the formation of the enterprise's market share in the product market is undeniable. At the same time, it should be noted that market share has a negative impact on competitiveness, and the strength of this effect is determined not by the level of market share, but by the amount of profit earned by the enterprise at the level of existing market share. An enterprise may make a different amount of profit depending on the volume of sales it achieves and the market share, depending on the price of the product and the level of costs incurred in selling it. When profits are high and profitability is high, opportunities to increase competitiveness expand, and conversely, opportunities to increase competitiveness weaken when profits are low and profitability is low. An enterprise can increase sales and, consequently, market share by applying a low price policy for a specific product and incurring additional costs in the implementation of advertising and sales promotion measures. However, in this case, a high market share does not significantly affect the formation of competitiveness.¹

**Article 3.** At present, one of the most important directions of the state's economic policy in Azerbaijan is to increase the competitiveness of industrial enterprises and ensure their innovative development.

¹Ashurova G.A. article – In microeconomy, factors affecting competitiveness of companies located in Azerbaijan, Az.KTİETİ, Academic papers. Baku c. 2015/3
Entrepreneurial structures developing in the Republic of Azerbaijan - newly created and modernized enterprises do not work to create new products, new technologies, but to produce competitive products in the market, and for this purpose to buy and apply technologies already used in foreign markets, or foreign prefer to carry out joint activities with companies. Such activities are based on certain monopolistic principles. Thus, one or two enterprises are engaged in the production of any specific product in the country at the same time, and the application of customs and tax duties on imports of these products, transport costs, artificial barriers in the import process, and other such cases create some competition for local producers allows you to take advantage.

The national competitiveness of Azerbaijani companies is characterized by low competition among manufacturers operating in a certain product market. This is explained by the fact that local manufacturers often have a monopoly position, and in other cases, restrictions are imposed on the import of products they produce, or import duty rates are raised. Such measures protect the manufacturer from the impact and competition of imported foreign goods. This, as mentioned, recedes competition in the market for the company's products. From this point of view, the issue of state protection of local companies is becoming more urgent and controversial. Government assistance should be more focused on priority areas, and companies operating in such areas should have a higher growth rate. This will allow them to strengthen their market position and ensure competitiveness.2

Article 4. Insufficient attention is paid by local enterprises, which are transformed to a market economy and based on market principles, to scientific research and project design, perspective finance of usage of technological innovation,

2Ashurova G.A. article- Competitiveness issues of entities in Azerbaijan. ANAS Institute of Economy – Academic papers Baku 2014/6
carrying out market research, a market condition that they work innovation process in the increase of competitiveness.

The issue of creating a new product or improving an existing product by enterprises is directly related to the research and design activities of the enterprise. Nevertheless, at present, the issue of scientific and technical support of local enterprises in Azerbaijan has been somewhat transformed and has become the main problem of most of them. As the focus of enterprises is on the production and sale of products, the efficiency of scientific and technical activities and resource use has faded into the background.

Lack of working capital, limited budget and extra-budgetary funding, difficulty in attracting foreign capital, etc. during the transformation of the country's economy to a market economy in Azerbaijan. Due to this, there has been a significant decrease in the innovation activity of local enterprises.

The results of the study show that most of the innovations implemented by enterprises are imitative. Innovations are limited in number. This is mainly due to weak competition in commodity markets and the monopolistic position of many republican enterprises. In addition, the fact that local enterprises, especially large companies, have strong ties with high-ranking officials and government agencies, allows them to gain certain economic advantages over competitors, reducing their interest in innovation.

Based on the results of the analysis, it can be concluded that the role of the innovation factor in increasing the competitiveness of enterprises during the transition to a market economy and the transformation of the economy in Azerbaijan was not very effective.³

³Ashurova A.S. “Competitiveness growth of company based on innovation strategies”: scientific-practical conference material on the subject of “application of innovations in economic and statistic researches”. November 22, 2019, Baku, page.-87-91
Article 5. Although local enterprises of Azerbaijan operate on market principles, insufficient attention is paid to some issues such as assessment of the competition in the markets in which they operate, the behavior of competitors in the market, their strategies, and assessment of their market position, their weakness and strengths, potential that leads to the formation of competitiveness at a low level.

Azerbaijan had a strong oil engineering industry until the 1990s. However, since that time, due to the transition to a market economy, the economic ties of the enterprises of this industry have been broken, and because of the loss of traditional markets for the products of this industry, the industry has declined. In addition to losing supply and sales markets, oil companies have been deprived of the opportunity to apply new equipment and technology, modernize existing production facilities, and thus produce quality products that meet international standards due to financial difficulties.

However, the development of such a priority area is very important for the country. Therefore, the implementation of serious state measures in the oil industry, first, the privatization of enterprises, the implementation of reconstruction, the development and implementation of special state programs for the rapid development of the industry, should become one of the most important priorities of state economic policy.

Mastering the production of products that meet the requirements of local and foreign markets, the application of investment policy, innovation strategies, modern management systems, marketing strategies, information and communication technologies is one of the most serious issues facing them. This requires enterprises to change market behavior, take a systematic approach to solve problems, develop and implement a set of targeted measures. All these are very difficult and complicated issues, and it is not so easy to solve them without the help of the state.
Article 6. In general, the problems in the development of science in Azerbaijan are still unresolved, the implementation of planned measures is not at the required level, the number of specialists, professional scientific staff, the implementation of scientific research and its practical application and etc. is not only the development of science but also the country's socio-economic poses serious challenges to development.

One of the most important issues in the development of the economy in Azerbaijan, increasing the competitiveness of enterprises, the implementation of innovation strategies is the conduct of scientific research and design work of project (SRDWP) and their funding by the state. The experience of developed countries shows that the amount of funds allocated by the state to SRDWP is very important in the development of the national economy and increase its competitiveness. However, due to the economic policy pursued in Azerbaijan in this direction, the chances of achieving effective results are very low. Because, as in other issues, in this area, Azerbaijan has its own specific features and peculiarities. Thus, the funds allocated by the state to SRDWP are aimed at maintaining research institutes rather than creating innovations, as a result of which the efficiency of the use of funds is very low. Therefore, the rules of allocation and mechanisms of use of public funds allocated to SRDWP in the country must be fundamentally changed and constantly improved.

Government agencies directly involved in the development of the country's economy, especially industry, should act as sponsors in the development and implementation of innovation programs in various industries, and in the development and implementation of innovation programs, and the customer will be the enterprise to which the innovation will be applied. SRDWP is carried out by the Scientific Research Institute. This mechanism can be given as shown in Picture 3:
The essence of the mechanism is that the effective results of the SRDWP for innovation purposes can be more accurately assessed by the enterprise that will implement the innovation. Therefore, in addition to being a customer, the manufacturer has the ability to more effectively monitor the progress of the SRDWP and the achievement of positive results. Relevant agencies acting on behalf of the state, in turn, control the use of public funds allocated for innovation and the application of the results of the SRDWP to production. This process also involves the establishment and implementation of regular, reciprocal interactions between the relevant government agencies and the manufacturing enterprise and the research institute.

Even the development and implementation of a program of measures aimed at the rapid development of science and the elimination of existing problems over the past decade has not allowed to achieve significant changes in this area. If today highly qualified specialists and scientists engaged in science, fundamental and applied scientific research receive the lowest salaries in the country and face serious socio-economic problems in their lives, it is impossible to expect effective, high results from their activities.

Thesis 7. Ensuring and maintaining competitiveness at all levels, including at the company level, has become one of the
most important problems of economic activity in the modern era of economic globalization, opening of the country's markets to international trade, intensification of competition in commodity markets.

Maintaining competitiveness is as difficult and complex process as acquiring it. Ensuring competitiveness of the company is associated with many problems. Their solution, formation and maintenance of the required level of product and company competitiveness implies the implementation of purposeful activities, relevant market behavior, numerous, large-scale measures.

The company operates in a competitive market and must address the issue of timely renewal of its products in order to build strong reputation among numerous competitors by implementing the right, effective product policy. This issues also requires creation of new product and arrange production, taking large scale measures regarding with launch of the product, address a number of sale issues, several problems.

One of the main conditions to ensure competitiveness of the company is to ensure competitiveness of the product. In this case the company seek to address problems of acquiring economically advantageous levels of acquiring costs and competitiveness of company product.

Most companies seems to always struggle to get advantage for new market access and maintain markets they operate. To this end, company carries out regular market studies, analytical-research issues, access rights for new markets and access limits are being analysed, investigated.

**Article 8. The formation of the company's innovation strategy is a very difficult and complex process.**

In modern commodity markets, innovation is the primary basis for updating or improving products, as well as increasing the competitiveness of enterprises and strengthening market position, becoming a key tool for business development, a creative attack
strategy. The choice of innovation development strategy also depends on the type of innovation, provided through the process of developing innovation strategies. The process of developing innovation strategies is carried out taking into account the influence of a number of factors with specific characteristics.

This process can be shown as shown in Figure:

**Figure 4. Formation of the enterprise's innovation strategy**
[Created by author]

The formation and application of innovation strategies is carried out in conjunction with marketing strategies within the overall development strategies of the enterprise. All strategies, including
innovation strategies, are a response to changes in the environment by focusing on expanding and maximizing the enterprise's capabilities.

Innovative activity of enterprises, selection and implementation of its innovation strategies are mainly in the direction of creation and mastering of product, technological and organizational-economic innovations. Such processes, along with innovation processes, involve market research, finding and mastering new markets for products, improving their consumer characteristics, the application of new management methods, information and communication technologies. Enterprises are improving their market behavior in response to changes in the environment, the science of production is increasing, production processes are becoming more complex, and consumer demand for product quality and management is increasing.

As part of the overall development strategies, innovation strategies are considered one of the priorities of the long-term development of the enterprise, which provides for the implementation of purposeful activities in this direction, resulting in the formation of a new quality of production and management.  

Article 9. The complexity and complex nature of the implementation of innovation strategies by enterprises, the management of innovation processes, the presence of various risks, does not allow enterprises to carry out effective innovation activities without the creation of innovation infrastructure.

Innovation infrastructure in general acts as a set of institutions and organizations that assist in the implementation of innovation activities.

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4 Ashurova G.A. “Microeconomics, innovation-oriented development strategy and implementation mechanism of the formation characteristics”. Az.KTİETİ, Academic papers. Baku c. 2016/1- page. 54-61
The current state of innovation infrastructure in Azerbaijan is characterized by several specific features and problems. During the transition and transformation to a market economy, Azerbaijan has been able to maintain to some extent the potential of fundamental research in the system of the Academy of Sciences, research institutes, and universities.

However, the level of SRDWP implemented in these organizations was low, and the mechanisms for their implementation in practice were not perfect enough. The results of the research did not play a special role in innovation decision-making and the application of innovation.

To ensure the development of innovation infrastructure in Azerbaijan, it is more expedient to implement innovation processes in two stages. In the first stage, assistance is provided to create innovation. In the second final stage, it is planned to create a company that will manage the innovation, which will help to master the innovation. State aid for the creation and development of innovation infrastructure can be more effective if it is implemented taking into account these stages.

Thus, the above shows how important the innovation infrastructure is for the economic development of countries. Therefore, the development of the economy in each country on the basis of innovation strategies should become one of the main directions of economic policy of the state. The organization and operation of innovation infrastructure must be constantly improved.

Article 10. The competitiveness of enterprises and the country's economy as a whole depends on the creation and development of a national innovation system.

The national innovation system is formed, first of all, on the basis of the state's innovation policy, and is considered to be one of the key factors in ensuring the innovation process and the efficiency and competitiveness of the national economy.
NIS is generally defined as a set of public and private enterprises and organizations engaged in scientific research and development, development, production and sale of high-tech products, as well as sources of funding and management organizations.

The experience of developed countries shows that the transition to innovative development was possible with the establishment of a national innovation system in those countries. The effective operation of the institutions of the national innovation system has enabled developed countries to make technological leaps and ensure the highest level of competitiveness of their economies.

In modern times, countries that apply a systematic approach to the formation of innovation policy have the opportunity to create a more effective innovation system. Effective NIS, in turn, has a significant impact on the development of the country's economy and increase its competitiveness.

Thus, depending on the level of formation and implementation of the national innovation policy of the state, the National Innovation System, innovation infrastructure, innovation processes of enterprises and mechanisms for their implementation, ultimately the competitiveness of the enterprise is formed. However, the current situation in Azerbaijan on these issues is not satisfactory. Therefore, in order to ensure innovative development in microeconomics and increase competitiveness, it is very important to implement economic policies that meet the requirements of the global economic development process, including national innovation policy. In this regard, the development of the national innovation system should become one of the most important issues facing the state's innovation policy.

Conclusion

According to study results, companies provide scientifically substantiated offers and recommendations to ensure high competitiveness based on innovation strategies, their scientific and
practical importance is mentioned. For this purpose following recommendations should be considered:

The main provisions of the dissertation, the results obtained and the proposals are reflected in the following published articles:

3. Ашурова Г.А. Формирование стратегий инновационного развития предприятий Сборник статей Международной научно практической конференции 8 ноября 2015, част 1 г. Казань
5. Ashurova G.A. Features of formation and implementation mechanism of innovation-oriented development strategy in microeconomics Az.KTIETI, Scientific works. Baku 2016/1
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