

INNOVATIONS IN THE CONSTRUCTION MATERIALS INDUSTRY OF AZERBAIJAN

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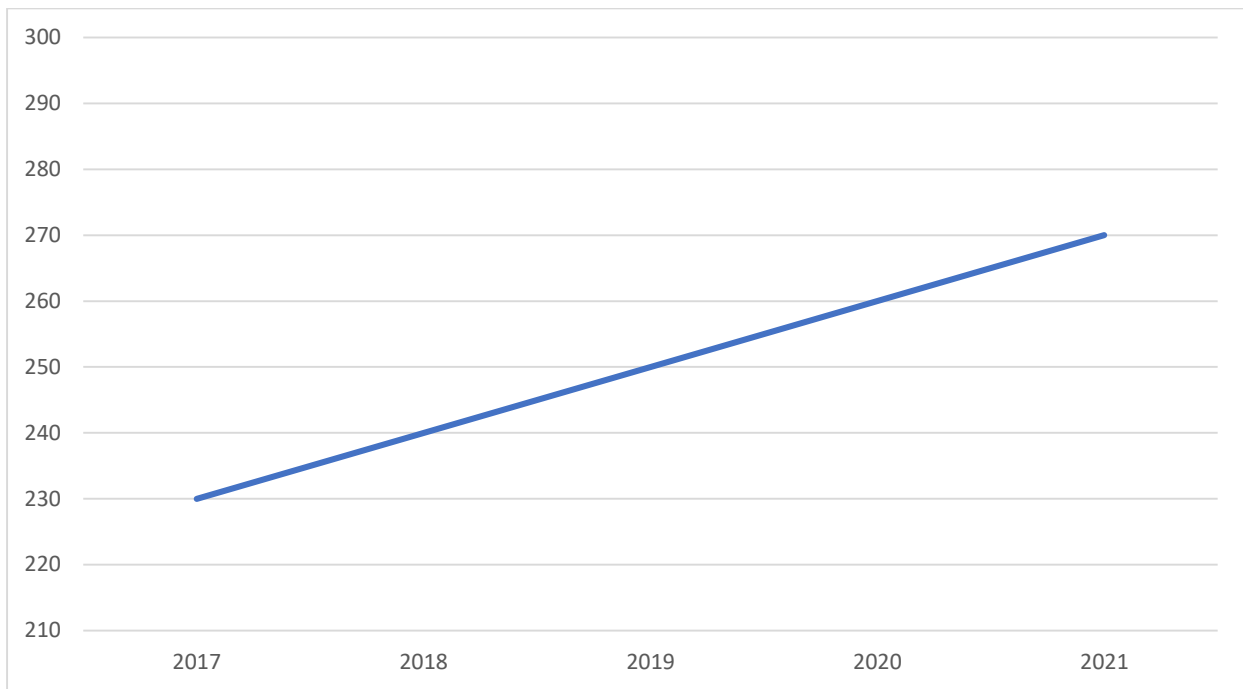
In Azerbaijan, there is a special role of the application of innovations in the enterprises engaged in the production of construction materials. There is a special place in the market share of enterprises engaged in the production of construction materials that apply innovative innovations in the market economy free competition. Thus, the main goal of the building materials enterprises applying innovation in technological processes is to represent the market with products with new technological innovations, to have a special place in the market share by directing consumers to them, and to realize larger volume of product sales.

Construction products industry enterprises have an important share in the economy of Azerbaijan. Let's look at the number of enterprises producing construction products by year.

The increase in the cost of construction works is one of the factors that have a positive effect on the increase in the number of construction production enterprises to satisfy the necessary demand. This process can be clearly seen if we look at the following table.

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. "Matanat A ceramic adhesives" and "Agdag direk" are the leader brand in the market with its "nano-technology" 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.



Picture 1 - The quantity of construction materials production enterprises by year, with pieces

The use of the "Agdag 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 ceramic adhesives leads to providing the Buyers with the best quality product.

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

In recent times, government 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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