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MANAGEMENT OF INNOVATIONS AT INDUSTRIAL ENTERPRISES

Introduction. The management of innovations plays an important role at enterprises. Thanks to newness enterprises are developing, creating and introducing something unique, which other enterprises do not have; they become more competitive in the market and increase profits. The purpose of innovations management is creating operations that give opportunities to turn thoughts and ideas in specific new technologies, products and services.

Objectives. The basic objectives of this research are:

- ✓ to understand the meaning of «management of innovations»;
- ✓ to find out classification and directions of innovation activities at enterprises;
- ✓ to identify measures of increasing the scientific potential of enterprises.

Presenting main material. Innovation is a unique product or service that has appeared on the market recently for further effective application. In addition, innovation is a product or service that have difference from the previous analogue, but with some qualitatively new changes.

Robert Tacker introduced non-standard classification of innovations, according to it there are three types of innovations (food, processing, strategic) in terms of the degree of influence on company profits and customer value orientations (incremental, substantial, disruptive). Under processing technological innovations are understood, and strategic ones are organizational and marketing [1].

Innovative process – is a step-by-step development of an idea, which transforms into an innovative product or service finally. Effective management of the process of application of innovation is an innovation management. The subjects of the innovation management are professional managers, innovators, consultants, experts, analysts, etc. Innovations, innovation process, innovation activity are the

objects of the innovation management. Therefore, innovation management as a system is a complex of actions that relate to the management decisions made to create novelties directed at the development of new technologies, goods or services. Innovative activity of the enterprise is a set of processes of creation and use of innovations with the corresponding requirements to competitors.

In the article 327 of the Civil Code of Ukraine, the following directions of innovation activity are defined:

1. Conducting scientific research and developments aimed at the creation of intellectual property objects, scientific and technical products.
2. Development, implementation, production and distribution of fundamentally new types of technology.
3. Development and introduction of new resource-saving technologies, designed to improve the social and environmental situation.
4. Technical re-equipment, reconstruction, extension, construction of new enterprises [2].

There is such classification of innovation activity types:

- according to the prevalence: single, diffusion;
- to the place in the production cycle: raw materials, foodstuffs, and providing;
- to succession: opening, canceling, mixing, reversing;
- to the coverage of the market share: local, systemic;
- to the potential and the level of novelty: radical, improving, combined;
- to the sphere of the entrepreneur activity: production, trading, management;
- to technological parameters: food, processing;
- to the cause of the appearance: reactive, strategic;
- to the nature of the need: consumer, stimulating [3].

Of course, an assessment of the effectiveness of innovative projects have not yet a guarantee of successful implementation at a particular enterprise. Any innovative project can forever remain a successful alternative to the current course of business processes. However, in order to increase the scientific potential of enterprises of any form of ownership, the following measures should be taken:to

expand the circle of researchers;

- to increase the qualification of employees;
- to provide support for the development of innovations at the expense of budget financing of research and development works in the specified priority directions that have strategic importance to the state;
- to provide high-quality abroad internship of the scientific potential of the country (students, post-graduate students, doctoral students, researchers, designers, etc.);
- proportionally and simultaneously stimulate the development of fundamental and applied researches;
- reduce, if possible, the scientific and production cycle «innovative idea – pilot sample – production»;
- to accelerate the update of the range of products at the enterprise;
- to improve the conditions of laboratory research at the enterprise;
- to provide state financial support, appropriate guarantees and conduct high-quality examination of the results of innovation activities [4].

Conclusion. So, summarizing all the above, we can conclude that the main incentive for innovation management (key reason for the improvement) is an active process of market introduction of something new today. Because human resources, equipment, technology, knowledge are an inexhaustible sources of constant and dynamic development in all areas in contrast to limited natural resources.

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