

охорона здоров'я, постачання і очищення води, державне управління і соціальні послуги; економічна інфраструктура: транспорт і логістика, зв'язок, енергетика, бізнес-послуги, фінансові послуги; виробничий сектор: промисловість, сільське та лісове господарство, будівництво, туризм, торговельні заходи і регулювання; допомога товарами/ загальна програмна допомога; підтримка громадянського суспільства і неурядових організацій.

З огляду на відмічене вище, в Україні при розробці Плану відбудови економіки значна увага має приділятися, по-перше, питанням кредитної підтримки та активізації приватних інвестицій в *малі та середні підприємства*. Саме такий вектор забезпечить створення *робочих місць* для населення, включаючи мігрантів, що повертаються, і демобілізованих військовослужбовців.

По-друге, суттєва частина грантової та кредитної допомоги має спрямовуватися на *відновлення та модернізацію промислових підприємств*, на технологічне оновлення виробничих процесів, на технічні місії підприємств. Впровадження технологій, що відповідають європейським стандартам, дозволять підприємствам відновити свої конкурентні позиції на ринку та інтегруватися в глобальні ланцюги створення вартості.

Література

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MANAGEMENT OF INNOVATIVE DEVELOPMENT OF ENTERPRISES

Many scientists took care of the problems of innovative development of enterprises [1–8]. One of the promising ways of economic growth of enterprises is their innovative development. Business practice shows that innovative restructuring at the current stage of development of modern enterprises can not only ensure high indicators of economic development, but also increase competitiveness, their export potential, and also help solve economic, environmental, and social problems. Innovative activity is one of the main components of the process of ensuring the successful functioning of enterprises. Therefore, modern economic conditions require intensive innovative activity, effective organization of research and development, innovations, reduction of innovative risks, strategic management in the innovative activity of each enterprise. In modern business conditions, the innovative development of an enterprise is a process of directed, natural change in the state of the enterprise, which depends on the innovative potential of this enterprise and the source of which is innovation, which creates qualitatively new opportunities for the further activity of the enterprise on the market by realizing the ability to find new solutions, ideas and in as a result of inventions [9].

According to the results of innovative activity, it is appropriate to classify innovations as product-technological and product-modified. Product and technological innovations are characterized as the development of new or radically improved products and the organization of production based on new equipment, technology or the application of production methods.

And product-modified covers the introduction of new or improved products, but based on old technology. According to statistics, in the USA, 1/3 of all innovations belong to product-technological ones, and the rest to product-modified ones. In Japan, the opposite trend is observed. Until now, a mechanism for evaluating the innovative development of enterprises has not been developed, the use of which could give a clear picture of the innovative activity of enterprises in a regional section or by a specific type of economic activity. In our opinion, the results of such an assessment are necessary, first of all, for enterprises to develop adequate strategies for their development, as well as for regional management bodies to develop policies in the field of innovation. Innovative development of enterprises is most correctly considered from the point of view of evolutionary theory, because evolution is one of the forms of development. Proponents of this economic theory speak of the evolution of enterprise activity as the evolution of biological systems, that is, an enterprise is understood as a certain "living" system. Enterprises in the process of interaction on the market produce a certain "gene pool" (experience and behavioral skills), which helps them "survive" on the market in the future. According to J. Schumpeter, the founder of the evolutionary economic theory, the main factor in the survival of enterprises on the market is the innovative activity of entrepreneurs. Thus, when studying the innovative development of enterprises, it is necessary to take into account the approaches of various economic theories. In our opinion, the evolutionary approach is interesting in that it tries to explain the qualitative nature of the innovative development of enterprises. Given the uniqueness and individuality of innovations, the forms of its commercialization can be very diverse. From the innovator's point of view, as the authors note, with all the variety of forms, they can be reduced to two types, which involve: the transfer of rights to use intellectual property based on certain contractual relationships, the organization of production of products and/or the provision of services, in particular with the formation of a new legal entity or without it. Naturally, the most diverse combinations are possible. But in general, everything boils down to the fact that only an intellectual product is sold, which requires materialization in the future, or an innovation that has already been implemented in some product (goods, services). The process of evaluating the economic efficiency of investments is carried out in three stages. The first step is to decide on the type and source of investment financing, the effectiveness of which should be calculated. On the second, it is necessary to clarify for what purpose it is necessary to evaluate the effectiveness of investments. Depending on the results of the first and second stages, it is necessary to choose the most rational methods of economic efficiency of investments. The effectiveness of the production and commercial activity of any enterprise is significantly influenced by the management of the functioning process and the organizational structure within which this process is carried out. This problem is very multifaceted. The chosen structure allows the enterprise or company to ensure full employment of personnel, flexibility in the use of resources and compliance with market requirements. Thus, we inevitably come to the necessity of a greater or lesser reorganization of the management system of the innovative activity of the enterprise [10, c. 40].

Increasing the efficiency of domestic enterprises in today's tough conditions of the competitive environment is based on improving the management of innovative processes at the enterprise. Therefore, in further research, special attention should be paid to the development of the company's innovation strategy and innovation policy [11, c. 212]. The situation that has developed in the Ukrainian economy is characterized by a general decline in production and competitiveness of products, a decrease in the interest of most product manufacturers in carrying out innovative activities, as well as an almost complete absence of a coherent innovation policy in state structures. Increasing the role of innovations in modern conditions leads to the activation of innovative activities of enterprises on the basis of increasing the efficiency of production, the implementation of promising scientific research developments and

the implementation of innovative programs. Modern innovation processes are quite complex and require detailed study.

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