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ІННОВАЦІЙНА СТРАТЕГІЯ ЯК УМОВА РОЗВИТКУ ВИРОБНИЧИХ ПІДПРИЄМСТВ В УКРАЇНІ

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INNOVATION STRATEGY AS A CONDITION FOR DEVELOPMENT PRODUCTION ENTERPRISES IN UKRAINE

Unfortunately, Ukraine has never taken its proper place in the global innovation process, remaining a country where science and technology are developed, but at the same time scientific discoveries and technical iso are being introduced too slowly in the economy. The main reason for the slowdown in the transition to an innovative type of development in the Ukrainian economy is the lack of a clear pronounced direction of personal business along an innovative path of development, reflected in the strategy.

How practice shows and research (in particular, American scientist, professor at the University of Massachusetts G. Morbey [1]), profitability production, business and enterprise depend not so much on the absolute costs of R&D, how much from ensuring their effective use in accordance with the chosen most rational strategy for long-term scientific and technological development.

Industrial innovation development strategy of the enterprise should be conditioned by the comparison of its real and potential innovation. Consequently, identification and selection of an adequate innovation strategies for a particular enterprise in a certain situation and within a complex system of ensuring its competitiveness in a dynamic market environment are key issues of strategic management of the enterprise in general and its innovative activities in particular.

P. Drucker [2], M. Porter [3], and other scientists have devoted their work to the problem of managing the strategic and innovative development of an enterprise. However, a wide range of issues concerning the content and ways of improving the management of innovation activities of enterprises in the strategic context of their functioning and development, has not yet been sufficiently researched and studied. Strategic analysis plays one of the most important roles in choosing and the development of a strategy for the development of the enterprise, as it allows you to determine the resources of the organization and its development opportunities in the conditions of the external environment.

Conclusion: To implement the strategy of innovative development of Ukraine, it is offered to develop intellectual-oriented entrepreneurship as an innovative strategy. The implementation of the chosen innovation strategy should be carried out in two strategic areas: increasing human capital and activation the formation of human potential, the creation of conditions for the implementation of intellectual oriented entrepreneurship.

References

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