

# INFLUENCE OF INNOVATION TECHNOLOGIES ON THE MANAGEMENT SYSTEM OF THE ENTERPRISE

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The article is devoted to the substantiation of the influence of innovative technologies in the management of the enterprise. A review of scientific approaches to the definition of the terms "innovation", "technology" and "innovation technology" from various scientific articles and publications. The classification of innovations for determining the term "innovative technology in management" is given. The definition of concepts and types of "innovations" in American management is considered. The authors defined the concept of "innovative technology in the control system".

The emphasis is on growing worldwide interest in the study of innovations that improve the work of the entire enterprise. It is stressed that the external environment demands from the organizations of change, therefore the development of the enterprise cannot take place without innovations. Managing an enterprise is possible through various factors that contribute to the organization of culture, structure, technology and leadership.

One of the main factors is technology, which for the firm is a competitive advan-

tage. It has been found that technology as an intangible knowledge, based on the research of the environment, increases the potential of innovation management. The strategic basis for improving the company is based on selected innovative technologies, which can be both completely new (breakthrough) and improved (upgrading of own technologies). It is presented, what problems faced by managers to decide what innovative technology to use. The results of surveys of executives of large companies for 2017 are published on the account of the use of innovative technologies and shows how much their sales and profit increase.

The work found that the creation, development and application of innovative technologies can serve as the basis for the success of the enterprise. The authors pay attention to the efficiency of innovative technologies used in enterprises. Innovations in the management process have been found to have a positive impact on financial performance and market position.