

THE PROBLEM OF FINANCING THE INNOVATIVE ACTIVITY OF DOMESTIC ORGANIZATIONS

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The purpose of the study. This article is dedicated to the problems of leading innovations and of financing innovative activity in domestic organizations. This article identifies the ways, that compensate the lack of own resources and underinvestment of the state and foreign investors.

The methodology of the study. Theoretical and methodological foundations of the study are academic writings of scientists on the issues relating to management of innovative activity. In the research process the role and importance of building effective marketing strategies are substantiated. The reasons and factors that influence the innovative activity of domestic organizations are identified and elaborated.

The results of the study. The factors impeding the realization and development of innovative activity of organizations have been analysed. The sources of financing

innovations of organizations are discussed. The strategies, that contribute to innovative activity development in organizations, are suggested. The ways of establishment favourable conditions for development of innovative activity in organizations are being explored.

Scientific novelty. The novelty of a scientific result is defined in building an effective marketing structure, research departments and participation in exhibition activity. The issue of innovative activity development of organizations encourages to seek a solution of the problem of underinvestment of domestic organizations, that have opportunities to adopt innovative activity.

Practical significance. The results of the study are dedicated to solving the problem of financing innovative activity, that will ensure economic growth of organization.