

FEATURES OF ENTERPRISE DEVELOPMENT MANAGEMENT ON THE INNOVATIVE BASIS

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The purpose of the article is to study features of enterprise development management on the innovative basis.

One of the perspective ways of the enterprise economic growth is its development on the innovative basis. The development of modern enterprises on the innovative basis helps to increase its competitiveness, export potential, as well as solves economic, environmental and social problems. At present, innovation activity is one of the main components of the process of ensuring the successful functioning of the enterprises. It should be noted that the enterprise development management on the basis of innovations involves a number of stages such as analysis of the external and internal environment, definition of the innovation direction, development of alternative variants of the innovation project, selection and implementation of the innovation project, and control over the implementation of this innovation project.

In order to determine the behavior strategy in the market and goals of innovation activity, firstly conducted an external and internal environment analysis on the basis of the SWOT-analysis. After this analysis, the directions of innovation activity are determined. At this stage, it is important to form the main goal and purpose of the innovation activity of the enterprise, according to which will be developed and implemented

all innovative projects. At the third stage, the development of alternative variants of the innovation project is directly developed as well as they critically analyzed. Also, at this stage, all possible risks which associated with this project are determined and taken into account their significance.

Selection and implementation of the developed innovation project is done on the fourth stage. The final stage of the process of enterprise development management on the innovative basis provides control of the implementation of an innovation project. In case of certain deviations, the quick search for possible causes and possible ways of their elimination is carried out. According to the results of the research, was established that today modern domestic enterprises have paid little attention to the search for innovative directions of activity, which ultimately leads to the loss of their competitive positions.

It was established that for successful innovation development for domestic enterprises is actual to use of the following principles: adaptability, dynamism, self-organization, self-regulation, and self-development. For domestic enterprises, development on the innovative basis will help to strengthen their competitive advantages in the industry and ensure their development in the long-term perspective.