

FACTORS AFFECTING THE PROCESS OF INNOVATION-ENABLING ENVIRONMENT FORMATION

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Modern economics is characterized by the constant changes of the conditions of external environment that initiates the transition of economic entities to the innovative way of development.

The problem of intensification transition on an innovative way of development is vital for domestic industrial enterprises. They lose market positions and keep on the market by implementing a strategy of opportunities exhaustion.

The article analyses and systematizes the impact factors and developing on this basis the schemes of their interaction in the process of forming the innovation-enabling environment at the state and enterprise level.

The innovation-enabling environment both at the state level and at the level of an individual enterprise is an important competitive advantage as it focuses all aspects of their activities on the continuous creation and commercialization of innovations. In turn, it is allowed to satisfy actual and latent requests of consumers more effective than competitors and to form and master new markets or their segments, etc.

Some steps towards the formation of the institutional environment of enterprises' transition to innovative development have already been done.

The analysis of organizational and economic prerequisites for the formation of the innovation-enabling environment is studied.

Financial support and human resources are the most important factors inhibiting the

innovative activity of enterprises controlled by the innovation organization (enterprise or institution)

The formation of the innovation-enabling environment takes place both at the state level and at the level of the individual enterprise or institution that creates and implements innovations.

Under these circumstances, the transition of Ukraine's economy to innovative development is impossible without significant adjustments in the mechanisms of formation at the macro and micro levels of the environment favorable for innovation activity.

The generalization outlined the following conclusions:

- the systematic analysis of the factors influencing the formation of innovation-enabling environment in Ukraine is done;
- the author systematization of factors restraining innovation activity is done, managed and unmanaged factor at the enterprise level are determined;
- the definition of the concept "innovation-enabling environment", the scheme of its formation at the level of the state and the individual enterprise, as well as the order of interaction of the mentioned levels, is specified.

The obtained results deepen the conceptual foundations for the formation of the innovation-enabling environment. It also provides the direct transition to the development and scientific study of complex activities for improving methods and tools forming innovation-enabling environment at the individual enterprise.