

INNOVATIONS AS A FACTOR OF COMPETITIVENESS OF PRINTING ESTABLISHMENT

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The influence of innovation activity on the competitiveness of enterprises is considered. The place of Ukraine in the world ratings of the competitiveness of national economies is analyzed. The relationships of increasing competitiveness with the development of innovative processes at the enterprise are revealed and the possibilities of management of these processes on the basis of innovation balance are considered. The approaches to ensuring the competitiveness of the printing company on the innovation platform are considered.

In the globalized saturated market, Ukrainian enterprises should be competitive. High dynamics of economic processes, scientific and technological progress, intensity of competition demand from all participants of the market of activation of innovation activity.

The success of the innovative development vector has succeeded, which resulted in the improvement of Ukraine's position in the Global Competitiveness Index 2015/2016 by the sub-index Innovations compared with last year from 93rd to 52nd among 148 countries. In the ranking of the Global Innovation Index 2016/2017, Ukraine has risen to six positions and ranked 50th. The share of industrial enterprises that were engaged in innovations grew: in 2015 it amounted to 17.36% of the total number of industrial enterprises of Ukraine, and in 2016 – 18.9%.

The countries in the world's competitiveness ratings of the national economies are high places, the outstanding achievements of which are caused by attraction of the innovation factor itself. The world leaders in the field of innovation are Switzerland, the United Kingdom, Sweden, the Netherlands and the United States. Ukraine ranks 64th in the world in this ranking.

Innovation relates to any aspect of the company's activities – innovation in technology, organization and management of the enterprise, personnel, marketing, information, financial innovation, etc. When choosing innovative projects also takes into account the time resource.

The research of innovations as the basis of competitiveness was conducted on the basis of polygraphic enterprises of Ukraine. The following approaches should be considered as grounds for ensuring the competitiveness of a printing company on an innovation platform: the definition of priority directions of innovation activity of the printing company, based on its objectives, policy and economic strategy; reducing the number of levels of enterprise management to accelerate the process of innovation; optimization of terms of development and introduction of innovative projects; introduction of international standards for a printing company management system; ensuring the economic security of a printing company, etc.