

Peculiarities of managing innovative activities by modern enterprises

Bokovets V.V.

Doctor of Economic Sciences, Associate Professor,
Vinnytsia Institute of Trade and Economics
of Kyiv National University of Trade and Economics

Mazurenko R.P.

Student,
Vinnytsia Institute of Trade and Economics
of Kyiv National University of Trade and Economics

Svichkar Yu.I.

Student,
Vinnytsia Institute of Trade and Economics
of Kyiv National University of Trade and Economics

In the article the nature and main features of the innovation activities are substantiated. The main stages of innovation management process, their disadvantages and the most actual problem were determined.

The globalization of economic relations in the global economy, the problem of limited resource base and permanent increased competition forced to seek new principles of business management, which are essential feature of innovation activities. At the enterprise level innovations are considered a means of positive change, which are directed to its adaptation to modern market conditions and realization operational and strategic goals. But mechanisms management effective implementation innovation starting with the selection procedures economically effective projects, creating innovation, advance in their production and the market should be improved.

The main features of innovation activities: availability new knowledge about activities properties, appearance and relationships between them and the environment; the possibility of using

new knowledge for economic, technical, technological, social or other effects; the presence of certain labor costs, time and money associated with the implementation of innovations.

With this in mind, during the innovation activities should be considered like stages of development of new knowledge about the object or phenomenon and its practical application to obtain the target outcome – the desired effect or collectively, accompanied by some labor costs, time and money. As a result of clarification of the concept revealed that the implementation of innovation is accompanied by the occurrence of primary and secondary processes. Specificity of innovation management is that their facilities are basic and auxiliary innovative activities that are part of one whole (innovation) and combined with each other entities involved in the process, system goals; Time-Lapse more. In view of this, the principles of innovative projects are: consistency; targeting; target result. They should be followed in the implementation of general and particular functions of management.