

Features of intensification of innovative labour of staff in the modern enterprise

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In the article were investigated such features of the promotion of innovative employees labour at the modern enterprise, as forming of organizational units that provide innovative revitalization of employees at an enterprise; creating conditions of forming innovative type of workers; giving preference to a group that approach of managers decision-making; formation of information and analytical support of innovative development; development and implementation of stimulating system for workers that realize innovation; ensuring sustainable financing of innovation; systematic control of innovation activity at all stages.

In article it was established that a precondition for effective functioning and development of the enterprise is its staff, which carries itself the creative component. Current economic conditions require from the enterprise formation of innovative type of workers, the necessary components of which are education, professionalism, morality, creativity, learning, relearning, readiness for innovation, motivation of workers. The use of innovations in work activity gives it the creative

nature. Creativity, unlike the work, does not depend on physical needs which assigned to satisfy product of labour. Creativity corresponds to the special nature of human development, for which the motive and decisive condition becomes self-esteem and self-improvement.

It was investigated that for activation of employees work, it is necessary to create an effective mechanism of motivation, which is constantly changing, comprise internal and external positive and negative reasons. Activation of innovative work is a process of change of employees behaviour with in order to create innovative active employee, aimed at achieving high performance in the form of innovative proposals and solutions, ideas, projects and products in accordance with the strategic goals of the company. This is possible thanks to the continuous application of advanced methods of activation that will be change according to the changes in preferences of employees that will strengthen purposeful creative activity in the form of innovative activity of the employee.