

MODERN ASPECTS OF DEVELOPMENT OF INNOVATIVE TECHNOLOGIES FOR SMALL CONSTRUCTION ENTERPRISES

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In article was analyzed and summarized the features of the development of innovative technologies at small enterprises; was investigated state and problems of development of innovative technologies at small construction firms. The role of small enterprises in the construction industry in Ukraine was determined. Specific features and factors that influence on the effectiveness of innovation in construction were revealed.

The influence of factors that hampering the development of the construction industry: limited demand for construction, weather conditions; financial support for development (access to credit) was established. Determined that small enterprises in the fight for survival more often risk more inclined to innovation in the competition for markets and actively introduce innovative technologies and development, become participants of process technology commercialization. Another characteristic of small enterprises in the construction industry, their antimonopoly influence on the market formation for construction services and rapid response to changes in demand,

which is accompanied by the introduction of new technologies, was identified. With the specialization and use of modern techniques and technologies such enterprises can turn into a real competitive force.

Entrepreneurial risk of small construction enterprises is much higher than in other sectors of the economy that affect on the value of output prices for construction products and high profit margins. However, construction is different from other industries by a significant period of production and requires large expenditures to manufacture final products.

Studied that building complex in Ukraine has become one of the critical important that related to the needs of lower power consumption and energy efficiency of existing and new buildings. The expediency of development of scientifically based strategies for innovative development of the construction industry in general was proved such as creating appropriate conditions (economic, financial, legal, organizational, personnel, etc.) to enhance the innovation activity of small enterprises, promotion of scientific and industrial cluster structures development.