

## **INNOVATION MANAGEMENT IN UKRAINE AS A COMPONENT OF THE OVERALL SYSTEM OF ENTERPRISES MANAGEMENT**

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In the context of strengthening the overall scientific and technological rivalry, the role and importance of innovation management is greatly enhanced. It should be assessed as a set of actions that provides enterprise development.

Innovation management is a system where factors interact with each other, aimed at achieving or maintaining the necessary level of viability and competitiveness of an enterprise with the help of innovative processes of management.

Innovation is the process of creation, dissemination and implementation of innovations that lead to the development and growth of the work performance in order to meet specific needs. The innovation can be used as a product or a service, and a process for their production.

The purpose of innovation management is to describe the basic directions of scientific-technical and production company activity in the following directions of it:

- development, improvement and implementation of new products;
- further improvement and development of cost-effective production of obsolete;
- closure of unprofitable production.

It becomes obvious that the success of promising economic reform is impossible without the activation of innovative

processes at all levels of the economic system.

To date, among the problematic issues of innovation sphere of Ukraine is mainly determined by four main problems:

- lack of funding for innovation programs in Ukraine;
- inconsistent interests of the state and representatives of organizational structures;
- rapid development of scientific and technical progress and unhurried introduction of innovations in technology and special processes of production;
- low levels of intellectual property protection.

The main ways of activization of innovative activity in Ukraine can be:

- appropriate level of intellectual property protection;
- training of highly qualified personnel who can ensure the development of innovation sphere;
- maintaining the conditions of innovation by Ukrainian scientists;
- providing of incentives to companies for the purpose of implementation of an innovative product;
- creation of a favourable climate for innovation;
- competent division of financial resources to the various spheres of development of STP.