

ORGANIZATION OF SECURITY PROCESSES OF FORMING THE STRATEGY OF INNOVATION DEVELOPMENT OF ENGINEERING CORPORATIONS

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The article considers problematics of processes for providing engineering corporations' innovative strategy on the basis of applying motivation approaches for overcoming of resistance to innovations, also creation of the motivating climate, encouraging of innovating turning of those management and staff involved into the innovation process.

At the moment the innovative development of Ukrainian enterprises is connected with a range of problems: lack of effective regulatory support of the innovation activity in Ukraine; low competitiveness of the products of the most of enterprises, (capital consumption, obsolete technologies, high resource intensity); low financing of the innovating activity of the enterprises; lack of the modern base for designing and implementation of new developments over the shortage of the required equipment; lack of qualified staff, who would be able to conduct marketing investigation for the innovating products, staff's and investors' resistance to innovations, shortage of personnel who is able to manage innovating process effectively,

lack of the up-to date organisational structure; shortage of the active propaganda of the knowledge-based economy and the prospectively of innovation way of the economic growth in Ukraine.

In response to those problems, we believe it is necessary:

– at the enterprises' level:

1. To distinguish management and financing of the innovating development processes from the overall management and financing of the enterprise in order to adjust the innovating process.

2. To prioritize on the human resourcing of the enterprises' innovating development process.

3. To find out motivation approaches to overcome staff's resistance to innovating as well as to create motivation climate encouraging innovativeness of managers and staff involved into the innovation process.

4. To monitor the innovating process on all stages with the aim to execute decision-making to ensure the process of an enterprises' innovation development.

– at the governmental level:

1. To improve legislation toward the formation of consistent governmental policy in the field of innovation.

2. To determine the priority directions for innovating developments of Ukraine.

3. To create motivation for the capital rising, including a foreign one, for the high-quality production.

4. To incite commercial banks to credit innovating activity of the enterprises.

5. To stimulate mass-media to be actively involved in the promotion of knowledge-based economy in Ukraine to attract increasingly greater quantity of enterprises to the innovative development course.