

## THE ESTIMATION OF INNOVATIVE POTENTIAL OF BUSINESS ENTITIES IN FOOD INDUSTRY

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The purpose of this article is an in-depth study of the theoretical and methodological foundations of innovation potential management of economic entities in food industry.

The innovative potential of business entities is a complex opportunity (resource, system, functionality) that can be predicted and mobilized. These opportunities allow creating, implementing and supporting innovation of various kinds in order to ensure the products' competitiveness or services' competitiveness of enterprises. It depends on the goals of enterprises activities and innovation strategies.

In the article on the basis of the analysis the most common approaches to research of innovative potential of food industry companies are highlighted. A methodology for calculating the integrated indicator of level of innovative potential of business entities in food industry is developed.

It is proposed to consider the innovative potential of business entities in the food industry as four major components: economic, organizational and technical, financial and investment and management. Given these features, indicators to measure the innovative capacity of business entities are defined.

During the calculation of the level of innovation potential of economic entities in the food industry it is necessary to compare the obtained results with the indicators that relate to the base period or to compare the obtained results with normative values. The process of calculating the level of innovative capacity of business entities must be not difficult, accessible and as clear as possible.

Scale values interpretation of the integral indicator of innovation potential assessment of economic entities in the food industry is proposed. The scale values have a range from 0 (low level) to 1 (best value) and have five sub-ranges of quality.