

## FEATURES OF STRATEGIC MANAGEMENT OF INNOVATIVE PROJECTS

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The article reveals the essence of strategic management of innovative projects, as the range of management measures to determine further trends the enterprise's successful growth through systematic, gradual innovation, their qualitative and quantitative specification as a system of goals and sequence of actions that should be implemented to achieve these goals.

The key principles of the formation of the best management system for innovative projects and programs are refined. Namely, the innovative program could include several innovative projects developed at the highest level, i.e. at the level of corporate or business strategy formation, depending on the profile of the company. Innovative projects are created and implemented primarily at the tactical and operational levels, in accordance with an existing innovative program. Depending on the strategic level in the pyramid, the value will gradually be transformed but the key criterion for choosing one or another innovative program and, at the next stage of choice of innovative project, is the formation of the values that will be shared by

all the stakeholders in a long term. It is mandatory to account existing political, economic, technological, cultural, psychological and other factors; the determinations of roles of all project team members. The redistribution of resources among the innovation projects, elimination of contradictions in objectives of all the innovative projects of an enterprise; stimulation of initiatives to improve the implementation of all the processes, introduction of innovation are very important. The use of counter-planning of innovative measures by both of the enterprise's management and all the employees with innovative thinking and high loyalty to the enterprise should also be taken into account.

The comparative characteristics of innovative programs and projects according to the criteria of responsibility, authority, the range of tasks, the main tasks, and success are given. The implementation of strategic, innovation, and project managements' functions integration is proposed to ensure the balanced innovative development of an enterprise at all stages of strategy development.