

MODERN PARADIGM OF DEVELOPMENT OF SCIENTIFIC AND TECHNICAL POTENTIAL OF ENTERPRISES OF INDUSTRIAL COMPLEX IN UKRAINE

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The modern paradigm of the development of scientific and technical potential of enterprises of Ukrainian industrial complex is proposed in the article. The location and role of the strategy of innovations are determined in the system of providing of competitiveness of an enterprise. The possible elements of innovative strategy and their alternative are considered at all levels taking into account the basic components of the strategic set of the enterprise.

In terms of volatility of today's market, to adapt to the environment, the company needs to continuously improve and develop new means of providing economic security of business processes. Formation of adequate strategies for the success and solving basic problems of development businesses need a comprehensive modernization of information-analytical management system based on the concept of controlling. The versatility of controlling at diagnosing business processes allows building an effective mechanism in order to ensure permanent profitability and competitiveness of businesses in an unstable business environment. Key urgent issues of the revitalization of the domestic industry development nowadays are: financial support for innovation; effective use of

existing in Ukraine scientific and technological capabilities. Increasing and productive use of financial, scientific and technical components of the innovation potential of industry are becoming of great importance.

This is still insufficiently studied aspects of management of innovation technologies – a clear strategy of the innovative development company, vectors and directing the flow of innovative technologies.

The article aims to identify trends of financial, scientific and technical components of the innovation potential of Ukraine industry, which is the study of management processes and innovative technologies in the Ukrainian industry.

Investment climate in Ukraine is quite complicated and unfavourable. This is due to the fact that the state encourages the development of sufficient investment climate, inadequate regulation of innovative relationship is an urgent settlement of issues concerning the system of the competent authorities, which regulate investment services; no scientifically sound investment policy, adversely affecting economic instability. Improving the investment climate is possible through various measures, including the provision of a clear legal framework of invest-

ment, macroeconomic and political stability, introduction of tax and customs exemptions, grants, subsidies, and budget loans for the development of priority areas of economic sectors, overcoming bureaucratic barriers,

corruption, legal protection of investments, improvement of information security. Ukraine has to do everything possible to take rightful place as developed state along with the leading countries of the world.