

INNOVATION MANAGEMENT ENTERPRISE
IN MODERN CONDITIONS

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Annotation. The article deals with theoretical problems of formation of innovation management enterprise in modern conditions and examines ways to improve innovation management.

Keywords: innovation management, enterprise development, knowledge, project.

Innovation management is particularly important in modern life, have a significant impact on the strategy, goals and methods of management companies. Innovative activity creates not only the future of the company, determining its technology released products, potential customers, the environment, but also the basis of its competitive position, and thus a strategic market position in the global competition. A crucial role is played by innovation. Current competitive position of a leading position in the world in terms of gross receipts.

Companies achieved through the use of effective strategies and technological dominance, and the companies wishing to take a stronger competitive position, in relative terms, spending on research and development much more. The sharp increase in patent activity after 1997 indicates the reassessment of the role of knowledge as the basis for obtaining a strategic competitive advantage in the market. Effective innovation management requires consideration of integral properties of the innovation process - a large number of uncertainties caused by searching, research, experimentation, development, testing, etc., need repeated returns to the previous phases and stages. In addition, the innovative marketing activity is characterized by uncertainty: uncertainty about the future state requirements and options market and the uncertainty of future prospects and opportunities for R & D results of their application. The challenge of innovation management major (global) companies under uncertainty at present is solved using adaptive approach and adaptive management model that is based on the formation program trajectory control system for a specific period of time and a system control actions aimed at eliminating destabilizing disturbances reject managed system software from program of trajectory. Analysis of problem field of innovation management and research management experience in the global market operating companies revealed a set of interrelated challenges and problems.

Any organization operates not in isolation but in close interaction with the surrounding entities. Therefore, any internal processes at the company are directly or indirectly the result of more global changes in the environment. Speaking of

innovation, there are two groups of factors that are prerequisites to its development: internal and external. Under internal factors implied decimal problems that have developed within the company and need to be addressed through various innovations. When external conditions are understood any changes occurring in the external business environment, leading market actors to adapt to new conditions also through innovation.

Under the challenge implied decimal available at the company opportunities associated with the potential scientific and technical base, financial position, creative activity and achievements of staff in production. This is undoubtedly a plus to be used for future benefits. On the other hand, the firm having negative issues are often the result of insufficient or professional management company or worsening market conditions. Addressing issues such as loss of income or falling market share, the company in some way, forced to carry out the necessary innovation, and in this case they are usually limited and the time factor and resources.

These macroeconomic categories as political, economic, scientific, technical - environment are the primary prerequisites for innovation. It should also be noted that predict changes in the environment indirect effects much easier than expected response direct competitors or changing consumer preferences. These global changes as the energy crisis, environmental problems or convergence markets, most companies are prepared in advance by the strategic planning of their activities. Much more difficult to timely and adequately react to the release of a new product or competitors to a sharp decline in demand for certain category of goods. For the effective implementation of adaptation to these changes from the management company must create sustainable innovation climate, which provides flexibility of the organizational structure, production, and human mentality.

The main components of innovation systems are the technological, scientific and technical, social, organizational, managerial and cognitive innovation embodied in scientific knowledge, inventions, know-how and different physical media. Arising at every stage of the reproductive cycle of innovation differ by typology, origin, purpose, degree of novelty, subject-content structure, in terms of distribution and influence on economic processes. As multipoint, alternative type of activity, innovation process is a complex of interconnected events - from the birth of scientific idea to its commercialization.

The increasing role of innovation in the economy leads to increasing dynamism of the economic systems and all reproduction cycle. This entails inter-branch blur boundaries, diversification supply and demand and innovative company focuses on penetration new industries and new markets. Being the subject of innovation management - and, innovation is not only forced the manager to seek new forms and methods influence, but also filled with a new content management process itself, giving it new content and strategic orientation. Innovative transformation, resulting in uncertainty and growing risk, however, increase multi-variant approaches to management production activities and the manager actually provide economic

freedom of choice.

Creating, implementing and promoting radical innovation that define technological progress, the Institute strengthens and Innovation Management expanding its influence. Technological progress in developing a revolutionary, discontinuous variation, combined with social evolution organizational and managerial innovations. .Scientific progress, developing as a "breakthrough" that scientific discoveries and inventions, combined with the effect of training, qualifications, knowledge and skills of the workforce. As a result of the cumulative effect of the introduction of radical and related evolutionary innovation occurs and a new type production, the new structure of investment and a new type of market behavior business. All these factors are functional objects innovation management.

Central to the system is considered innovative transformations take up new technologies. Technological innovations are defined most authors as a complex system by which an idea or the object of the invention turn into business. Scientists engaged in innovative challenges, investing in the concept of "innovation" different content. Thus, sociologists stress the aspect spiritual creativity and innovation in the context of considering the scientific and mental activity. Innovation - this is the motivation of work, and behaviors that are qualitatively different from those that have been place before. Theoretical determination system represents innovation as active or passive change of the system relative to the environment. Social innovation emerged the first attempts to systematize data introduction of new and on overcoming this psychological resistance process. P. Drucker, making its contribution to the understanding of innovation, wrote that she not only has economic feasibility and price, but and has a social value that social innovation - a change habitual way of thinking and lifestyle. Adding dynamic in the established economic order, creating a higher level of uncertainty and risk - that is, according to P. Drucker, the essence of innovation. "Innovation" in the aforementioned interpretation - that "innovation process" and "innova- tion-product", and social innovation. Innovation thus appears in form and purpose, and process and outcome. And we can present them as: types of innovation, innovation objectives, product-innovation, survival, increase profits, increase market share, independence, clients, increase prestige, new process innovations, increase profits, reduce environmental pollution, social innovation social responsibility, increase the prestige of the firm. •

Summary of scientific and technological step up research, experimental development, laboratory and technological testing new models, commissioning, technical assistance, advice and supervision of innovations.

The next stage is dedicated to development of new products or new technology in production. Such authors as Zakharin S.V. Ignatieva LA. consider this stage the materialization of innovation and it is divided into a number of successive stages: the manufacture of prototypes, testing them, holding preindustrial modeling, preparation of working documents for release of the first industrial party.

Innovative transformation are considered not only as a result of external

influences, but as the formation of new, previously non-existent Internal factors are the result of technical, technological and social change. Invasion - innovation requires new technology and new modes of such equipment; it is only when the symbiosis of old and new principles and structures. Infestation leads to new phenomena which require the redeployment of personnel changeover technical systems.

This necessitates changes in organizational structures and fit all the disparate factors into a coherent system. Infestation is momentum for the innovation system of measures for materialization of innovation. Thus all the changes taking place in production, is the result of the original sample invasion innovation.

At the production stage is carried out on all works development of new products, production of the first batches, and then mass release of a new product. With the preparation and development of new product solve the problem of staff recruitment and development of new types of equipment needed for the materialization of innovation.

The production phase of innovation is:

- Investment activities related to the organization of production of new products or the application of new technology, the acquisition of and installation of new equipment;
- Re-training, selection and training;
- Production of pilot lots of product, batch, and mass
- Production of new products;
- Expansion of production;
- Access to market innovation and its commercialization.

The choice of forms and methods of investment support innovation enterprise is the most important area of its innovation strategy. This determines the consideration appropriateness innovation and investment businesses in a separate area of innovation and investment, ie the formation of its innovation strategy. Implementing innovative strategies, according to its investment component, allows you to take concerted innovative solutions in terms of limiting solid external and internal sources of investment resources of the enterprise.

The analysis of the literature on various issues such as features and expediency of the enterprise system of strategic management of innovative development, determining the optimal direction of enterprise development in a changing environment, strategic characteristic stages of innovative development for the different approaches require further more thorough research.

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