
INNOVATIVE ACTIVITIES IN ENTERPRISES: CONTENT, METHODS OF ORGANIZATION AND DEVELOPMENT TRENDS

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Abstract

The article explores the essence of innovative activities in enterprises, its role in ensuring the competitiveness of the enterprise, methods of organizing innovative activities and modern trends. The issues of creating an innovative environment, managing and financing innovative processes were analyzed in enterprises. The article also developed recommendations for the promotion and support of innovative activities of enterprises.

Keywords: Innovation, innovation activity, enterprise, competitiveness, research and development, open innovation, innovation environment, innovation process, financing.

Introduction

In today's globalization, innovation is an important factor in ensuring competitiveness for any enterprise and achieving sustainable development. Innovative activities allow enterprises to create new products, services, technologies and business models, which, in turn, lead to increased efficiency, reduced costs and the acquisition of new markets.

Innovation is the main means of ensuring competitiveness and serves to ensure the stability of enterprises and organizations in the market. The article explores how the innovation-based transformation of the economy is directly related to the innovative activities of public, private businesses, public institutions and the scientific community. The transition to innovation requires the coordination of activities in the field of innovation in the units of the enterprise, the implementation of a single innovation policy and an understanding of the essence of the changes taking place in the market. Therefore, the study of the essence and mechanism of innovative activity is an important stage for specialists.

Innovation is understood as a process aimed at creating new ideas, putting them into practice and ultimately making a profit. Innovative activity can be manifested in enterprises in various forms: product innovation (creation of new products), process innovation (improvement of production processes), organizational innovation (optimization of the management system) and marketing innovation (updating marketability strategies).

Innovative activity refers to the process of creating, developing, testing and introducing new ideas into practice. This process allows enterprises to create new products, services, technologies and business models.

There are several ways to organize innovative activities in enterprises. The most common of these are the following:

1. Internal research and Development (T&I): The Enterprise has its own R & D department, which is engaged in the creation of new technologies and products. This method allows the enterprise to fully control its innovative processes, but requires high costs.

2. Open Innovation: The Enterprise attracts ideas and technologies from external sources (universities, research institutes, startups). This method gives the enterprise the opportunity to accelerate innovative processes and reduce costs, but requires effective cooperation with external sources.

3. Venture capital: the Enterprise invests in innovative startups and participates in their development. This method gives the enterprise access to new technologies and access to new markets, but is associated with high risk.

4. Innovative ecosystems: the Enterprise carries out innovative projects together with other companies, universities, research institutes and government organizations. This method gives the enterprise the opportunity to consolidate resources and accelerate innovative processes.

Today, the improvement of innovative management in enterprises is considered as a very important factor. The complexity and variety of existing market factors, saturation and a large number of material and information flows affect the position of the enterprise in the market and the dynamics of its growth. One of the main trends in modern economic relations is the transition from the production market to the haridor market. In this regard, the adaptation of the production, planning system to the individual requirements of customers is becoming a decisive factor in enterprises.

In order to regulate relations in the field of innovative activities in our country, the law on the "Correctness of innovative activities", adopted on June 19, 2020, defines the following as the main principles of innovative activities:

- freedom of innovative activity;
- ensure equal use of state support for innovative activities;
- transparency and clear orientation of state support for innovative activities;
- promote the development of competition;
- free exchange of information;
- legal protection of intellectual property objects created as a result of innovative activities;
- not to harm the life and health of citizens, the environment.

Innovative activities require precise planning and control. Innovation management is a creative process that involves many surprises. The development of any economic system includes innovative components that change the sphere of production. These include new types of equipment, advanced technologies, their corresponding organization of Labor and production, variable motivation and entrepreneurship. In the development of innovative activities, the presence of material and technical and financial reserves, necessary cellular and scientific and technical infrastructures, the creation of an innovative psychological environment in the Labor team, moral stimulation of participants in innovative processes and self-expression of employees, flexibility of organizational structure, approach in a democratic style in management, priority of horizontal information flow, conducting corrections, formation of targeted working groups are important.

In the context of a crisis economy, the systematization of factors affecting the innovative development of enterprises helps to make the most appropriate, balanced and effective management decisions in the implementation of innovative changes. When assessing the level of innovative activity of enterprises in growing conditions of uncertainty of the market environment, the level of implementation of the innovation potential is measured. Accordingly, it is necessary that the level of implementation of an

innovative potential should be considered as a clear strategic goal. In order to successfully organize innovative activities in enterprises, it is necessary to pay attention to the following factors:

- Innovative culture: it is necessary to create an innovative environment in the enterprise that supports new ideas and encourages risk.
- Management support: the management of the enterprise must support innovative activities and allocate resources to it.
- Employee qualifications: employees of the enterprise must have the knowledge and skills necessary to carry out innovative activities.
- Cooperation: the enterprise must establish effective cooperation with external sources.
- Financing: sufficient financial resources must be allocated for innovative projects.

The use of modern strategies in the development of the activities of enterprises is a component of the regime of ensuring the effective functioning of the national economy. Based on the planning of the enterprise modernization process, the main economically related tasks of expanded reproduction of funds, technical re-equipment, overhaul and expansion of existing enterprises are solved. It is usually carried out on the basis of current legal acts and regulatory rules of economic management, as well as on the basis of government decisions made at one stage or another of economic management. The increasing mutual integration of today's world economy makes it necessary to study more broadly the adaptive aspects of industrial enterprises to the competitive environment, organize and effectively manage production in accordance with the requirements of comprehensive emerging market relations. Industrial enterprises operating in the conditions of structural changes and liberalization of the economy, as a link in our national economy, have made a significant contribution to the economy of the Republic, to the prosperous livelihood of our people. The penetration of competitive and cheap products into our country in foreign countries makes it an urgent matter to reveal scientifically based aspects of the development and effective functioning of industrial enterprises existing in our republic from specialists and leading scientists. With this in mind, focusing on scientific research in this area, we can categorize the factors that influence the development of innovative processes as described in the table below. Because it is natural for enterprises of comprehensive research of these factors to influence the performance of work at the expense of scientific justification of effective ways of managing innovative processes based on the production of competing new products.

The study of factors that impede innovative activities and create conditions for their development will help to set effective strategic goals for the implementation of the established tasks for the further acceleration of innovative processes in our country, the implementation of modern, flexible innovative policies. In order to increase the level of development of innovative activities of business entities in our country, it is necessary to create necessary conditions in the coming years in accordance with the strategic goals of innovative development, modernization, technical and technological renewal of economic sectors.

In conclusion, innovative activity is an important factor in ensuring the competitiveness of enterprises and achieving sustainable development. To successfully organize innovative activities in enterprises, it is necessary to create an innovative culture, support management, improve employee skills, establish cooperation and ensure financing. In the future, innovation will play a more important role in the development of enterprises and determine their success.

