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**THEORETICAL ASPECTS OF THE INNOVATIVE ACTIVITY OF THE
ENTERPRISE IN THE CONDITIONS OF GLOBALIZATION**

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Abstract: The article provides an understanding of the essence of the concept of "innovative activity of the enterprise". The processes of development, development, preparation, control and justification of innovative activity are characterized. The interpretation of the concept of "innovative development" by various scientists is considered. The properties of innovative development of the enterprise are presented.

Key words: innovations, innovative activity of the enterprise, innovative development, innovative processes.

The development of enterprises as a result of the development of globalization processes is possible only on the basis of innovations. The innovative activity of the enterprise occurs due to the growth of international competition and is the result of the rational use of the enterprise's resources, which contributes to the development and implementation of innovations.

The following scientists are devoted to the issue of defining innovative activity and innovative development of the enterprise: I. Halytsia, A. Grechan, V. Ivchenko, I. Litvinova, M. Rogoza, K. Vergal, I. Pavlenko, V. Solodkoy, L. Fedulova, S. Filippova, N. Demchuk, O. Dovgan, S. Ilyashenko and others.

In order to understand the essence of the concept of "innovative activity of the enterprise", we first consider the regularities of such activity, which is especially important in the conditions of the market organization of the economy, when the

decisions that are made determine the trajectory of future economic development for a long time.

In the real economic reality, enterprises reproduce and respond to changes in the economic environment according to the rules of decision-making and procedures as a result of natural selection during previous economic development. These procedures mainly include information processes that form the "memory" of the organization for learning, development and imitation of innovations, the ability to change existing structures, relationships, stereotypes of behavior and decision-making processes [1]. The most formalized part and, at the same time, one of the foundations of evolutionary economics is the theory of innovation processes, the main subject of which is the diffusion of innovations, which is "the process of transferring innovations through communication channels between members of the social system over time." The form and speed of this process depend on the power of communication channels, the peculiarities of the perception of information by business entities, and their ability to make practical use of this information. In real innovation processes, the speed of the innovation diffusion process is determined by five variables: the form of decision-making; method of information transmission; properties of the social system; innovative activity of business entities; properties of the innovation itself [1].

Innovative development of the enterprise is a business process based on the continuous search and use of new ways and areas of realization of the enterprise's potential in the changing conditions of the external environment in accordance with the chosen mission and accepted motivation of activity and is connected with the modification of existing and the formation of new sales markets.

In the process of innovative activity, innovations are developed, mastered, prepared, controlled, and substantiated.

Concepts of innovative activity from the point of view of innovative development, substantiated in the works of P. Drucker, H. Barnet, B. Santo, A. Harman, K. Knight and others. Raised the role of innovations, which in the process of interaction of the economic environment and competing business entities

became the main factor of economic development, crowding out investments, and caused the dominance of the innovative model of development in the modern economy [2; 3].

Innovations play a significant role in the process of increasing the efficiency of enterprises, because for the enterprise, innovation is the basis of the production and creative process, which leads to an increase in the number of jobs and an increase in labor productivity.

Predicted and substantiated in the 20th century. According to J. Schumpeter, innovative development as a factor of economic growth is nowadays a necessary and determining condition for the sustainable development and competitiveness of an enterprise. According to V. Ivchenko, high places in the world rankings of the competitiveness of national economies are occupied only by those countries whose outstanding achievements are due to the involvement of the innovative factor: Finland, Great Britain, the Netherlands, Singapore, Japan, the USA, South Korea, Ireland [4].

In the general theory of development, the concept of "innovative development" is considered interdependently [5], since economic development contains innovative development as a component (Fig. 1).

This statement is confirmed by the fact that innovative development:

obeys the dialectical laws of development, the universality and universality of which cover all spheres of the reality surrounding us and reveal the essence of development – from the reflection of development as a qualitative change to the disclosure of the contradictory essence of this process as the unity of changes and their contradictions;

acquires specific features inherent in the actual economic development, which is viewed in terms of substance and content as a process of quantitative and qualitative transformations in the production and consumption of goods and services, which take place in time and space, on a global scale, on the scale of international trade associations and unions, individual countries, regions and industries [3].

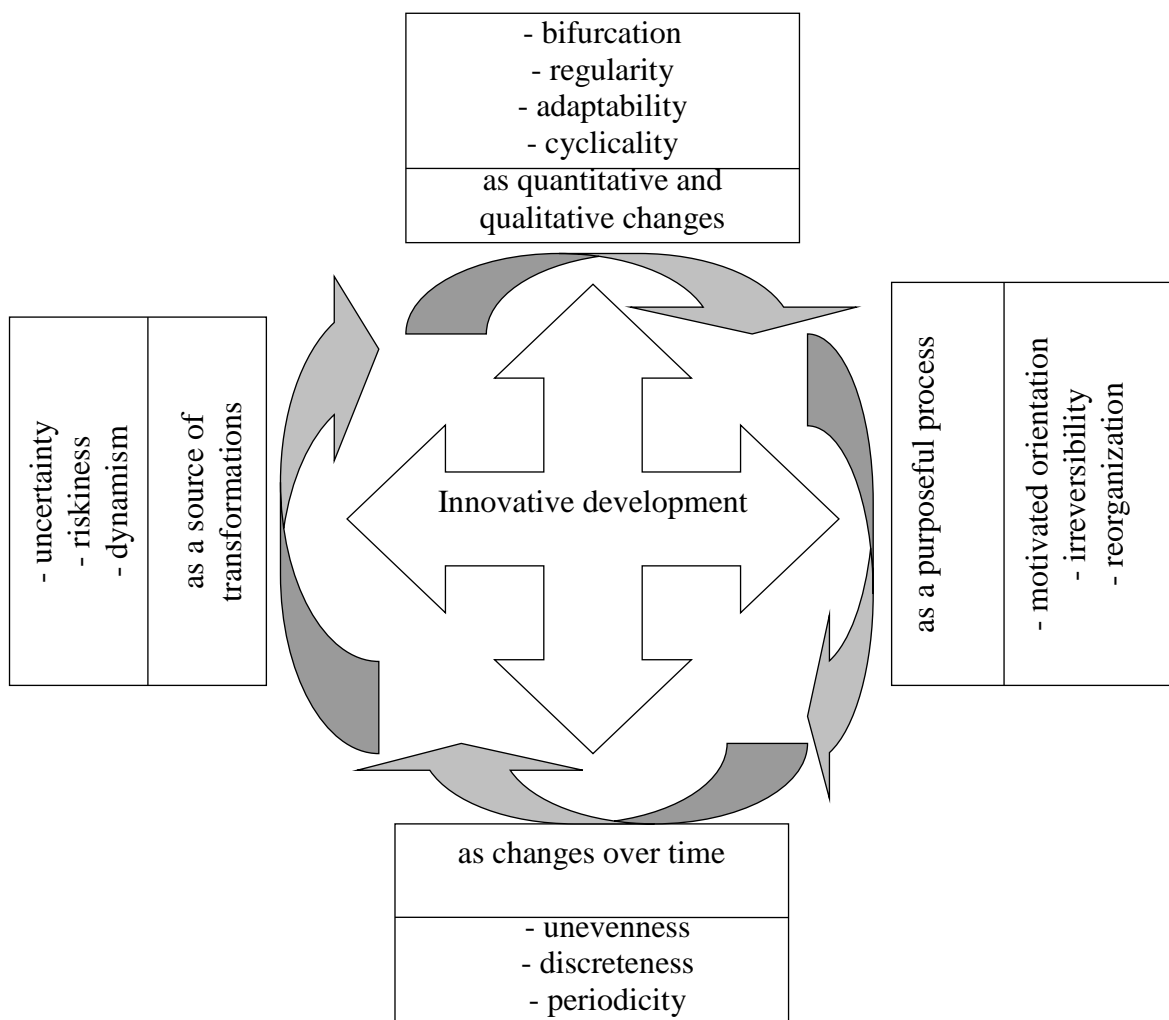


Fig. 1. Properties of innovative development [3]

Different scientists interpret the concept of "innovative development" ambiguously, based on the relevant approaches [3], namely: from the perspective of the macroeconomic approach, innovative development is defined as: the process of development of science, technology, experience, and knowledge, during which a scientific idea is brought to practical use (N. Krasnokutska, I. Tsyglyk, S. Kropelnytska, O. Mozil, I. Tkachuk); the process of structural improvement of the national economy, which is achieved mainly through the practical use of new knowledge to increase the volume of social production, improve the quality of the social product, strengthen national competitiveness and accelerate social progress in society (Y. Zhalilo); as the spread of the scientific method of cognition and the search for ways to achieve goals to other spheres of human activity (A. Fonotov); from the

standpoint of realizing internal potential, innovative development is characterized as: the property of an economic unit to develop on its own basis in the future (P. Zavlin); the management process, which is based on the continuous search and use of new methods and areas of realization of the company's potential in the changing conditions of the external environment within the framework of the chosen mission and accepted motivation of activity and which is related to the modification of existing and the formation of new sales markets (S. Ilyashenko); strengthening and using its innovative capabilities to achieve the goals of the managing social object (enterprise, corporation, region, country) (V. Baranchev); as a process of systematic implementation of innovations, innovative development involves: the presence of a permanent complex of works on the development, mastering and introduction into production of various innovations (N. Popovenko, N. Zavarina); a continuous purposeful process of finding, preparing and implementing innovations that allow to increase the efficiency of the functioning of social production, to increase the degree of fulfillment of the needs of society and its members, to ensure the improvement of the life of society (A. Fonotov); a method of economic growth based on constant and systematic innovations aimed at significant improvement (V. Stadnyk, M. Johna); a set of implemented innovations that are more successful when they cover more than one narrow area, but also include areas that affect the overall result (A. Nikolaev).

The studied approaches are important for understanding the concept of «innovative development», but at the same time they are incomplete and one-sided for the systemic characteristics of the enterprise and its innovative activity, since primarily the development of the enterprise is a combination of external and internal development. Internal development is considered as an increase in the volume of innovation potential, external development is associated with the process of introducing developed innovations to the market. The rapid spread and formation of such a phenomenon as the "new economy", which is based on innovations, transformational processes, intellectual capital, and the complication of production processes; increase in the level of scientific intensity for the released products, caused by a new round of scientific and technical progress; the emergence of new sales

markets and changes in consumer demand; development of information infrastructure and reduction of the duration of the life cycle of new types of products; the need for new management methods, frequent changes in business conditions, highlights among other aspects the innovative component of the complex and multifaceted process of economic development and emphasizes the introduction of innovations in combination with consideration of enterprise development problems [3].

Therefore, the definition of the concept of innovative activity requires a functional combination of the categories "innovative development", "innovative process" and "innovative potential", and hence the understanding of innovative activity not only as a process, but also as a system of factors and conditions necessary for its implementation, in this case, we are talking about the potential of innovative development.

Based on the above, the innovative activity of enterprises today is not only the result of innovative changes in the enterprise management system, production technology, product sales, but also a necessary condition for the survival of enterprises and their successful functioning. The innovative activity of the enterprise is considered as a managed transition of the enterprise to a better qualitative state, which is characterized by the acquisition by the enterprise management system of the properties of adaptability (the ability to respond more effectively to changes) and innovativeness (the ability to implement internal changes in the enterprise).

Innovative activity is also considered as a process of long-term progressive movement, which has a certain orientation and patterns. This process is characterized by the potential presence at certain stages of the development of the production system of periods of decline and upswing, but those that invariably lead to a new qualitative state of the production system [1].

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