

Prymak Mykola

*Student of the Department of Entrepreneurship and Business of the
Kyiv National University of Technologies and Design
Kyiv, Ukraine*

FORMATION OF ENTERPRISE’S INNOVATION POLICY

Nowadays it is necessary to ensure the continuous functioning of enterprises to activate innovation processes. Necessity to develop an innovation policy of the company is conditioned by the need for strategic management of innovation activities. In the conditions of rapid scientific and technological progress, timely and prompt introduction of innovations is ensured by the flexibility, agility of the enterprise, its ability to adapt to the changing environment (technical, organizational, economic, political, cultural, etc.). Therefore, the innovation policy of an enterprise should provide for consistent and purposeful complex innovative activity to change any of the elements of business.

The innovation activity in the general sense is a systemic activity aimed at creating and implementing innovations in public practice. As a result of innovation, there are born new ideas, new or improved products, technological processes, new forms of organization and management of various spheres of the economy and its.

The innovative activity is an integral part of the production and economic activity of the enterprise, aimed at updating and improving its productive forces and organizational and economic relations. Novices appear as discoveries, inventions, new or improved processes, structures, methods, standards, results of marketing research, etc. However, the awareness of the value of innovation, and, hence, the feasibility of its implementation, does not come immediately after its appearance. It should take some time before someone sees the potential benefits of introducing innovations and initiating its launch on the market.

Innovative activity of enterprises is not only solving technical tasks for the creation of a new product, new technology or improvement of existing ones, but also the selection of promising scientific and technological achievements, timely patenting of inventions, and promotion of high-tech goods on the market.

The innovative policy of the company is to develop ways and mechanisms for the introduction and use of innovations in production practice in order to ensure the development of the economy and increase its efficiency. Innovative policy of an enterprise should determine the direction of its changes in accordance with the requirements of the environment, outline the range of possible innovative solutions, form innovative tasks depending on the type of chosen strategy, create conditions for the operational realization of innovations.

The main internal goal of any enterprise or organization operating in a market economy is to maximize profits, the main factor in its economic sustainability, where innovation plays a decisive role. The main condition for the innovation development of any enterprise is the awareness of the need for innovation by the management and internal readiness for their implementation. At the same time, a significant part of domestic researchers substantiate the position that the unwillingness of management and enterprise workers to become active participants and implementers of the innovation process has largely predetermined the insolvency and irresponsibility of enterprises to innovate. Therefore, domestic enterprises and Ukraine as a whole for the development of innovation activities should pay attention to the experience of developed countries in supporting, developing and introducing innovations, where the main role is played by state support.

To create favorable conditions for the activation of innovation activity of domestic enterprises, the formation of an entire system of measures is necessary:

- development and introduction of a mechanism for granting benefits to enterprises that implement and implement innovative products;
- extending the practice of granting loans to innovative enterprises with a discount on the loan rate;

- introduction of progressive taxation of profits from the production of obsolete and imperfect products.

The mentioned measures will enable to form a favorable innovative climate, to use all necessary mechanisms and incentives to increase the interest of enterprises in the implementation of high-technology technologies.

So the effective functioning of innovation activity involves a well-balanced state innovation policy, allows achieving the goals of innovation development and occupies higher positions in the global post-industrial economic space.

At the enterprise it is necessary to define clearly, for what innovation is carried out. Depending on what purpose is set, the methods of its achievement are determined, as well as it enables to control the innovation process in accordance with the set goals. The innovation activity of an enterprise depends on its ability to meet the needs of consumers, a stable position on the market, competitiveness and, ultimately, financial stability, survival capability.

So, in order not to stay on the verge of global development on the path to the innovation-information economy, Ukraine needs to create an environment favorable for innovation. Realization of the proposed directions of activation of innovation activity in Ukraine will allow to significantly increasing the level of innovation activity of enterprises.

References

1. Pro innovatsiinu diialnist: Zakon Ukrainy. – № 40 – IV vid 04.07.2002 r. / Vidomosti Verkhovnoi Rady Ukrainy. – 2002. – № 36. – 266 s.
2. Vasyliiev, O.V. Konspekt leksii «Ekonomika i orhanizatsiia innovatsiinoi diialnosti» (dli astudentiv 4 kursu napriamu pidhotovky 0501 «Ekonomika i pidpriemnytstvo» spetsialnosti 6.050100 «Ekonomika pidpriemstva») [Tekst] / O.V. Vasyliiev, N.M. Bohdan; Khark. nats. akad. misk. hosp-va – Kh. : KhNAMH, 2010. – 100 s.

3. Zakharchenko V. I. Innovatsiinyi menedzhment: teoriia i praktyka v umovakh transformatsii ekonomiky :Navch. posib. / Zakharchenko V. I., Korsikova N. M., Merkulov M. M. – K. :Tsentr uchbovoi literatury, 2012. – 448 s.