

PROGRAM DEVELOPMENT OF ENTERPRISES BASED ON PRINCIPLES OF “INNOVING”

Lukianytsia Alina, Savchenko Olga

National Technical University “Kharkiv Polytechnic Institute”, Kharkiv

Today in Ukraine and around the world in the field of organization and business management, the key and, simultaneously, supercomplex problem is long-term ensuring the effective enterprise activity with positive indexes of economic development and innovative product design. This result can be obtained through the application of innovative management techniques.

The relevance of research work is determined due to fact, that global economic changes request efficient production management, which must be based on the development and application of intelligent innovative technologies. The application of such approaches, the improvement of financial and market position indexes can be achieved. There is proposed to consider as such instrument adaptation features of the enterprise to external environment changes and the formation of enterprise development program on the principles of innoving. In addition, the essential part of scientific work is based on etymology research of definition “innoving”.

The word “innoving” derives from the Latin word “innovare” which means “to renew, to restore”. At the academic literature, D.Sc. Economics, S. Volodin has interpreted it as the scientific method of development of effective scientific and creative activity, which provides the renewal of society through the market mechanism of scientific-technological progress. In his interpretation of the term “innoving” he has proposed its implementation within the framework of society renewal but, in our opinion, it has much broader meaning. Primarily, it can be applied within the microlevel of the enterprise, especially as the key concept for future strategy development. We propose to consider the term “Innoving” from new point of view, which includes the favorable environment creation for the generation of creative ideas and their subsequent implementation in innovative products.

Research is dedicated to: the detail determination of the essence and meaning of term “innoving”; conducting of comparative analysis of European approaches to determination and application of selected research methods and subsequent implementation of European best practices; the overview of key methods of innoving and creation process of product innovations; the research of structure features and order of contemporary strategic development programs; carrying-out of business activity and indicator analysis, and the evaluation of strategic positions at the marketplace; Formation of enterprise development program on the principles of innoving with practical recommendations for researched businesses.

Development strategy with innoving elements must become the innovation breakthrough within the enterprise. As a result of its implementation is forecasted the improving of market flexibility, the acquirement of adaptive features, improving of competitiveness and innovative potential, which generally provide opportunely possibility to take into account and contribute to reducing the negative impact of external factors.