

## **ABSTRACTS**

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*S. Grushevsky, N. Klimovich*

### **SOME APPROACHES OF MANAGEMENT OF INNOVATIVE ACTIVITY ON THE BASIS OF INVESTMENT PROJECTS**

Now technological and organizational restructuring, diversification of production, the individualization of consumer demand contributes to the deconcentration of production, determines the change in the di-

mension of the enterprises. There is a real revival of small and medium businesses, especially in the service sector. Its share in the industrialized countries, according to some estimates, accounts for up to half of the national product and the greater part jobs. International experience and management practices show that the most important characteristic of a market economy is the existence and interaction of multiple large, medium and small enterprises, their optimal ratio.

The obtained results allow us to address certain gaps in the scientific-methodological support of the process of management of innovative development of economic entities; they can also be directly used in the development of strategies for their innovative development.

The transition to the innovative way of development in unstable conditions for the economy in transition (in market conditions in General are constant only changes) requires appropriate marketing tools and methods that, by implementing the above functions would effectively manage the activities of economic entities in the process of finding ways of realization of the potential with respect to changes in the environment.