

MODERN APPROACH FOR DEVELOPMENT OF INNOVATIVE STRATEGY AT THE ENTERPRISE

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DOI: 10.32342/2074-5354-2018-2-49-6

Key words: *innovations, innovative strategy, management, innovation portfolio, strategic development of the company.*

Under the modern conditions of globalization and economic trends change, Ukrainian business environment usually surrenders to most competitive and up-to-date enterprises of foreign origin. The response of Ukrainian enterprises and organizations to such a milestone demand is in the establishment of different kinds of organizational development, which aims to implementation of advanced innovative technologies.

Despite of substantial studies concerning development of innovative management methodology, the issues related to development of a methodical tool for the formation of innovative strategies in modern organizations that carry out activities in terms of informative society remain relevant.

The present of Ukraine is characterized by a difficult macroeconomic state of the economy, a political crisis and social tension. Unfortunately, these factors have a restraining effect on the innovation activity of enterprises.

In addition to the number of investments attracted, where the negative trend is only seen in recent years, Ukraine has suffered a catastrophic loss of its scientific potential since the proclamation of our country's independence in 1991. This is a fundamental problem for the development of the country's economy as a whole and innovation in particular.

In order to improve the innovation level of industry, first of all, strengthening of the positions of the national economy is necessary. This can be achieved through the creation of a modern competitive sector of high-tech manufacturing and knowledge economy along with the modernization of the energy complex. At the same time, the implementation of such a policy determines the transformation of innovative factors in the source of economic breakthrough, growth, human capital growth as the basis for solving social problems, and improving the level and quality of life of the population.

To launch the innovation process, it is necessary to change the philosophy of the state's economic development from the raw material appendage for more developed economies to a country where intellectual property comes to the forefront as the most valuable economic resource to replace such resources as land, labor force and capital.

The purpose of the article is in the improvement of the approach in development of innovative strategy of Ukrainian enterprises, considering modern techniques and tools that are applied in practice by leading companies of the world, for boosting of key performance indicators of business on mid-term and long-term perspectives.

Current article suggests the approach in development of innovative strategy considering latest practices of modern management, which consists of seven stages: recognition of the path of innovation

development, analysis of company's capabilities, definition of an optimal organizational strategy, formation of a special team, integration of the special team in the company's daily activities and selection of the innovative strategy for market entrance.

Implementation of innovative strategy is a complex process, which requires appropriate qualification of company's top management and time for execution. However, modern management provides effective tools for the implementation and further sustainable development of innovation activities. These tools are in the stepwise performance of the strategy through the basic adoption of the philosophy of innovative activities, the analysis of the current conditions of enterprise, the formation of structure, team and portfolio of innovations, and the selection of the innovative strategy for market entrance.

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Одержано 21.09.2018.