

ABSTRACTS

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INNOVATION ACTIVITY OF ENTERPRISES IN THE CONTEXT OF STRATEGIC MANAGEMENT

Strategic management involves innovation activity as an important part of this process. The strategic management involves managing innovation activity by choosing innovation projects and their implementation. In its turn, innovation activity can have a significant impact on the concept of strategic management. Integrating strategic management and innovation means that the strategic plan involves innovations creation and promotion in the market. That means that innovative activity is the key tool of strategic management at an enterprise, and its implementation provides strategic advantages: better reputation of the enterprise, increased production efficiency, enhances competitiveness of enterprises by extending market segment and activity diversification.

Enterprise management focuses both on the development of innovation activity strategy and measures, its implementation, which defines the effectiveness of strategic management while running innovations.

Innovation process, that is the activity of innovations design and implementation, includes several consecutive stages: analysis of the competitive environment, new ideas and innovative project planning and implementation. Among all types of innovative activities the most attractive are new technologies, because they are crucial for further development of an enterprise, as they effect both internal and external environment of the enterprise, making adjustments to the process of strategic management.

As for the process innovation that meets the strategic goals, there has been proposed the technology for catalytic gasification of solid fuels on the basis of coke plants. The innovative design allows the enterprise to expand the product range and tap the unused capacity of the enterprise, which will reduce the level of costs, increase profits, and extra number of jobs.

The proposed innovative project can be used in determining the directions of strategic development at the fuel and energy enterprises to justify the strategic priorities for the rational use of resources of the enterprise and the formation of conceptual provisions of innovation.