

ABSTRACTS

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INNOVATIVE ENTERPRISE DEVELOPMENT STRATEGY

Enhancing innovation of the enterprises in all areas of operation allows obtaining the new processes, products or forms of organization and production management, ensuring the achievement and strengthening the competitive position in the market and the impact on the market situation through the implementation of innovations. The development of the strategy focused on strengthening the innovation activity will promote these conditions.

Analysis of innovation in Ukrainian economy by various estimates can distinguish the problems in this field. The Global Innovation Index shows that in 2013 Ukraine occupied the central position among the countries surveyed: 63 place among 143 countries. In terms of innovation in 2013 it occupied 93 positions in the world survey, which was lower by 22 positions compared to 2012 and by 41 positions versus 2008 these factors confirm the lack of competitive advantage in the field of innovation.

The loss of Ukrainian positions in innovative component of the Global Competitiveness Index is the need to develop a special program of innovative development of businesses and strategy of innovative development.

The strategy of innovative development is seen as a set of actions to move the company to a new state on new characteristics by innovations in different directions depending on the type of behaviour in the market.

Depending on the active or passive behaviour the technology or marketing strategy can be selected.

A gradual formation strategy of innovative development based on a methodology that takes into account the interdependence of basic, competitive and functional strategies and specific areas of economic activity of the enterprise and its policy has been offered.