

INFORMATION IS A FACTOR OF PRODUCTION AS A TOOL OF INNOVATION IN ENTERPRISE MANAGEMENT

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The issues of information production factor as an instrument of innovation in enterprise management are considered. The economic value of a person in a post-industrial society is analyzed. It is established that knowledge is the intellectual basis of the management and functioning of organizations, the most important component of intellectual capital. It is proved that information is one of the tools of innovation in enterprise management; in the information society, the dominant type in the structure of social labour is holistic, predominantly intellectual, innovative, armed with scientific knowledge labour.

As a result of the study, the authors found that - knowledge is the resource of the enterprise, along with other factors of production; the innovative type of economic development becomes the foundation that models and determines the economic power of any enterprise, organization, their recognition and prospects both in the domestic and foreign markets, and all this leads to increased interest in theories of innovation that are constantly updated and enriched.

It is determined that the monopoly on information characterizes the activities of the entrepreneur of the innovator, each individual has certain advantages relative to others, has unique information that can be used advantageously; every enterprise that seeks to survive in the conditions of fierce competition should constantly look for ways to improve its activities, that is, pay attention to the rational use of all types of available resources, especially the personnel of the organization, with their own skills, abilities, qualifications and ideas.

The formation of an effective innovative type of development at both the micro and macro levels in Ukraine remains one of the most difficult economic problems of our time, therefore, it requires further deep scientific substantiation and improvement of new ideas and searches.

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