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INNOVATIVE ACTIVITY OF A MODERN ENTERPRISE AS A FACTOR OF ITS COMPETITIVENESS

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Abstract. In this article important aspects of innovative activity of a modern enterprise have been considered. The factor of its competitiveness has been emphasized.

ИННОВАЦИОННАЯ АКТИВНОСТЬ СОВРЕМЕННОГО ПРЕДПРИЯТИЯ КАК ФАКТОР ЕГО КОНКУРЕНТОСПОСОБНОСТИ

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Ключевые слова: инновационная активность, патент, патентополучатель, продукция, инновационная устойчивость, предприятия.

Аннотация. В этой статье мы рассмотрели важные моменты инновационной активности современного предприятия, а также фактор его конкурентоспособности.

Innovative activity of an enterprise is estimated, as a rule, by a share of an innovative product, whether it is the technological goods or service, in total volume of realization. If an enterprise itself conducts innovation activities, the indicator of its work will be the cost of innovation and research, the volume of products produced or patents received.

However, the main factor of innovative activity of an enterprise is the ability of an organization to respond quickly to structural changes in the economy, to implement breakthrough innovative projects, to continue developing in a downturn in the market. That is why the degree of persistent innovation activity, manifested in the development, inculcation and implementation of product, process and organizational innovations, comes to the fore.

In modern conditions, the accentuated innovative activity of an enterprise is a multimodular strategy of organization development requiring the improvement of management systems, reforming of organizational structure, increase of degree of responsibility for scientific and innovative activity results [1].

Enterprises that have developed the necessary competencies for innovation gain a competitive advantage over other organizations because knowledge as a factor of production is characterized by a positive return on scale, the presence of the effect of learning, inexhaustibility and the ability to accumulate. In the modern industrial structure of the economy, innovation persistence refers to such industries as mechanical engineering, electrical equipment, chemical, light and textile industries.

The degree of innovation activity as an indicator of the competitiveness of the enterprise is characterized by the following behavioral factors [2].

Firstly, the presence of patents. The researchers have found that a very small number of innovative firms show stability in implementing innovations. There are four groups of enterprises [3]:

- a) single patentees (innovation period up to 3 years);
- b) powerful patentees (innovation period up to 13 years);
- C) mid-level patentees (from 2 to 10 patents at a time);
- d) sporadic patentees (several innovation periods).

It should be noted that in this classification, the indicator of innovation sustainability is not the number of patents, but the period in which the patent is implemented. Also, the presence of patents may not be an indicator of the degree of innovation activity, because patented ideas may simply not be used in production.

Secondly, the presence of key innovations that are included in the product portfolio of the enterprise and subject to comprehensive industry expert evaluation in the long term. In this case it takes only commercially successful new technologies into account.

Thirdly, R & D spending is of vital importance. It is customary to associate research and development with innovation. However, direct dependence in most cases is extremely small. R & D costs are not usually the result of a company's own innovative developments, but, for example, they can be the adaptation of third-party innovations. However, research shows that R & D spending is an important component of product innovation. Accordingly, there is a statistically significant relationship between them [3].

Thus, pursuing an active innovation policy, which allows to reduce production costs through the use of new technologies, facilitating release of new highly efficient products, will bring an enterprise to a qualitatively new level and become a driver for overcoming the crisis in the domestic economy.

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