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MANAGEMENT OF THE INNOVATIVE POTENTIAL OF THE ENTERPRISE

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Резюме – один из ключевых факторов успеха любой организации заключается в совершенствовании ее инновационного потенциала в силу быстрого экономического развития конкурентной среды.

Resume – one of the key success factors of any organization is to improve its innovation potential due to the rapid economic development of the competitive environment.

Introduction. Innovation, which is the main source of growth, is especially important for companies now. World practice shows that a stable position in a competitive market, constant development and improvement of activities directly depends on the introduction of innovations. That is why more and more attention has been paid to improving the innovation potential.

Main part. Innovation is a new development, thanks to which an organization is able to increase the efficiency of production and the quality of a service or product. One of the important characteristics of innovation is its relevance, that is, it must be appropriate to the modern needs of society.

The innovative potential of any economic entity consists of a complex of different types of resources, such as financial, human, information, technical, and so on, necessary for innovative research and development.

Different organizations have different potential for innovation. It can be high or low. High potential is manifested through the desire to master new technologies, methods and concepts, as well as introduce innovations both in the production and management spheres of the enterprise. It is important to note that enterprises with high innovative potential create a creative atmosphere in the team, welcome a non-standard approach, and also invest all types of resources in

the development and creation of new ideas and technologies. Low innovation potential is manifested in a conservative approach to enterprise management and fear of change due to development costs [1].

The innovative potential of enterprises includes the following indicators:

1. Human potential. This indicator includes the number of employees, their education, experience, creativity, knowledge of modern technologies, etc.

2. MTB: financing research projects, developing skills needed for using modern equipment and materials.

3. Information base: accumulated knowledge and data base, their availability, as well as work on their dissemination.

4. Administrative: a correctly chosen organizational structure, a highly effective system of motivation and reward for employees.

5. Economic: improving product quality, reducing production costs through the use of new technologies, increasing the efficiency of processes.

6. Innovative: the number of discoveries and inventions, patents obtained, sale and purchase of licenses, patent purity and patent protection of products.

There are three main approaches to managing innovation potential [2]: resource approach: uses resource planning methods to determine the required amount and directions of their use. However, this approach may limit the response to a changing environment; R&D management: based on research and development work. This approach is valuable, but requires combination with other methods for successful innovation; Investment approach: financial support is of great importance in the implementation of innovative projects. This approach is used in conjunction with R&D management. Investment planning includes creating a business plan and evaluating the effectiveness of a project.

It is also possible to use such methods as innovative cooperation – establishing links with various business structures engaged in the search and development of new ideas and technologies. Such cooperation allows us to create a basis for the transfer and exchange of accumulated knowledge and practical experience, as well as the creation of joint projects; feedback: collecting feedback from customers, employees and other parties. This allows you to receive new offers that can become the basis for innovation; culture of innovation and stimulating creative thinking: Creating an organizational culture that encourages and values innovation and creative problem solving.

Conclusion. Thus, the management of an enterprise's innovative potential plays an important role in its competitiveness and sustainable development. We can conclude that numerous methods and approaches can be used to manage innovation successfully and optimize processes.

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MODERN METHODS OF BUSINESS MANAGEMENT

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Резюме – в научной работе рассматриваются современные методы управления бизнесом. Также исследовались сущность и принципы методов управления.

Resume – the scientific paper examines modern methods of business management. The essence and principles of management methods were also studied.

Introduction. Every manager strives for professional growth and, at a minimum, has the desire to found a profitable enterprise. To achieve our goals, we will consider different technologies and factors in organizing business management. Each system and factors have their pros and cons. By starting to understand the features of different models, we will be able to customize processes, taking into account all the shortcomings, and choose the best methods for managing our business.

Main part. There are various requirements for an entrepreneur in the business process and in recent years they have grown significantly. These factors are characterized by an unstable external economic environment for firms of different sizes, high speed of technological development and innovation, globalization of production, changes in restrictions and barriers to trade.

The basic principle of management is the division of labor, and organizational order cannot be maintained unless the responsibilities of each employee are clearly assigned. Authority is the successful management of a business by those with official authority. Discipline. This is one of the main methods of control and its presence is necessary in all cases. It is important to have one manager to prevent conflicts and tension between employees. Unity of management aims to ensure that managers work towards the same goal, that conflicts between them are minimized, and that their actions are fully coordinated and do not contradict each other [1].

For optimal corporate governance, it is also important to consider order, fairness, and stability of the workforce, spontaneity and cooperation. All management methods can be classified based on the direction of action. Depending