

MANAGEMENT OF INNOVATION PROCESSES OF THE ENTERPRISE

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Abstract: *The thesis investigates the issues of managing the innovation processes of the enterprise, which based on creativity and pragmatism; it noted that this is a difficult and painful process for enterprises, as it influenced by many factors; it emphasized that innovations have positive effects and force society to change the way of life.*

Keywords: innovation, innovation process, innovation activity, enterprise.

The value of innovations in the world is growing more and more. For most enterprises, they become a driving factor in the competitive struggle. However, not all companies that have embarked on the path of innovative development require a satisfactory rate of profit and a competitive advantage in the market. And the problem for them most often lies not in the lack of brilliant ideas and inventions capable of making them leaders, but in the inability to organize an effective innovation process from an idea to a successful product on the market.

Innovations certainly disrupt people's usual way of life. People take risks, and this often ends in failure and great losses. What, then, repeatedly prompts business leaders to take risks? It seems that it would not be entirely correct to judge that this is due only to the enterprising nature of a person who is tired of doing routine work and is constantly drawn to adventure, although, let's face it, it does happen. The main thing, after all, is something else, and it connected with the needs of people, which in any sphere of their activity grow at a faster pace from year to year compared to the possibilities of their satisfaction. Ignored and, therefore, unsatisfied needs give rise to conflict situations. In addition, the one who was the first and most successfully implemented the innovation demanded by society will rewarded in the form of excess profit (monopoly profit) for technological or economic innovation. Therefore, innovation in this context can considered as a general sociological regularity, as a motivating motive for the progress of society in all its diversity. Therefore, there is a need repeatedly to strain the intellect, to include creative thinking in order to invent new ways of meeting these needs in the conditions of market competition.

The innovative process includes various types of innovative activity in their consistent and proportional relationship, and therefore, along with the need for the correct interpretation of the term "innovation", understanding its essence and content, it is equally important to define such a definition as "innovative activity".

According to the Law of Ukraine "On Innovative Activity" dated July 4, 2002 No. 40-IV, "innovative activity is an activity aimed at the use and commercialization of the results of scientific research and development and leads to the release on the market of new competitive goods and services" [1].

Innovative activity closely related to the concept of "innovative process", since, on the one hand, the innovative process is the "stuffing" of innovative activity, its internal structure. On the other hand, the innovative process is a broader concept than the concept of innovative activity, because during its implementation, innovative activity passes through a "red thread" and the implementation of the process achieved with the help of this activity.

In general, the innovative process determined by a complex multifaceted nature, therefore, a comprehensive approach based on both creativity and pragmatism should applied. In the case of applying a creative approach, the birth of an idea is an impulse of the soul, and in the case of a pragmatic approach, the birth of an idea most often takes root in the field of specific needs and very specific things. In addition, the market plays an important role in the innovation process: with a creative approach, the creation of new products determined by the market's need, then in this case, it is passive, but with a pragmatic approach, new products created in relation to the need and response to market requests, then in this case, it is active. The synthesis of creative and pragmatic approaches should ensure the maximum effectiveness of the process of forming innovations, but since this process is individual, the most rational option for introducing innovations should chose for each specific situation. By synthesizing creative and pragmatic approaches to the innovation process, we get a unified focus on technology, creative products, and the market situation, and at the same time, feedback formats between innovation processes have appeared. Which will lead to the parallelization

of innovation processes and an increase in their speed flow, but the main drawback is the difficulty of analysing the process of the emergence of innovation, using a combination of these approaches.

The innovation process is cyclical in nature and consists of several stages, and therefore this is one of its features. It should begin with the search for new unsatisfied needs (existing or future), followed by the search for innovations or the generation of ideas, based on which the implementation of innovations is possible. Let us emphasize that during the innovation process, the innovation implemented from an idea to a specific product, technology or service and extends to economic practice. Then the new idea finds its embodiment in design development, in samples of a new product or in models of new ways of organizing production. Next, from the design development, there is a transition to the release of the first samples, and then serial and mass production of new products.

The innovation process does not always cover all stages at one enterprise. In practice, it also happens that the company uses the services of third-party organizations. However, the result depends on competent management of the innovation process.

Moreover, the innovation process ends with the so-called use, i.e. the first appearance on the market of a new product, service or bringing the new technology to its design capacity. The process is not interrupted, because as the innovation spreads throughout the world, it improves, becomes more effective, acquires new properties, which opens up new areas of application, new markets, and therefore, new consumers.

We emphasize that in order to manage innovative processes, it is necessary to identify the conditions that affect their effectiveness. One of these conditions is undoubtedly the successful implementation of all stages of the innovation process. In addition, it is necessary to ensure a clear connection between these stages in time and space, which requires the collection of operational and reliable information about the progress of the implementation of a specific stage of the innovation process. The quality of implementation of each of the stages of the innovation process also depends on the ability to set a goal, on the correct selection of methods and means of its achievement, and on the professionalism of the direct performers. The effectiveness of the implementation of each of the stages of the innovation process directly affects the result.

It is also necessary to take into account the motivation of the participants of the innovation process, the stimulation of the results of the implementation of the stages. Note that the innovation process begins with the subject's internal motivation for innovative activity and stimulated by the presence of external motivations. In order to carry out the innovation process, it is necessary for the subject to have a certain innovative potential, content and size of the components that determine the nature and direction of the subject's innovative activity.

A very important component of success is the creation of a favourable psychological climate and environment for creative interaction of the participants of the innovation process. Without a positive attitude to the implementation of innovation, it is impossible to achieve the desired result. Creating such conditions is the task of the farm manager, the effectiveness of the innovation depends on skilful management. In the end, the introduction of innovations in the production process is associated with the reduction of costs and the achievement of results. The effectiveness of the innovation depends on a number of conditions, compliance with which ensured by the formation of a new production process management system based on modern management theory. The innovative way of development of society requires adequate changes in the sphere of production. Transformations should be affected as changes in the structure of the enterprise or economy, but, first, they should be aimed at achieving the result - obtaining more profit.

Based on the above, it can be argued that innovations in society have a significant impact on the economy. The role of innovation in society is difficult to overestimate. Innovations perform economic and social functions, cover all aspects of society's life, touch personal issues, have positive effects and force society to change its way of life.

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