

## ABSTRACTS

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### **REGARDING INNOVATION ACTIVITY ON VARIOUS STAGES OF ENTERPRISE DEVELOPMENT**

To ensure the effective operation of the business at this stage it is important to develop innovative activity, which varies depending on the period of development. Periods of innovation in the enterprises revealed the following trends: fluctuations in total spending on research and losses under the influence of globalization processes; redistribution of share of costs in areas in total costs; increased spending on research at the same time reducing costs of acquisition of new machinery, equipment and software.

One of the main conditions for innovation and increased innovation in the enterprises is effective control. The system of company innovation management resulted in innovative activity subsystem by type of management. The definite phases of innovation and enterprise development stages can influence the innovation management.

The main elements of the strategy formation can increase innovation activity of enterprises. The first block of development of the strategy includes the choice of innovation determinants. The second formation strategy block involves setting goals and choosing the type of strategy of innovative development of enterprises. The third unit combines functional business strategy, strategic and tactical plans. The fourth block specifies the mechanism for the strategy implementation for the increasing of innovation activity in the mechanisms of financing innovation and strategy implementation tools. The fifth unit ensures the implementation of strategies and analysis of its effectiveness.

One of the obstacles to increasing innovation activity is lack of planning and forecasting. A block diagram of forecasting innovation in the enterprises can achieve strategic objectives to maintain and expand market share.