

STRATEGIC INSTRUMENTS TO PROVIDE INNOVATIVE COMPETITIVENESS OF THE ENTERPRISE IN THE GLOBAL ENVIRONMENT

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The problem of developing strategic tools for providing innovative competitiveness of the enterprise in the modern globalized economy is explored. Based on the concept of systemic competitiveness, it has been determined that innovation competitiveness is created due to competitive advantages based on the use of innovative methods, products and technologies, in accordance with the complementary model of technological, marketing and organizational innovations.

The systemic content of competitiveness determines the basic role of the enterprise as a main participant of the reproductive process ensuring the innovative competitiveness of the region and the country. Innovative processes that take place in a globalized economy and based only on market mechanisms, create prerequisites for exacerbating global risks associated with economic, environmental, social, technological threats. To overcome such negative consequences, the enterprise should apply appropriate strategic management instruments that would ensure compliance with the principles of corporate social responsibility and sustainable development requirements.

The existence of a well-grounded strategy and the ability to effectively implement it provides the basis for ensuring competitiveness. In modern context, the development and implementation of strategies for innovative competitiveness of enterprises should take place on the basis of integration into the world economy, in the competitive interaction with components of the globalized competitive environment, taking into account the principles of innovative sustainable development and corporate social responsibility.

A prerequisite for developing a strategy for innovative competitiveness of an enterprise is to assess its level of competitiveness in target markets. To assess the level of innovative competitiveness of an enterprise in a global context, we suggest using a combined method based on an integrated assessment of the following components: 1) factor determinant of innovative competitiveness – competitive innovative potential of the enterprise; 2) outcome determinant of competitiveness, considered through economic, social and environmental performance; 3) the competitiveness of the product.

The systematic coordination of strategic goals and determinants of innovative competitiveness with the aim of strategic provision of innovative competitiveness of the enterprise is proposed to be implemented using strategic planning tools – a strategic map and a balanced system of indicators. A strategic map of innovative competitiveness is drawn up that combines the formulation of strategic and tactical goals and objectives with the requirements of innovative sustainable development and allows to specify the ways of achieving the set goals through effective use of innovative potential, as well increase the innovative competitiveness of the enterprise in the global environment to a certain target level.

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