

IMPROVING THE MANAGEMENT OF INDUSTRIAL ENTERPRISES BASED ON INNOVATIVE DEVELOPMENT STRATEGIES

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The applied aspects of improving the management of industrial enterprises on the basis of strategies of innovation development are studied, elements of effective management of innovative development of the enterprise are formed. An evaluation of the innovation activity of the enterprise is proposed to be carried out on the basis of calculating the coefficients and their comparison with the established baseline values. Depending on the current state of the enterprise and the results achieved in the innovation sector, as well as their comparison with benchmarks, the choice of the leader's strategy is implemented, that is, the introduction of fundamentally new products or services, or implementation of the follower's strategy, which is the development of advanced technologies.

Conducted analysis of the concepts of management development of the strategy of innovation development of the enterprise, shows that each of the models has undergone an empirical check and has an applied value. The tool of general representation of any strategy is a strategic card, which includes a set of causal relationships, the logical architecture of the relationship between the enterprise and owners, customers, processes and competencies.

The model of interaction structure of innovation center of enterprise with development of strategy of innovative development is offered. An updated classification block of strategies for innovation development is provided.

It is proposed to put into circulation new models of management to develop an innovation development strategy, such as: rationalistic, behavioral and systemic. So a rationalist model is based on full awareness and informed perception of the performers in the planned innovations. In carrying out such actions it is considered that the responsible persons will actively and effectively participate in the implementation of innovation. This model implies the existence of clear procedures for decision-making and implementation, strict control over their implementation and an efficient communication system.

Behavioral model of management of development of the strategy of innovation development involves taking into account the socio-psychological needs of employees of the enterprise in developing strategy and implementation of innovations. In this model, an enterprise is considered as a self-organizing system, which involves decentralization in decision-making, the concentration of organizational activity in small groups, and a broad discussion of the strategic goals of the enterprise.

The system model of management considers an enterprise as a "technosocial system" in which the development of an innovation development strategy and innovation itself are realized not only under certain conditions, but also as a conscious process based on a preliminary analysis of organizational problems, the search for solutions and a clear organization of the strategy of innovation development.

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