

FEATURES OF IMPLEMENTATION OF MANAGEMENT INNOVATIONS BY IT ENTREPRENEURS

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The article forms the theoretical basis for the development and implementation of managerial innovations. Sectoral features of the IT sphere in terms of innovative changes in management processes are identified: staff dependence, high level of unpredictability of consequences, the need for appropriate research environment, creative nature of decisions, high complexity, the presence of external barriers from the state and internal resistance, within labor collectives, active use of outsourcing, the predominance of project and team forms of activity. It is proved that every managerial innovation has a technological basis, while almost every technological innovation is based on a managerial decision. The components necessary for the implementation of managerial innovations are formulated: a problem that does not have an existing solution and needs new ideas; new principles and views that should provide new approaches; revision of traditions and dogmas that limit creative thinking; examples and analogues that will help to rethink the possibilities. Management innovations in the IT sphere are structured and the following are distinguished: innovations in management methodology (synergetic management, tender management, network management, creative management, team management, communicative management, etc.), innovations in internal structural subtypes of general management, financial innovation, marketing), innovations in the basics of science and practice of classical management (innovations in the principles, methods, management functions and elements of regulatory information and staffing). The main management innovations used by IT companies in Ukraine are analyzed: quality management, controlling, reengineering, system intervention strategy, neural network technologies, information-associative modeling, structural-functional modeling, etc. It is proved that the successful implementation of these management innovations requires the following conditions: a systematic vision of managerial change by management, formed innovation infrastructure, high level of management professionalism, timeliness of innovations and their compliance with overall objectives, staff loyalty to innovation change and development, approval or decisions by external consultants. The application of cloud technologies for the implementation of management innovations in the IT field and the introduction of service consulting, which is a comprehensive solution of business problems of the client based on an individual approach. It is determined that as management innovations spread, they improve, acquire new qualities and properties, adapt to new requirements and ultimately modernize themselves and become more efficient and effective. It is proved that innovation requires a certain management culture that requires managers of IT companies to be prone to risk and experimentation, as well as constant monitoring of the environment, requires an appropriate system to assess the current state of the system and the desire to improve it.

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