DEVELOPMENT OF INDUSTRIAL ENTERPRISES AS THE BASIS OF THE COUNTRY'S INNOVATIVE DEVELOPMENT

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Abstract

In order to study the possibilities of the country's innovative development, the article examines the industrial sector, including the innovative activity of enterprises: its essence, content and main features are considered. Based on the materials of domestic and foreign researchers, the authors show different approaches to ensuring its innovative development and offer their own solution to this problem.

Keywords: potential; company; innovation.

An industrial enterprise is an independent economic entity that produces and sells industrial products and, as a rule, is a point object: a plant, a factory, a mine, a quarry, a mine, a plant, etc.

highly specialized activities can only be provided with an innovative approach to its implementation, since the development and wide distribution of new products, services, high technologies and the creation of unique management systems become key factors in the growth and capitalization of a business.

All scientists recognize the special role of technology and knowledge in a post-industrial society. Thus, the institutionalist D. Bell points out that theoretical knowledge forms the basis of innovations and intellectual technologies here. He formulated three main features that distinguish this society from the previous ones:

– transition from industrial to service society;

– the crucial importance of knowledge for the implementation of technological innovation;

– the transformation of a new intellectual technology into a key tool for analysis and decision theory [1].

As practice shows, major innovations are often based on scientific discoveries, but almost never are their goal. Scientific research, first of all, is aimed at obtaining new knowledge, and only then new knowledge is applied to achieve practical goals and solve specific problems. The result of scientific work is new knowledge, concepts, judgments, conclusions, set out in scientific publications. The specificity of this activity is the probabilistic nature and the risk of not obtaining the expected results, the originality and originality of research.

Scientific and technical activity is a systematic activity closely related to the creation, development, dissemination and application of scientific and technical knowledge in all areas of science and technology. Unlike scientific, the end result of scientific and technical activity is the materialization of new knowledge into a new technique or technology [2].

The results of scientific and scientific and technical activities are not innovations in their pure form, but rather they are “possible” or “potential” innovations. The goal of an innovator in the person of a scientist, inventor, research team or research organization is mainly to promote an idea and put it into production. The process of commercialization of innovation - the introduction of a new product on the market or the use of a new technology in production in order to obtain an effect - is an essential element of innovation, in scientific, technical and inventive activities it acts as a potentially possible one.

Innovation in a broad sense refers to the profitable use of innovations in the form of new technologies, types of products and services, organizational, technical and socio-economic decisions of an industrial, financial, commercial or other nature.

Summarizing the above information on the two concepts of "potential" and "innovation" allows us to conclude that the "innovative potential of an industrial enterprise" is a combination of factors of the external and internal environment of the enterprise, the use of which will qualitatively change the enterprise itself, its products and the process of satisfaction customer needs. This concept combines two opposite categories: potential as a future opportunity and innovation as an innovation implemented and accepted by society. Therefore, “innovative potential” is the ability to create real value that improves society.

The content of the innovative potential of an industrial enterprise includes two components: an objective component as a combination of material, intangible and natural factors that allow you to create something new, involved or not involved in production, but having a real opportunity to participate in it; the subjective component is the ability of the team to use the listed factors for innovative activity and the creation of the maximum amount of unique material goods and services, as well as the ability of the enterprise's management apparatus to innovative and strategic thinking, which allows optimal use of the objective and subjective components of the potential.

The objective component of the innovation potential is the basis for its formation. It includes components with different functional purposes: material and technical, information, financial, labor and other types of resources.

The subjective component includes: specific production and managerial knowledge, basic competencies of personnel, creativity of their thinking, motivation for innovation, organizational innovation-oriented culture, specific abilities of management personnel to ensure effective interaction between the objective and subjective components of the potential,

as well as other abilities that are not sold on open market and cannot be imitated. In general, this component characterizes the possibility of purposeful implementation of innovative activities, i.e., determines the ability of the system, on the principles of commercial effectiveness, to attract resources to initiate, create and distribute various kinds of innovations. The close relationship between the components of the innovation potential determines the need to identify their optimal ratio, depending on their significance in the formation and development of potential. So, for example, an insignificant share of the objective component will lead to the fact that the qualitative growth of an industrial enterprise will exceed the dynamics of quantitative indicators. This is explained by the fact that the limitation of the necessary resources can be completely or partially overcome by intensifying their use, applying new methods of organizing the process, and searching for new sources of their attraction. However, all this is true up to a certain level, because in the absence of resources, qualitative growth is also impossible. Both components exist in system unity. In addition, their ratio depends on the specifics of production. Thus, the problem of optimizing the structure of innovation potential is important, but due to its complexity, it requires a separate, more detailed study [9].

B.K. Lisin and V.N. Fridlyanov believe that the innovative potential of industrial enterprises and scientific and technical organizations consists of four parts [10].

1. Backlog of scientific and technical (technological) own and acquired developments and inventions.
2. The state of the infrastructural capabilities of the enterprise itself, the organization that ensures the passage of innovation through all stages of the innovation cycle, turning it into an innovation or innovation.
3. External and internal factors that reflect the interaction of innovative potential with other parts of the total potential of an industrial enterprise, scientific and technical organization and affect the success of the innovation cycle.
4. The level of innovation culture, which characterizes the degree of susceptibility of innovations by the personnel of an enterprise, organization, its readiness and ability to implement innovations in the form of innovations.

The most common approach to studying the concept of innovative potential of an enterprise is the resource approach, according to which the concept of innovative potential is interpreted as a set of resources necessary for the implementation of innovative activities of an enterprise. At the same time, the definitions of the authors differ in the composition of the resources. So, in addition to material, financial, informational, scientific and technical resources, production and intellectual resources, personnel and infrastructure resource components are additionally allocated. In turn, I.V. Novikova supports the interpretation of the concept through the prism

of resources, but focuses on the fact that, in addition to resources, catalysts should be taken into account, by which she understands the conditions that ensure the optimal use of innovative resources. So, the motivational mechanism, the innovative culture of the enterprise and its organizational and managerial elements should be attributed to the main composite catalysts.

The second approach to the definition of innovative potential is its characterization as a measure of readiness to implement innovative activities. Further specification was made by A.A. Bovinim, who adds that innovations can be created both in-house in R&D subsections, and acquired in the form of patents, licenses for inventions and know-how.

The third approach is determined by the ability of the enterprise to develop and implement innovative projects. Such a definition of the innovative potential of an enterprise takes into account, on the one hand, the potential for the implementation of innovative activities, and on the other hand, the availability of resources.

The fourth approach to interpreting the innovation potential is to consider it from the point of view of the totality of the enterprise's capabilities in the innovation sphere. So, according to the thoughts of D.I. Kokurina's innovative potential contains unused, hidden opportunities of accumulated resources that can be put into action to achieve the goals of economic entities [11].

Thus, the analyzed approaches reveal different aspects of the innovative potential. In most cases, characterizing the essence of the concept of innovative potential, some moments are missed, thereby reducing its content. Analyzing the above approaches, it is proposed to understand the innovative potential of an enterprise as a set of resources and conditions of the enterprise, which form the readiness, necessity and ability of the organization for successful innovative activity.

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