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Safety innovative strategy for the development of agrarian enterprises: management aspect

An important role in increasing the innovative activity of agrarian enterprises is played by the selection and implementation of the appropriate strategy for the innovative development of the enterprise. To determine the future strategy of an agrarian enterprise, information is needed on the amount of innovation potential and the level of its use. The evaluation of the level of innovative potential is an urgent task, since its solution allows making strategic and tactical decisions regarding the innovative development of an agrarian enterprise and the development of its sustainable competitive advantages.

Strategic innovation management is a component of innovation management. It solves a wide range of issues of planning and implementation of innovative projects and programs, which are designed for qualitative changes in the organization's activities in the market, production or social sphere of an agrarian enterprise (organization).

It should be noted that any strategic steps of an agricultural enterprise are innovative in nature, as they are somehow based on innovations in the economic, production, sales or management spheres. For example, one of the strategies characteristic of market economy - the product strategy - is aimed at the development of new types of products and technologies, spheres and sales methods, that is, it is based exclusively on innovations. This applies to other types of strategies as well. Thus, the strategy of the development of an agrarian enterprise provides for the provision of stable rates of its growth and functioning in the future and is based on the use of scientific and technical achievements in the field of technology, organization, technology, management, that is, on a complex of innovations [1, 2].

However, for the purpose of planning innovation processes, it is advisable to consider innovation strategies separately. The strategy of innovations (innovation policy) involves combining the goals of technical policy and capital investment policy and is aimed at introducing new technologies and types of products and services. In this sense, strategic innovation management focuses on achieving future results directly through the innovation process.

According to its content, the innovation strategy takes into account the main basic processes in agricultural enterprises and in their external environment, the possibilities of growth of their innovative potential.

Innovative strategies are the basis of modern innovative management in the conditions of constant environmental changes.

Thus, the crisis situation in the innovative sphere of the Ukrainian economy is caused primarily by the lack of an innovative strategy in the management of innovative activities. According to the researchers, the main goal of the innovation strategy is to prevent the disintegration of the scientific and innovative sphere and create prerequisites for the rapid and effective introduction of technical and technological innovations in all spheres of economic activity, ensuring the structural and technological prerequisites both at the level of enterprises and the economy as a whole.

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The global trends of systematization of knowledge on the development of innovation of socio-economic systems

The 90s were marked by the flourishing of ERP-systems as an interactive tool for systematizing knowledge on the development of innovation in socio-economic systems. Enterprise Resource Planning (ERP) systems are a new generation of information systems designed to solve current business problems, taking into account the multiple functional areas of large corporations. ERP systems for the organization of highly integrated solutions relied on the use of common databases, i.e. all the necessary information had to be stored in a single database. As a result, corporations have faced the need to use existing programs and data within a single ERP system. Attempts to solve this integration problem came from the software vendors themselves