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НОВІТНІ ТЕХНОЛОГІЇ В СІЛЬСЬКОМУ ГОСПОДАРСТВІ

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FEATURES PLANNING INNOVATION ACTIVITY

The role of innovation in the company in the current market environment is difficult to overestimate. It is a key element of competitiveness and identifies ways to respond to external environment, allowing focus on improving all processes as well as Waste Products Company.

The concept of innovation covers broad aspects: the productive forces and production relations. It is the basis of new product and service improvement processes of the company. It can be caused by market needs and performance development [1].

Innovation occurs after the formation of five types of changes:

- the use of new techniques and technologies
- providing new product properties;
- the using of new materials;
- a change in the structure of production and processes associated with it;
- the emergence of new markets [6].

The most common understanding of the concept of "innovation" is the result of creative activity, acting as a new or improved product, process, implemented in the market. Thus the main features of innovation are scientific and technological innovation, the possibility of manufacturing production to meet the demand of the market [2].

Also, the term innovation can be seen as a process. In a broad sense it consists of stages:

- basic research, are purely theoretical, and result in a discovery of the laws, patterns and other fundamental concepts;
- applied scientific research, special studies, the results of which - the narrow patterns or specific technical solutions that serve as the invention;
- research and development activities, results - experimental production, preproduction of new products, obtaining prototypes, establish a working document;
- industrial production, characterized by serial, mass production, selling products to the final consumer.

In implementing the various stages of the innovation process in the company produced various models of [7], which is a significant part of the strategic management.

Features innovative development companies characterized by a set of available resources, determining its ability to create, search, selection and innovation, and are characterized by the concept of innovation potential.

Innovative potential is both a prerequisite and outcome of the choice of certain innovative strategies factor that shows the degree of susceptibility of businesses to innovate [5].

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