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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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Implementation of business opportunities starts with adequate to the external and internal environment overall management strategy. The innovative strategy as part of general requires special attention and bringing to coordinate with other processes in the enterprise. The main objective is to achieve a balance between the development of scientific, technical and industrial potential.

Strategic planning linked to global goals of the enterprise and bringing them into line with the requirements of the environment. Planning should provide an opportunity to anticipate change and respond to cases of external changes

Planning innovation associated with the implementation of certain complex functions

- major is reflect the essence of planning;
- specific -is reveal the content of the planning process;
- providing is contribute to the basic and specific [3].

On this basis, formed functional subsystems - setting goals and priorities, development plans, study activities, projects, normative and methodological subsystem, information, logistics, organizational, staffing and coordination in the planning system innovation.

Innovative development is based on a system of interrelated steps aimed at effective assessment and selection of innovations for implementation in the enterprise. These stages are explained by economic means efficiency innovations so that on a corporate level in determining the long-term goals can analyze and consider the task of innovation development [4].

The convergence and interpenetration of strategic and innovative processes provided by the integration of assessment methods and selection strategies of innovation based on the following main stages

1. Analysis of the environment and the development of innovative behavior: the results of research, forecasting, monitoring is the basis for constructing model of strategy is developing and evaluation of innovative behavior, which must comply with possible changes in the external environment interaction venture with competitors, customers, strategic partners, suppliers, shareholders and creditors as a result of the commercialization of innovations. At this stage, we have the potential sources of economic growth:

- formed a patent portfolio that blocks the actions of competitors;
- have the opportunity to expand market share due to meet the latent needs of customers and bring to market unique in its characteristics of new services or products improving;
- receiving royalties when entering into licensing agreements with strategic partners;
- diversification of product lines and the transition to more advanced marketing model;
- and increase the value of its shares by creating intellectual capital in the form of intangible assets

2. Analysis of the internal environment can be made on the following areas

- marketing;
- production;
- finance;
- staff;
- the management structure.

Estimation of innovative activity of former and current time capabilities in an innovative environment. Such knowledge can at the stage of strategic development areas excluded from among these alternatives unattainable goals due to lack of resources or poor infrastructure.

3. Consideration of alternative options to achieve the strategic objectives: the choice is between the parties to the innovative design, the date and place new items on the output market volumes patents, investment sources.

4. Selection innovation is based on the feasibility, organizational and technical justification in terms of innovation strategies, resources and performers.

5. Feasibility organizational and technical justification of innovative strategies while it is appropriate to use approaches that are used to assess the effectiveness of projects and discounted cash flows arising in the development and implementation of innovations. This approach to evaluating the effectiveness due to the fact that in practice innovative strategies adopted to represent and treat in the form of investment decisions.

6. Analysis of innovation potential: the stage of corporate budgets assesses the innovation potential for determining the adequacy of enterprise financial and economic resources to provide innovative strategic and current production activities. It turns correspondence between innovative long-term and

short-term economic goals, objectives and resources. Evaluation of innovative capacity aimed at establishing consistency between the current strategic innovation and production activities on the basis of financial and economic support for their effective implementation. If, after calculating the cost of innovation in assessing the innovative potential derived indicators are negative, it is necessary to analyze the possibilities of enterprise technology to provide new investment funds from external sources.

7. Evaluating the effectiveness of the development and implementation of product and technological innovation on the basis of internal infrastructure capacity, examines overall farm efficiency and new and / or improving technologies including their estimated impact on growth businesses.

8. Analysis of the innovation process to identify matches between achieved and planned results of the innovation. A comparison of the effectiveness of approved and executed economic decisions aimed at identifying possible shortcomings and their consideration when developing further innovative development strategies [4-6].

Using parallel with network planning methods innovation can ensure continuity of strategic development through innovation. Using these techniques due to the choice of options that companies most often used in the transition from the implementation of a strategy of innovative development to develop another. In one of the approaches innovative projects are implemented in parallel: development and implementation of new technologies and improving carried out on a regular basis, one innovation will change the other mode vicious cycle. In another, a consistent approach, innovation usually are reactive in nature and implemented in response to the innovative actions of competitors. In other words, some businesspersons have to innovate followed by other market participants to secure a similar position as the innovative active competitors. In sequential approach may be a time gap between the implemented and planned to implement new or improving technology that could adversely affect the competitiveness of products produced now [7].

Inadequate support innovative development of monetary and financial, labor and economic resources increases the time and the resultant risk. Conversely, timely and full financing of investment support innovation processes contributes to early release of new products to the market and, therefore, brings the term income from investments.

Thus, the main stages of organization innovation businesses include:

- setting goals of innovative development company;
- development of basic development strategy and the degree of compliance of the environment, capacity and cycle of enterprise development and the level of risk is acceptable for the enterprise;
- definition of innovation objectives in terms of areas of the company;
- evaluation of innovative potential of enterprise;
- evaluation of innovative potential of enterprise;
- development of innovative strategies and preparation of innovative enterprise budget;
- implementation of innovative strategies;
- innovation strategy adjustment according to the changing goals of the enterprise, the basic development strategy or changes in the level of innovation potential [5].

Thus, innovation management, including its strategic planning occupies the most important place in the overall strategies of management. Through it realized an important indicator of effective management of business entity - the innovative potential of the enterprise. Innovations emerge as key elements of an optimal response to external changes and survival in high competition. The system integration phases of strategic and innovative development of generalized innovation organization, are planning approaches to innovation.

Literature.

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THE EFFICIENCY OF SUGAR BEET PRODUCTION

Abstract

Introduction

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