

## Innovative activity of the enterprise and ways to improve it

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Today, any enterprise must carry out innovative activities, in order to obtain a competitive advantage. And for this purpose it is necessary to understand ways, by means of which it is possible to improve innovative activity.

Innovation activity includes: identification of enterprise problems; implementation of innovation process; organization of innovation activity.

Everything that exists gets old, it is necessary to systematically improve everything that slows you down on the way to progress. It is obligatory to take into account previous mistakes and failures. It is for this purpose that enterprises periodically need to analyze the market and distribution channels, as well as to certify products, technologies and workplaces.

Production objectives:

1. Satisfying consumer demands;
2. To increase labor efficiency as well as productivity;
3. Reducing to a minimum the cost of production.

Any enterprise should always carry out innovative activities, implementation of innovative projects. It can be the implementation of new equipment, through which the work process will be able to take less time and the final result will be of higher quality. The launch of new production sites or technical redevelopment of equipment also takes place. It can also be interesting promotional moves.

For example, you can come up with an “attraction” that includes selected products. With the help of this you can attract customers and attract attention, the main thing is to do it faster than your competitors.

Even a successful company will not be able to meet its goals without progress and remain unchanged with the appearance of new products, management solutions or inventions over time.

Another interesting innovative proposal will be present in management. This can be a measurement of the organizational structure of the enterprise, and changes for the employee of the sphere of activity, and improvement and transformation of the methods of work of the management personnel.

There are also economic changes that exist in the financial activity of the enterprise, in checking the correctness of pricing. And social changes imply the observance of labor hygiene, improvement of work of the personnel department and the improved approach to preparation and employment of workers.

The process of implementing innovative solutions is a very interesting thing, which is divided into such stages:

1. Selecting the really useful and necessary innovation from a huge pile of others;
2. Planning and full analysis, making a plan to implement the project you chose;
3. Drawing up the structure of the organization and choosing the form of work organization.
4. Monitoring of deadlines;
5. Transfer of innovation on a commercial basis, placement of goods on the market.

The introduction of innovation is one of the stages of the product life cycle. This stage is often the launch of a trial batch of goods and market research by marketing. This is followed by the preparation of the product for mass production.

There are problems for the entrepreneur, for example, with the introduction of new work methods to the team. The difficulty is that all

employees are already used to the same old way of working, but the efficiency of work does not increase, but the costs - on the contrary, as a result of which the business faces bankruptcy when there is a large loss of funds.

In order to determine the list of necessary innovative changes the manager should analyze the company's activities, which will identify the problems and ways to solve them.

The ways can include:

1. Automation of production;
2. Improvement of technologies for the production of products;
3. using new, more technologically advanced materials;
4. Reducing the number of unused materials and raw materials;
5. Saving energy by reducing the percentage of energy-consuming processes.

Such steps, considered in advance, will help the manager to come to the right decision much faster and easier. It will not be superfluous to introduce staff motivation, as well as to establish continuity of production and contact between departments.

The goal of the entrepreneur is to increase profits through the implementation of innovations, thus satisfying consumers as well. But it is necessary to know exactly whether the benefit of replacing the old product or service is sufficient, and whether the chosen innovative product is needed by consumers, otherwise problems can arise. One of these problems can be weak adoption, when customers are not interested in the products or services offered. Only when all stakeholders benefit, only then will the project come to fruition simply and without problems.

The economic effect is the main indicator of the effectiveness of innovations. If the innovation is successfully implemented, the cost of production will be less than before it was introduced. This effect will be considered the final meaning of innovation.

In conclusion, it should be said that innovation is the final result of innovative activity, embodied in the form of a new or improved product, approach or process, which was introduced to the market. The organization of innovative activity on the basis of the specified principles will allow the enterprise to achieve success and seriously advance.

### Literature

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