PROVIDING OF INNOVATIVE ACTIVITY AND ECONOMIC DEVELOPMENT OF ENTERPRISE IN THE CONDITIONS OF EXTERNAL ENVIRONMENT DYNAMIC CHANGES

Urgency of the research. In the conditions of global multivectorial economic calls, innovative activity is the key sign of successful enterprises. Informatization and strengthening of business-processes communication technologies role provide effective co-operation of all levels of management and predetermine the researches actuality.

Actual scientific researches and issues analysis. The modern world market of commodities and services is now more and more growing into the market of innovative products. Leading positions in a production are provided by the use of the newest developments, unique technologies and now-how. Development and perfection of the base government innovative activities become an important part of the financial and labour resources of enterprise maintainance, providing an adequate reaction on market environment changing. Questions of enterprise adaptation to the changes of external competitive environment are in a center attention of many leading economists.

Uninvestigated parts of general matters defining. A research necessity is explained by the absence of the system approach at consideration of causal parameters of the connections which provide the effectiveness of the innovative activity of enterprises.

The research objective. Development of the scientific and methodical approach to the structuring of incoming information for the administrative decisions analytical substantiation in relation to strengthening of innovative activity of enterprises, which unlike the existing ones will allow providing business effectiveness in modern terms.

The statement of basic materials. Realization of providing of innovative activity and economic development of enterprise in the conditions of dynamic changes of external environment is effective on conditions, when an enterprise has necessary entrance information. It predetermines the creation of informative databases, methods and mechanisms of the enterprises strategic management development.

Conclusions. Effective activity of the enterprises at the market depends on the ability to adapt and retain proof positions in a business-environment. Support herein is forming of entrance information management structure taking into account interconnection of different economic factors and their separate influence on the efficiency of the production systems functioning.
Urgency of the research. In the conditions of global multivectorial economic calls innovative activity is the key sign of successful enterprises. Informatization and strengthening of the role of communication technologies in business-processesform informative potential which provides effective cooperation of all levels of management. Market dynamics needs considerable attention to the innovative processes and determination among the numeral amount of innovations of those, which can bring the most benefit to enterprise.

Target setting. The article is directed on the grounding of the entrance information role in providing of the informational potential of innovative activity and economic development of enterprise in the conditions of dynamic changes of external environment.

Actual scientific researches and issues analysis. The modern world market of commodities and services is now more and more growing into the market of innovative products. Leading positions in a production are provided by the use of the newest developments, unique technologies and now-how. Development and perfection of the base government innovative activities become an important part of the financial and labour resources of enterprise maintenance, providing an adequate reaction on market environment changing. Questions of enterprise adaptation to the changes of external competitive environment are in a center attention of many leading economists [1-7]. However, taking into consideration theoretical and practical the value of previous scientific achievements, it follows to define the necessity of the system approach at considering casual connections and parameters of the innovative activity [8].

The research objective. Development of the scientific and methodical approach to the structuring of incoming information for the administrative decisions analytical grounding in relation to strengthening of innovative activity of enterprises, which unlike the existing ones will allow providing business effectiveness in modern terms is a key purpose of writing this paper.

The statement of basic materials. The modern stage of economic development of enterprise is characterized by the necessity of the scientific and technical progress achievements introduction in the conditions of dynamic changes of external environment. A traditional strategic model of enterprise management appears not enough adapted to external influences and this fact does not allow us to implement management strategy completely, and complicates the achievement of the set goals.

Difficulties of instruments and mechanisms of scientific researches commercialization implementation grow, if subsections-developers and users are not economically independent. At the same time, when subsections are fully independent legal entities, then economic relations between them become complicated by tax liabilities, and this fact promotes transaction charges and reduces the competitiveness of the products.

The specific feature of the administrative conceptions changes in the fact that managing influence on the enterprise production systems can not be carried out only on the basis of systematization and generalization of the previous periods experience. It is the necessity of searching for the new scientific approaches to the modern levels of the enterprises economic development management by revitalization of innovative activity.

The feature of the enterprise economic development and innovative activity structure in the conditions of dynamic changes of external environment is the information and analytical support of the dynamic equilibria models of the enterprises function in the conditions of the competitive market.

The problems of the innovative processes mathematical modeling become more actual due to the development of information technologies. Development of the methodical methods of analysis and data processing can significantly increase reliability and adequacy of the prognoses.

General volume of information, which is needed for the administrative decisions analytical substantiation in relation to the strengthening of the enterprises innovative activity has not only quantitative but also qualitative estimation.
If the guided production system adequately describes a general reaction on the managing influences, it means that all main factors which characterize production activity are taken into account in control system. If all factors which characterize administrative activity are not taken into account in control system, there is distortion of entrance information and managing influence does not only achieve the goal but also results in a number of side unplanned effects.

Accounting of insignificant output characteristics of management systems can complicate the assessment of the current situation of economic growth and as a consequence of the adoption of effective managerial decisions. An effective means of removing uncertainty in the structuring of incoming information is the method of accounting of group arguments, which involves the unification of family characteristics into groups which interact with each other.

In the conditions of considerable competition at the production services market knowledge of necessary information provides competitive superiority due to the timely reacting on external terms changing and the acceptance of preventive decisions and proper measures, directed on the users’ requirements satisfaction.

With the help of information the collection, the processing of data concerning the state of production and transmission to it the managerial functions on the stages of forming and transforming of the resources taking into consideration modern trends of production structures development is carried out. For this purpose a database, which is a set of interconnected indexes, which are intended to satisfy the users’ necessities, is formed.

The enterprise strategic informative necessities include in coming information which is oriented both on the internal environment: technology, production organization, financial and economic retrospectives and the change of the external environment in Fig 1.

The choice of the management alternatives, based on the quantitative changes of the production objects parameters, takes place on the basis of the optimization criteria. To formalize the criteria it is necessary to specify the direction, advantages in relation to the purpose which is expressed by the management objective function.

Fig. 1. Structuring of the incoming information

The formal constituent of the strategic administrative decisions acceptance process in order to provide economic development and enterprise innovative activity in the conditions of dynamic changes of external environment foresees the calculations in relation to the existent algorithms of efficiency indexes, which are included in the composition of criterion function finding of optimum decision in rela-
tion to the selected criterion of decision-making.

Such approach allows deeper in sighting into all internal copulas of the decision-making problem in order to provide economic development and the enterprises innovative activity in the conditions of dynamic changes of external environment and to weaken the influence of human factor.

Conclusions. Analyzing the functioning of the enterprises in conditions of uncertainty, those competitive technical and economic indicators, the values of which may change in the process of innovation are taken into consideration. Moreover not only the improvement of its manifestations, but also the possible negative changes caused by the invasion of the production process are taken into consideration. In conditions of uncertainty and the risk associated with the unpredictable behavior of the environment, the quality of the information which is necessary for strategic management of innovation activities is the subject of strict regulation and takes into account the diagnosis and current state of the production facility, condition of its functioning, possible options for assessing the situation and the expected utility of managerial influences, definition and implementation of strategies.

References

Бібліографічний опис для цитування:

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