

## СЕКЦІЯ 7 – ТЕНДЕНЦІЇ ТА ОСОБЛИВОСТІ УПРАВЛІННЯ ІННОВАЦІЙНИМИ ТА ІНВЕСТИЦІЙНИМИ ПРОЦЕСАМИ

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### MODELS OF THE INNOVATION PROCESS: CHINESE APPROACH TO CLASIFICATION

It should be noted that innovations are an important part of a successfully operating economy of any state. It is an undeniable fact that the Chinese economy is one of the most successfully developing economies in the world in recent years. Therefore, an important aspect of theoretical research in the field of innovation is the study of the contribution of Chinese scientists in this direction [1-3].

It should be noted that the study of the motivation process can be divided into 2 main approaches: domestic (Chinese) and foreign ones.

The systematization of the models of each group of theories is presented in table 1.1.

Table 1.1 - The Chinese and foreign models of the innovation process

Theoretical research on innovation process (models of the innovation process)	
The Chinese theoretical research	Foreign theoretical research
Linear model	Open innovation model
Circular model	User innovation model
Integrated model	Agile innovation model

Let us consider the Chinese theoretical approaches to the consideration of models of the innovation process. In the field of innovation, Chinese scholars have delved deeply into the innovation process and constructed a variety of representative innovation process models, providing a solid theoretical support for domestic

innovation practice.

The linear model depicts innovation as an orderly progression, showing a clear path from research to development to market. In the research phase, researchers focus on the exploration of basic theories and technologies, aiming to discover new knowledge and principles and lay the foundation for subsequent development. The development stage is to convert the research results into specific product or service prototypes, involving a series of activities such as engineering design and process optimization, which needs to ensure that the product or service is feasible and practical. Finally, the market stage is the link in which the innovation results are tested by the market. Enterprises push the products to consumers through marketing means to realize the value of innovation. Each stage has its own clear tasks and goals, just like a relay race, which is interlinked, making the innovation process with strong planning and predictability.

The circular model highlights the iteration and feedback of the innovation process. The model assumes that innovation is not a smooth ride, but a tortuous process of trial and error and improvement. In this process, the innovation subject needs to continue to collect feedback information, whether it is from the internal research and development process of technical problems, or market feedback of consumer opinions, will become the basis for adjusting and optimizing the direction of innovation. Each trial and improvement is not isolated, but forms a cycle that pushes innovation in a direction more in line with actual needs. This model is closer to the complex nature of innovation, especially in areas where technology and market needs change frequently.

The integration model presents a comprehensive perspective, which organically integrates multiple innovation process models. This model recognizes the advantages of different models in different contexts and integrates them to form a more comprehensive framework for the innovation process. Within this framework, elements of each sub-model can be flexibly applied according to the specific innovation project and enterprise characteristics, so as to better address diverse innovation challenges.

As we can see, the research of Chinese scientists in the field of innovation has

its own characteristics and significantly expands the scientific and practical horizons of its use for enterprises

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