

Lepskyi Roman,

graduate student;

Pererva Petro,

Doctor of Economic Sciences, Prof.,

National Technical University "KhPI",

(Kharkov)

INNOVATIVE FORMS OF ECONOMIC PROCESS MANAGEMENT AT INDUSTRIAL ENTERPRISES

To ensure the innovative development of industrial enterprises, it is necessary to accelerate the development, implementation and large-scale dissemination of effective innovations in industrial production. The innovation process is a very complex, multifaceted process that combines a variety of scientific, technical, economic, social, and psychological problems. Ensuring economic freedom and independence of business entities as the main requirements for the transition to a market economy for industrial enterprises pose, firstly, the task of survival in a competitive environment, and secondly, the problems of sustainable development and efficiency, the solution of which is interdependent on the implementation of innovative transformations and the implementation of innovative processes. Even if an enterprise is not and does not become a flagship in the innovation market, it certainly has to renew physically and morally obsolete products and technologies, under the influence of factors that force enterprises to an innovative shift. Therefore, the study of the management of innovation processes and the factors contributing to the introduction of innovations is a necessary condition for the effective operation of industrial enterprises.

The development of new technologies and computerization does not bypass such an important process as management. Previously studied and actively used methods are beginning to become obsolete, and some even cease to work altogether. As a result, systems begin to function inefficiently. This especially leaves an imprint on the activities of the regions. There is a need to find and implement improved, innovative management methods, with the help of which there can be an improvement in the management apparatus in regional systems and an increase in their performance.

We propose to conditionally divide the whole variety of methods of managing economic systems into three large groups: economic, administrative, socio-psychological. Economic involves material motivation, that is, orientation towards the performance of certain indicators or tasks, and the implementation of economic remuneration for the results of work after their implementation. These include planning, incentives, self-financing and other economic levers used at the macro and micro levels of management.

Administrative (organizational and administrative) management methods are based on power motivation based on obedience to the law, law and order, and senior. Failure to comply with these relations by subordinates entails the application of sanctions.

To achieve maximum management efficiency, spiritual motivations are needed, on which socio-psychological management methods are based. With the help of these methods, they influence the consciousness of workers, the social, ethnic, religious and other interests of people and carry out moral stimulation of labor activity.

Often in practice, the use of a certain set of standard methods of managing organizational systems leads to the fact that an enterprise, institution or other large system functions, but inefficiently, develops, but not dynamically, while in some cases there is some contradiction to the constantly changing technological, social and natural environment. That is why each system needs to foresee and evaluate the possibilities of introducing innovative management methods. Innovative methods, as a rule, are based on interaction with many processes in the technical, economic, social and natural spheres, create advantages for individual enterprises, regions and countries. They play a key role in the implementation of the main imperative of sustainable development – the harmonious combination of economic growth with the preservation of the natural environment and social progress.

Considering management methods and comparing them with the signs of innovation, completely non-standard methods can be added to the well-known classification. They will be differentiated on the basis of innovation. These include the following methods: self-organization, or self-management; full or partial automation of management processes; cluster approach; Optimization of managed units.

It is necessary to emphasize once again that these methods can change in accordance with the development of the management environment. Derivatives of them are a way to adapt to certain situations, for example, crisis situations. The effective use of innovative methods as part of innovation as a whole makes it possible to overcome the quantitative limitations of natural, natural and human resources and create conditions for ensuring long-term positive dynamics of economic development.

REFERENCES

1. Pererva P. G., Kocziszky György, Szakaly D., Somosi Veres M. Technology transfer. Kharkiv-Miskolc : NTU «KhPI», 2012. 668 p.
2. Перерва П. Г. Практический маркетинг. Вып. 2. Маркетинг на промышленном предприятии. 1991. 80 с.
3. Ткачова Н. П., Перерва П. Г. Розвиток методів аналізу фактичного стану конкурентних переваг підприємства. *Економіка розвитку*. 2011. № 4 (60). С. 116–120.
4. Pererva P. G., Tkachev M. M., Kobieliava T. O. Evaluation of holder profits violation of their exclusive rights. *Науковий вісник Полісся*. 2016. № 4 (8), ч. 2. С. 240–246.
5. Грабченко А. И., Смолоник Р. Ф., Перерва П. Г. Основы маркетинга высоких технологий : учебное пособие, Харьков : ХГПУ, 1999. 242 с.
6. Pererva P. G., Kocziszky G., Somosi Veres M., Kobieliava T. O. Compliance program: [tutorial]. Kharkov-Miskolc : LTD «Planeta-prynt», 2019. 689 p.
7. Гончарова Н. П., Яковлев А. И., Перерва П. Г. Маркетинг инновационного процесса : учебное пособие. К. : ВИРА-Р, 1998. 267 с.
8. Перерва П. Г. Самомаркетинг менеджера и бизнесмена. 2003. 592 с.
9. Перерва П. Г. Управління маркетингом на машинобудівному підприємстві : навч. посібник для інж.-техн.вузів. Харків : Основа, 1993. 288 с.
10. Kosenko O. P., Kobieliava T. O., Tkacheva N. P. Monitoring the commercial potential of intellectual property. *Scientific bulletin of Polissia*. 2017. № 1, ч. 2. С. 140–145.
11. Tkachova N., Kobieliava T., Pererva P. Formation of competitive advantages of machine-building enterprises on the basis of the benchmarking concept. *International Marketing and Management of Innovations: Global Sci. E-Journal*. Bielsko-Biala, 2021. № 6. 10 p.