

INNOVATIVE MANAGEMENT AS A FACTOR OF SUCCESSFUL DEVELOPMENT OF AN ENTERPRISE

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Annotation: *the necessity and relevance of the study of the problem of innovative development of the organization, as well as the strategic approach to its development, do not raise any doubts. This is due to the direct dependence of the degree of competitiveness of the organization on its innovative potential. The engine of innovative development is precisely the competitiveness of the organization, which is related to sensitivity to innovation, which requires constant support and improvement. The article analyzes the strategic approach and innovative development of the organization.*

Keywords: *management, innovation, innovation management, strategic management.*

Increasing the efficiency of the innovative element of the organization is the most important task for the state, the management, managers of the organization, as well as higher education institutions and scientific institutions that participate in their formation. Today, the economy of the organization, based on innovations and knowledge, has an increasingly greater strategic potential. An analysis of economic literature allows us to conclude that the issue of innovation management has been and continues to be studied by many scientists, including N.D. Kondratiev, J. Schumpeter, S. Kuznets, P. Drucker, R. Solow, S.Yu. Most researchers define innovation as the main source of economic growth, as well as a certain engine of cycles in the economy.

It follows that innovative management takes place only in an innovative organization that has its own strategy for development. Only innovative management allows you to get optimal results in the process of using the concept of business strategy, acting as an integral element of strategic management in general. It is worth considering that innovations are mostly inseparable from the business processes being carried out and the innovative technologies being implemented.

A large share of the innovative activity of organizations is the introduction of new products, which very often turn out to be new only for themselves, but not for the global market. If we talk about innovations in Russian organizations, we can note that they lag behind enterprises in countries with developed economies by at least three times. Analysis of data in the Global Innovation Rating shows that Kazakhstan ranks 48th in the rating by the degree of innovative development among 141 countries, and this, in turn,

makes it possible to give an objective assessment of the degree of effectiveness of innovative development of countries, which is calculated by more than 80 indicators.

Business development and growth of its value allows both to attract and retain the best specialists in organizations and create an effective environment for the implementation of production and commercial activities, and to increase the level of competitiveness and attractiveness in the market of a certain type of activity. For this reason, in order to expand their own business, organizations need to increase innovative capabilities, identify the best methods for satisfying the needs of potential consumers. When an organization actively develops innovative activities, its fastest growth and higher profits occur.

The choice of a specific strategy of innovation management in an organization should be based on its specifics, but there is a set of strategies in which the key principle is the principle of adaptability, which assumes the correspondence of the strategy to the current state of the external environment and its prompt change. Most authors analyze the principles of strategic management used by outstanding innovative firms, and among them they highlight such principles as "development of a semi-coherent strategic direction", "continuous flow of changes", "being on the edge of chaos", "following the pace of time", "improvisation and adaptation" and so on.

The above principles are successfully applied in the largest organizations that have a significant amount of human resources and finances. Management of innovative projects in terms of the formation of new intellectually filled values is the main goal of implementing innovative management, and innovations are a key factor in business growth, its profitability, and competitiveness. In a product or service, value is expressed by quality and uniqueness, due to which great responsibility is imposed on the management of the organization. In practical work, success in the commercial activities of each organization can be achieved only if four main elements of business are combined, namely: - goods, namely what kind of goods, the degree of its demand in the market; - places, namely the specifics of places of distribution of products; - innovation, namely the degree of novelty of the innovation; - the price of the goods. At the same time, achieving success seems possible only if the condition of unity of all the above elements is met.

In all this, the price, which is dependent on the cost of production of the product and its promotion on the market, is determined by the market itself. In other words, we are talking about finding a compromise between market requirements and organizational capabilities. Consumers are interested in purchasing a quality product at a minimum cost. And the organization has planned to sell this product at a high price in order to ensure high profitability and increase solvent demand [3, p. 250]. Social and scientific technical innovations determine the dynamics of changes in competitive struggle, which depends

on the level of innovative activity of specialists in each area of the organization's activity [1, p. 41].

New quality appears only taking into account the close connection between technology, science and production activities. Thus, the innovation process is a multi-stage procedure for transforming scientific knowledge into innovation, and the latter consists of the stages: science - technology or technology - production - promotion of goods on the market - consumption. Scientific research and development activities are a source of innovations that should be improved on an ongoing basis. Only on the basis of introducing innovations into production activities is it possible to apply modern technologies and organize production, improve the quality of manufactured products, ensure the success and efficiency of the organization. Management at each enterprise should be based on these principles.

To do this, it is necessary to involve both innovative and entrepreneurial approaches, the essence of which is not simply to search for innovative market demands, but to identify opportunities for the implementation of promising innovations on the market. Thus, the main task of innovation management as a direction of strategic management is the organization and further management of the organization's innovative projects, namely, from the idea on which the project is based to the sale of finished products or services on this market. When choosing the direction of innovative development, organizations must take into account several factors, namely, the technical and economic level of their own capacities, the specifics of the industry, etc.

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