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MAIN ELEMENTS OF MANAGING THE PROCESS OF CREATING INNOVATION PRODUCTION

Abstract. The authors of the article consider today the most significant factor related to the success of the company, are the creation of innovations related to the formation of scientific and technological progress. However, innovations in improving the product are least affected in practice and have little effect on the development of the enterprise. Fundamentally significant for the organization of the innovation process is the material and technical base of scientific and design developments. The basic elements of creation of innovative products are revealed, rational management and management of innovative processes is represented, which depends on optimization of expenses for creation of innovations, from terms of realization of given production, and also market opportunities. According to the authors, effective management of innovation processes should include the integration of all elements of the system of science and technology-production-consumption in the process of entrepreneurial activity. At the same time, it is necessary to envisage the creation of a sales system and feedback in the innovation process.

Keywords: innovations, competition, efficiency of innovative activity, managerial decisions, economic-mathematical model.

INTRODUCTION

Enterprises introduce innovations to increase the competitiveness of goods and ensure a stable success of the company in the market. In this regard, one of the main areas of strategic management of the enterprise is the management of innovation.

The innovative activity of the company is aimed at scientific and technological progress, namely, the application of its results to improve production efficiency and ensure the competitiveness of the product and the firm as a whole. To achieve this goal, you can detail the objectives of innovation based on the company's strategic programs.

MAIN PART

The main aspects of innovative management are the strategy and technical policy of innovation, as well as specific measures for their implementation.

Innovations include:

- unfamiliar to consumers goods (new products, services);
- an unfamiliar way of creating products or services;
- use of previously unused materials and elements;
- acquisition of new sources of raw materials and energy;
- Innovations in the organization (coverage of new markets, new ways of financing, etc.).

Innovations are any objects or actions that appeared in the organization after scientific research and discoveries or inventions and which are fundamentally different from the previous analog.

Innovations mean a higher technological level, new consumer qualities of a product or service in comparison with previous products. The concept of "innovation" is used with all the innovations of the enterprise, including production, organizational, financial, research and many other areas of activity. In addition, the concept of "innovation" can be attributed to any improvement that provides a reduction in

costs or creates the conditions for such savings. Innovations are divided into two main groups: technical and organizational.

Technical innovations describe: new products, new technologies or new services. Often the success of the company requires a joint effect, which can be obtained by introducing a new product, new technologies and new services simultaneously. Technical innovations are also classified according to the volume of capital expenditures, from the payback period and from their impact on the formation of a separate company or industry. Then they are divided into basic and applied innovations, innovations related to product improvement, technologies or services and modification innovations.

The most significant impact associated with the success of the company as a whole in the economy are the main innovations associated with the formation of scientific and technological progress. At the same time, innovations in product improvement affect the practice of an industrial enterprise, and in this case the least affected are changes in innovation.

The main objective prerequisites (origins) for the emergence of technical innovations are modern technical capabilities and modern needs, on which two popular models of the innovation process are based. Analysis of the population, taking into account the prerequisites of various innovations in different areas and in different countries, shows that the needs are much more important than the new technical potential in the process of the formation of innovative processes.

To understand the essence and type of the process, it is important which elements of the innovation process take part in it directly as an engine of innovation.

Typical types of such subjects are distinguished:

Innovators, generating new knowledge and creating an intelligent product. Scientific institutions, inventors, small research firms often act as donors of an intellectual product.

- Firms are pioneers of innovation.
- The early majority or early followers, literally "breathing the back of the pioneers". It often happens that this category of subjects removes most of the cream "from the market success of innovation.
- Backward followers, who were late with the timely withdrawal of innovations to the market.
- Simulators acquiring legal rights to manufacture and sale of innovations or carrying out pirated copying from the original product.

For effective implementation of production and economic activities, the main elements must be coordinated in time and space.

In addition to the subjects themselves, other participants in the innovation process are also highlighted, which relate to the near and far environment of the innovative company, among them:

- infrastructure institutions of the state, supporting innovation.
- patent offices and organizations, as well as certification bodies;
- investment funds and financial organizations;
- organization of public and private insurance system;
- institutions of the education system, etc.

The organization of innovation management is a system of measures aimed at the rational use of all its components in a single process of innovation management. From the point of view of the organization, traditionally considered to be the main elements of innovation:

- Defining management objectives.
- Strategy Development.
- Development of a management program.
- Planning of innovation processes.
- Definitions of control technologies (techniques).
- Coordination of work on the implementation of the program.
- Organization of control over the implementation of the innovative program.
- Analysis and evaluation of management effectiveness.
- Correction of innovation processes.

The definition of the objectives of innovation management is largely related to the development of the overall objectives of production and economic activities, including increasing revenues and profits, expanding presence in the market, entering a new market, expanding the range, enhancing the image, etc.

Innovative processes of this or that orientation are carried out in all spheres of social and economic activity of the state within the framework of enterprises and institutions of various forms of ownership. At

enterprises, innovation processes should cover scientific, informational, design and production activities. It is also impossible not to take into account economic, administrative and socio-cultural activities in the organization of innovative processes.

The most significant for the organization of the innovation process is the material and technical base of scientific and design developments. Rational construction and management of innovation processes depends on optimizing the costs of creating innovations, the timing of their implementation, as well as market opportunities.

Managing the simplest type of innovation process, which is a relatively isolated sequence of actions with the end result and a set of traditional methods as means of implementation, boils down to allocating resources to support this process and creating certain incentives for the participation of all participants in this process.

An effective tool for managing the process of introducing innovations can be the control of the transition from one operation of the innovation process to another. On the other hand, some operations of the process of innovation should be presented as isolated elements, the input of which is the result of previous operations, and the output is products of this stage.

To successfully implement the innovation process, it is necessary to fulfill the mandatory sequential stages: systematize incoming ideas of innovation, formulate ideas for a new product, analyze the economic effectiveness of a new product, create a new product, test a new product on the market and make a decision to launch a new product into production.

At the initial stage of the innovation process, it is necessary to systematize the incoming ideas of innovation. The company's activities, such as, for example, marketing or research, contribute to the accumulation of ideas for further innovations and their systematization. As soon as there is an opportunity or need for innovation, the cycle of innovations begins.

At the first stage of the innovation cycle:

- collect information that covers technological changes in the market, innovations received from R & D departments and marketing services in production departments;
- to study and analyze wishes, demands and complaints that come from consumers in the sales office of the enterprise, as well as from resellers and buyers;
- collect information on the company's permissible potential in areas related to the development and development of new products;
- identify the types of risks, the levels of their impact on the expected output of production and the introduction of innovations;
- to collect and analyze information on target markets and possible options for their development, relevant to innovation.

CONCLUSION

The success of innovation is largely determined by the degree of unimpeded passage of the logical chain of operations. This can be achieved by coordinating adjacent blocks during the transition from one operation to another. For this it does not matter to stimulate the organizations responsible for the respective operations.

Thus, effective management of innovation processes involves the integration of all elements of the system of science and technology-production-consumption in the process of entrepreneurial activity, which should provide for the creation of an extensive system of sales and services to stimulate scientific research and improve inventive activity, linking a new type of communication - communication in the innovation process.

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ОСНОВНЫЕ ЭЛЕМЕНТЫ УПРАВЛЕНИЯ ПРОЦЕССОМ СОЗДАНИЯ ИННОВАЦИОННОЙ ПРОДУКЦИИ

Аннотация. Авторы статьи считают на сегодняшний день наиболее значительным фактором, связанным с успехом компании, являются создание инноваций, связанные с формированием научно-технического прогресса. Однако, инновации в улучшении продукта наименее затронуты на практике и слабо влияют на развитие предприятия. Фундаментально значительным для организации инновационного процесса является материально-техническая база научных и проектных разработок. Раскрыты основные элементы создания инновационной продукции, представлено рациональное построение и управление инновационными процессами, которое зависит от оптимизации затрат на создание инноваций, от сроков реализации данной продукции, а также рыночных возможностей. По мнению авторов, эффективное управление инновационными процессами должно включать в себя объединение всех элементов системы науки и технологии-производства-потребления в процессе предпринимательской деятельности. При этом необходимо предусмотреть создание системы продаж и обратную связь в инновационном процессе.

Ключевые слова: инновации, конкуренция, разработка, управленческие решения, экономико-математическая модель.

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ИННОВАЦИЯЛЫҚ ӨНДІРІСДІ ЖАСАУДЫҢ ПРОЦЕСІН БАҚЫЛАУЫНЫҢ НЕГІЗГІ ЭЛЕМЕНТТЕРІ

Аннотация. Мақаланың авторлары бүгінгі күні компанияның жетістіктерімен байланысты ең маңызды фактор - ғылыми және технологиялық прогрестің қалыптасуымен байланысты инновацияларды құру болып табылады. Дегенмен, өнімді жетілдірудегі инновациялар практикада аз әсер етеді және кәсіпорынның дамуына аз әсер етеді. Инновациялық процесті ұйымдастыру үшін негізінен маңызды ғылыми және жобалық әзірлемелердің материалдық-техникалық базасы болып табылады. Инновациялық өнімді құрудың негізгі элементтері анықталды, инновациялық процестерді ұтымды басқару және басқару ұсынылды, бұл инновацияларды құру шығындарын оңтайландыруға, осы өндірісті жүзеге асыру шарттарынан, сондай-ақ нарықтық мүмкіндіктерден тұрады. Авторлардың пікірінше, инновациялық процестерді тиімді басқару кәсіпкерлік қызмет барысында ғылым мен техника-өндіріс-тұтыну жүйесінің барлық элементтерін біріктіруді қамтуы тиіс. Сонымен қатар, инновациялық үдерісте сатылым жүйесін құру және кері байланысты құру көзделген.

Түйін сөздер: инновациялар, бәсекелестік, инновациялық қызметтің тиімділігі, басқару шешімдері, экономикалық және математикалық модель.

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