

# Innovation potential management for economic systems

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## Abstract

At the present stage of economic development one of the important trends of an enterprise competitive advantages development is the intangible resources along with conventional ones, which form the basis for an innovation growth and the development of an enterprise. 2. Methods: The methods of scientific research were the following ones: analysis, synthesis, indicating method, system approach, factor analysis method, economic and mathematical methods of data processing and analysis. The use of the abovementioned methods provided the logical nature of an article structure development and the possibility of an informed description of findings. 3. Results: The increase of investment volume in the  $i$ -th element of the innovative capacity by 1% will result in market value increase as it was determined that the market value increase after the investment increase by 1% in the institutional capacity of the considered enterprise PJSC "Nizhnekamskneftekhim" is projected at the level of 1.095% at ceteris paribus of a used econometric model. 4. Discussion: The subject of an innovative potential management and development at a company is an actual one and demanded. In this respect the issue of its effective management as large and medium industrial enterprises is an important one. 5. Final report: The practical significance of the innovation potential algorithm control for economic systems is explained by the possibility of a practical application by the enterprises of any industry sector and production scale.

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## Keywords

Development, Economic Systems, Innovative Potential, Management