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CONCEPT OF "INNOVATION" IN MODERN ECONOMIC DEVELOPMENT

Innovative management is one of strategic management directions which are carried out on a higher level of the company management. Its purpose is definition of the basic directions of scientific, technical and industrial activity of firm in following areas: development and introduction of new production (innovative activity); modernization and improvement of turn out products; the further development of traditional kinds of production manufacture; manufacture removal of phasing out production.

The main attention in innovative management is given to development of innovation strategy and measures directed on its realization. Development and release of new kinds of production becomes a priority direction of firm strategy as it defines all other directions of its development.

Realization of innovative management in whole assumes:

- development of plans and programs of innovative activity;
- supervision over a course of development of new production and its introduction;
- consideration of projects of new products creation;
- carrying out of uniform innovative policy: coordination of activity in this area in industrial divisions;
- maintenance with the finance and material resources of innovative activity programs;
- maintenance of innovative activity with qualified personnel;
- creation of time target groups for the complex decision of innovative problems - from idea up to a batch goods production.

Feature of the present stage of development of innovative activity is formation of the uniform scientific and technical complexes uniting in uniform process research and manufacture in the largest firms. It assumes the close communication of all stages of a cycle «a science - manufacture ». Creation of complete scientifically-industrial-marketing systems objectively naturally, is caused by scientific and technical progress and needs of market orientation of firm.

In modern conditions in large firms there were steady mechanisms of management of the scientific and technical activity, reflecting features of process of integration of science and manufacture, the increasing orientation of researches and development on market needs, strengthening of market factors influence on definition of firm strategic positions. New problems have caused changes in system of communications as on a vertical - between all levels of management, and across - between divisions of a scientifically-industrial-marketing circuit.

Creation of more flexible and complex control system by the innovative processes, the new economic mechanism focused on development of perspective production, reorganization of organizational forms and functions of management, and also style of management, stimulates creation and introduction of innovations and provides through management of innovative process from occurrence of idea before its realization. Organizational such mechanism provides, that services and the departments, engaged realization of technical policy and management of innovations, are dispersed on different levels of administrative structure and between them the adjusted system of interaction and coordination operates.