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## **PLACE OF SOCIO-ECONOMIC MECHANISM IN ENTERPRISE MANAGEMENT**

Current market conditions and the competitive environment businesses need to use methods of innovation development by forming effective social and economic mechanisms. Particularly relevant is the problem for domestic companies, as industry influences the pace and direction of development of STP in many spheres of social production and human activity in general.

The need to develop and implement effective socio-economic mechanism of providing innovative development of enterprises is an important task of business economics. Specified where socio-economic mechanism of providing innovative development of enterprise management system will provide the opportunity to improve the performance of enterprises in the new economic conditions.

To understand the place of socio-economic mechanism of providing innovative development, a company deals with enterprise management system, determining mechanism as economic category, the essence of economic, organizational-economic and socio-economic mechanisms of enterprises.

Under the socio-economic mechanism for innovative development it is offered to realize coherent set of objectives and methods, instruments and measures, with which economic and social components of industrial enterprises interact to provide its innovative development.

Socio-economic mechanism of providing innovative development is a part of the traditional socio-economic mechanism of enterprises and ensures through instruments and methods the implementation of innovation. At the enterprise level, this mechanism is always clearly directed on specific innovation objectives by acting on specific areas and factors that achieve goals.

Socio-economic mechanism of innovative software provides scientifically justified socio-economic development goals of the enterprise toward innovation development, to choose better ways of their implementation by establishing functional subsystems that with limited resources can stimulate the production of innovation activities.