

Yankovets T.N.

Candidate of Economic Sciences, Associate Professor,
Senior Lecturer at Department of Business Economics
Kyiv National University of Technologies and Design

Drahiieva E.H.

Student
Kyiv National University of Technologies and Design

FEATURES AND RESULTS OF IMPLEMENTATION OF ENTERPRISES' INNOVATIVE STRATEGIES IN MODERN CONDITIONS

The article reveals the economic substance of essential features of the concepts of “strategy” and “innovation strategy” and formulates its own definition of these concepts. The strategy meaning refers to a comprehensive program of action for the direction of the company, which includes a set of long term goals, objectives, indicators, activities, resources, the use of which provides the mission of the company to achieve and maintain its competitive advantage. Essential features that define the content of the strategy include: system development goals of the organization; set of methods and rules of the objectives; necessary resources for the organization. The comprehensive innovation strategy refers latest action program to promote the development of innovative enterprise and significant increase in profitability, allowing maintaining of competitive advantage in the long run. Innovation strategy is focused on achieving future results directly through its innovative process using appropriate resources.

This article also discusses innovative strategies and systematically allocated their essence, the terms of use, advantages and disadvantages. It is emphasized that in cur-

rent conditions is important the integration of innovative strategies in different functional areas of the company. This increases the number of varieties of innovation, which implementation can significantly improve the profitability and development opportunities of the company.

Innovative strategies are considered as a supporting base for corporate and competitive strategies depending on the type and scale of its operations, existing potential and market opportunities. Functional and operational strategies of an enterprise are proposed to attribute to innovation in case of systematic and continuous search for new methods and techniques in these areas.

Results of the innovative strategies implementation include: use of new methods and techniques in various functional areas of enterprise; relocation to the new organizational structure; using of new types of resources and new approaches to the traditional resources using. Described results of innovative strategies implementation for functional areas of business, namely: management, marketing, R & D, production, sales, finance, and personnel.