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INNOVATIVE STRATEGY FOR THE RECONSTRUCTION OF OIL AND GAS COMPANIES

This article analyzes the organizational, economic, and organizational and technical mechanisms to ensure the innovation strategy of enterprises of oil and gas complex of Ukraine.

Determined that developing an innovative strategy for the reconstruction and modernization of oil and gas companies, it is necessary to consider various variants of development of the national economy, foreign policy and the modern potential of oil and gas companies. Analyzed the signs, which can determine prospective levels of oil production in Ukraine.

It is proved that the modern stage of innovative development of enterprises of oil and gas complex of Ukraine includes not only the

introduction of new technological processes, but also improving the skills of workers. The main objectives of oil-and-gas companies are to increase profit and profitability, ensuring the necessary level of security, execution of regulatory requirements, especially environmental issues. However before oil and gas complex there are issues such as restructuring of the production staff, improving their skills and work in a competitive environment.

The results of the analysis indicate that for financing investments into innovative development of oil and gas complex of Ukraine, must in addition to domestic resources, widely used foreign direct investment, the funds of international financial organizations.