

UDK 005.7:001.895

THE USE OF INNOVATION MANAGEMENT IN THE ACTIVITIES OF MODERN ORGANIZATIONS

Krasnonos A.S, student, group M-01an/2u,

Sumy State University

The article considers the need and relevance of innovations in the field of organization management. The concept and significance of innovation management for the intensive development of modern enterprises are defined. The creation of a mechanism for managing innovation processes and a system of innovation management in enterprises is proposed.

Formulation of the problem. In today's world, the most successful organizations are those that are able to implement new ideas. The introduction of innovations is certainly an important stage in the modernization of any enterprise, and their management is one of the significant components of this process. Competitive struggle, which is possible only with systematic innovations, increases the competitiveness of the organization. Large-scale technological changes, the emergence of new needs, the rapid development of information networks often contribute to the emergence of new, even unexpected business opportunities based on innovative visions.

Relevance of research. Profitability and relevance of organizations today is ensured primarily by their technical development, the basis of which - innovation. Therefore, innovation management is becoming especially popular. Most managers define it as a practical guide to managing innovation processes. Today, organizations that are unable to accept change and adapt to new technologies are losing their competence and interest in users. Therefore, the study of innovation management and its implementation in the activities of enterprises remains relevant today.

Forming the purpose and objectives of the article. To solve the above problem, the aim of the article is to describe and substantiate the theoretical foundations of innovation management in the activities of modern organizations. To achieve this goal, the main task is to clarify the essence of innovation and the importance and features of innovation management in enterprises, as well as taking into account the experience of international companies in this field.

Presentation of the main material of the study. Innovation management is a relatively new concept for the scientific community and business circles. In a broad sense, innovation refers to the profitable use of innovations in the form of new technologies, types of products and services,

organizational, technical and socio-economic solutions of industrial, financial, commercial, administrative or other nature. In the process of innovation:

- ✓ phenomena and new products and services are formed, which are commercialized into economic activity;
- ✓ the objects of the material sphere already created by man are improved;
- ✓ organizational, economic, social and legal methods, means, forms are developed.

Innovation management is a comprehensive system of investment management invested by owners in the development of all types of innovations. It includes the construction of organizational structures, the choice of areas of innovation, investment optimization, various aspects of personnel management. Innovation management consists of several links: management (subject of management) and managed (object of management). The subject in innovation management can be managers and specialists of different levels, depending on the object of management. The object of management is - innovation processes, innovation activities, economic relations between participants in the innovation market. [1]

More specifically, the essence of innovation management is revealed in its functions, which include:

- ✓ management of new knowledge creation processes;
- ✓ managing the creative potential of those who create new knowledge;
- ✓ management of innovation development;
- ✓ management of social and psychological aspects of innovation.

The Innovation Manager is guided in his work by the regulations on the innovation development department and the actual job description. Persons with a basic education in the specialty of a professional innovation manager with practical experience as an innovation manager are appointed to the position of innovation manager.

Responsibilities of the innovation manager:

- ✓ study the needs of consumers in innovation resources; systematically replenish the reference and information fund with materials on innovations in accordance with the profile of the enterprise;
- ✓ participation in the preparation of thematic reviews, exhibitions, symposiums, meetings on the state and trends of innovative development of production; to keep records of the effectiveness of the use of innovative materials at the enterprise;
- ✓ to improve the forms and methods of work of the department of innovation development;

- ✓ to prepare reports on the work of innovative development at the enterprise with proposals and recommendations. [2]

Whirlpool, the world's largest manufacturer of home appliances, was one of the companies that has become an innovator of serial management. In 1999, frustrated by the chronically low level of brand loyalty among home appliance buyers, Dave Whitham, then chairman and CEO of Whirlpool, challenged his team: "Turn Whirlpool into an innovation company that breaks the rules and fully satisfies customers." From the beginning, it was clear that Dave's goal - "innovation for all" - would require major changes in the company's management processes. The main ones are:

- ✓ Make innovation a central theme in Whirlpool leadership development programs.
- ✓ Allocate a significant share of capital expenditures annually to projects that meet innovation standards.
- ✓ Require that each product development plan contains a significant component of innovation.
- ✓ Train more than 600 innovation mentors who would be responsible for encouraging innovation throughout the company.
- ✓ Enroll every employee in an online business innovation course.
- ✓ Allocate time for quarterly business review meetings for in-depth discussion of each unit's innovation activities.
- ✓ Create an innovation portal that gives Whirlpool employees worldwide access to a collection of innovation tools and data on the company's global innovation project.

Having implemented all the above changes, the company managed to change the type of management and become one of the leading organizations in the field of innovation. [3]

This example illustrates the importance of innovation and the opportunities that open up after its implementation. They help organizations stay focused on the long term and stay competitive. Innovation management can create real long-term success for any organization.

Conclusion. The above gives grounds to conclude that the importance of innovation for the economy of the enterprise is very important. They help the company keep up with the times, adapt to all changes in the economic environment. And no less important is the management of these innovations. Only clear innovation management will be able to turn interesting ideas into systematic innovations. Thus, innovation management is the core of entrepreneurial activity, a necessary condition for successful business, because it is innovation that ensures the effective presence of enterprises and organizations in the market of goods and services.

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Scientific supervisor Bondar T.V, PhD,

Sumy State University