

FORMATION OF STRATEGIES FOR INNOVATIVE DEVELOPMENT OF POLITICAL DEVELOPMENT

One of the ways to ensure dynamic development of innovation potential of industrial enterprises is not only a way to success, but also a way to ensure the safety and sovereignty of the enterprise and its competitiveness in today's world.

Globalization and modern communication technologies provide opportunities for the development and creation of successful innovative enterprises and clusters, despite the general technological backwardness, low purchasing power of consumers and territorial remoteness, through the inclusion in the international lanes of value creation [1].

Reluctance of private investors to invest money in innovative development, leads to the limiting of the process of development of innovative technologies. The level of intervention of the state greatly affects the process of development of innovative technologies. It must not only carry out the financing of innovation activities, but also to conduct policies aimed at creating a favorable economic climate for the implementation of innovation processes. When we formulate a strategy of innovation development of an individual business, two indicators must be taken into account: innovation activity of the enterprise and general innovation potential of the region [2].

The enterprise strategy must meet the following criteria: the most important direction of development of business activities; originality of the enterprise; resources (financial, labor, material) required for exploitation; possible profits obtained as a result of the development [3].

Creating the enterprise's innovative development strategy is a complex of actions and methods of management of innovative activity of the subjects of the enterprises. This will provide them a competitive advantage due to their innovation.

The choice of innovative development strategy is made on the basis of the impact of the totality of factors of the external and internal environment of the functioning of the subject of management, priority directions of innovation policy of the state, the actual state of development of scientific and technological and human resource potential in the economy of the country, etc. At the same time such strategies allow to solve social and economic problems due to the use of modern achievements of science and technology, which are determined by the set and structure of functional elements of strategies. The analysis of scientific research of theoretical and methodological aspects of innovation development strategies in domestic and foreign practice allows us to identify the main components: 1) goals and main objectives of the innovative development strategy; 2) innovation policy of development of a particular branch of production and its elements; 3) Priority areas of ensuring the implementation of innovation policy; 4) structural changes in the sphere of institutional management; 5) available resource and production potential of the company; 6) implementation of innovation potential [4].

During the last few years Ukraine has not had an effective innovation strategy that would be taken into account and supported by all categories of domestic innovators and experts. The situation in the industrial sector is very difficult - all the governments of the previous years could not introduce substantial changes in this area, and the trend of general deindustrialization of the economy of the country became dominant in the last few years. Due to the events of the current year, the war may hinder the already existing trends of science and innovation in the industrial environment. On the other hand, it provides new opportunities. Will we be able to use them fully and properly utilize the innovative ecosystems of recent years? Or, maybe, it is necessary to change such relations radically ? [5]. Efficient innovation strategy of an enterprise must combine different approaches and take into account both internal and external factors. Also innovation strategies of large, medium and small enterprises will differ significantly, taking into account their resources and capabilities.

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