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DEVELOPMENT OF THE MECHANISMS OF DEVELOPMENT OF INTELLECTUAL COMPETENCE OF INDUSTRIAL ENTERPRISES

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Annotation

In the current economic conditions, when there is a decline in the economy of our country, a special role is played by increasing the innovative potential of industrial enterprises. The innovative potential of an enterprise is understood as a set of various types of resources that are necessary for the implementation of the main areas of innovative activity of an enterprise. Innovative potential can be viewed from various points of view, first of all, as a result of the innovative opportunity already available to the enterprise, and also as a product actually created at this enterprise. Today, there is an urgent need to improve the efficiency and improve the structure of Russian industry, which requires a significant increase in the level of competitiveness of domestic enterprises. In order to form the innovative potential of the enterprise, management must carry out a significant amount of work. At the same time, the presence of personnel resistance to various kinds of changes and innovations is often noted.

Keywords: innovations, innovative potential of the enterprise, innovative activity.

In the current economic conditions, when there is a recession in the economy of our country, a special role is played by increasing the innovative potential of a commercial organization. To a greater extent, this applies to industrial enterprises.

One cannot fail to mention the need to increase efficiency and improve the structure of Russian industry, which requires a significant increase in the level of competitiveness of domestic enterprises. At the same time, one of the main factors in increasing the competitiveness of this group of enterprises is the organization and conduct of innovative activities.

The innovative potential of an enterprise is understood as a set of various types of resources that are necessary for the implementation of the main areas of innovative activity of an enterprise. The growth of the innovation component in the economy is directly related to the processes of creating various kinds of intellectual products that serve as the basis for the production of high technology products. It is these products

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that create the basis for the creation of new technologies and the production of high-tech, competitive products, which are the objects of innovation.

Innovative potential can be viewed from various points of view, first of all, as a result of the innovative opportunity already available to the enterprise, and also as a product actually created at this enterprise.

The essence of any object is sufficiently fully disclosed by identifying its constituent elements and their relationships. Therefore, the study of the structure of the innovative potential of an enterprise, which can be represented by the unity of its three components (resource, performance and management) is logical.

Some economists, covering in their works the problems of the development of the innovation component, consider the innovation potential in all the variety of processes contained in it and take into account various factors that affect the innovation activity of an enterprise (Figure 1).

Internal factors

- Associated with the organization of innovation: setting strategic goals, developing innovative projects, forming innovative teams, evaluating the effectiveness of innovative activities

External factors

- Represent the state policy in the field of innovation, the technological level of the industry and the conditions for acquiring new technologies, the development of the market for innovative projects and a number of other conditions

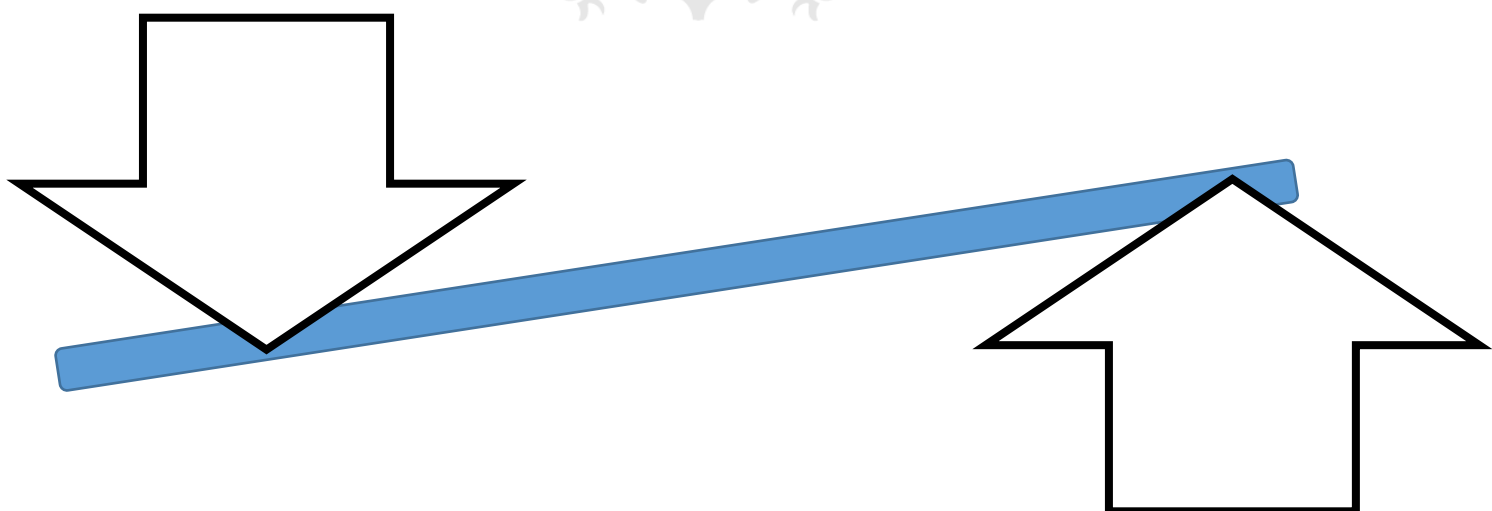


Figure 1 - Influence of factors on the innovative potential of the enterprise

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These factors are interrelated. At the same time, the internal factors also include the availability of the resources necessary for the implementation of innovations, namely:

- material and technical resources;
- human resources;
- organizational resources;
- information resources.

It should be noted that in modern conditions, only a small proportion of Russian industrial enterprises correspond to the modern technological order that has developed in world practice.

In order to form the innovative potential of the enterprise, management must carry out a significant amount of work. In the vast majority of cases, innovation activity at enterprises is not only a rather stressful, but also a rather conflicting process.

It is worth mentioning the fairly common resistance of personnel to various kinds of changes and innovations. In this situation, the management team needs to make additional efforts aimed at resisting staff and smoothing out the conflict. Here it is necessary to take into account that the more informed the personnel of the enterprise about the ultimate goals of innovations, the tasks set by the management in accordance with this goal, about the role of personnel in the activities carried out, the greater the chances for an adequate perception by employees of these activities and for the prevention of conflict situations.

The following stages can be identified in the development of the innovative potential of an industrial enterprise:

- 1) direct formation of innovative potential at the expense of capital and labor factors. At this stage, the management is faced with the task of identifying the basic needs of society;
- 2) the process of development of an industrial enterprise through the introduction of new technologies, during this stage the enterprise undergoes a gradual transition to a completely new qualitative level, which has a positive impact on all members of its workforce;
- 3) dissemination or application of the developed innovative potential. At this stage, the existence and strict implementation of certain rules is required, the absence of which can lead to a deterioration in the innovative potential of the enterprise and reduce the level of productivity.

If we talk about the possibility of assessing the intellectual potential of an enterprise, then the assessment base in this case is the assessment of value based on future

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performance, while non-cost indicators are used. Carrying out this kind of assessment should be continuous and, accordingly, the result of the assessment will have an intangible, in other words, social effect.

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