

## ORGANIZATIONAL AND LEGAL ASPECTS FOR THE DEVELOPMENT OF INNOVATIVE POWER IN INDUSTRIAL ENTERPRISES

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### Annotation:

This article improves the study of organizational and legal aspects of the development of innovative potential through the study and analysis of the innovative potential of enterprises.

### Keywords:

Innovation, competitiveness, innovative forms, information technology, innovative potential, innovation.

### Introduction

Theoretical and methodological basis for the use of innovative potential in industrial enterprises is a set of theoretical approaches and views of specialists, scientists, aimed at activating innovation and increasing its efficiency. In the world economic literature, "innovation" is analyzed as a process of realization of potential scientific and technological progress in real life, the manifestation of new products and technologies. Based on the analysis of different definitions of innovation, it can be concluded that change is the characteristic content of innovation, and the main function of innovation activity is the function of change.

Australian scientist I. Shumpeter identified five key changes:

1. Use of new equipment, new technological processes or new market supply of production.
2. Introduce a product with new features.
3. Use of new raw materials.
4. Changes in the organization of production and its logistics.
5. Opening a new market for product sales.

Theoretical and methodological basis of innovative activity in a market economy is based on international standards. The Organization for Economic Co-operation and Development (OECD) has set up a national group of experts on science and technology, the Frascati Guide. The instructions in the Frascati manual are revised from time to time (the last edition was released in 1993). According to these international standards, innovation is defined as a final product of innovative activity, a new or improved product introduced to the market, a new or improved technological process applied in practice, or a new approach to social services. Here you can get acquainted with the information about the users of information about the innovative activities of enterprises.

### Main part.

Necessary features of innovation are novelty in science and technology, applicability in production and can be a commercial object. Innovative development requires managers to implement the company's goals and its strategy, tasks in a new direction. The high level of risk of innovation activity, the shortening of the product life cycle, the abandonment of large-scale production of products impose a specific task on innovation management. The development and implementation of innovations, the complexity of processes, the organization of new technologies require the employee to have the appropriate skills and knowledge. As a result of innovation, the general level of knowledge of workers will increase. They are required to take responsibility and make independent decisions.

Assigning the responsibilities of a higher authority to the following will result in initiative, individual freedom, and the employee's ability to do his or her job well.

An innovation worker is focused on accomplishing his or her goal. However, a creative approach to the development of innovation, especially the character of the person who creates the innovation, determines the duty at work on the basis of his attitude to things of value. The introduction of innovative management technologies in the activities of industrial enterprises will increase their export potential and competitiveness by reducing the cost of their products, increasing the range of goods and services, expanding sales of new goods and developing promising markets for products.

N.D. Kondratev is the author of a large cycle theory of economic conditions. He based the idea of the multiplicity of cycles and developed a model of periodic wave oscillations: short periods (3 - 3.5 years), trade - industrial period (medium period - 7 - 11 years), large periods (48 - 55 years). According to ND Kondratev, innovations will change the economic situation with a fluctuating trend from the decline to the upward trend. He showed that news is unevenly distributed over time and is expressed in groups, clusters (clusters - interconnected groups). This is called the cluster approach. ND Kondratev's recommendations can be used in the development of innovative strategies. The form of innovation reporting in the country is carried out by commercial enterprises (except for small innovation entities and farms) and submitted to the relevant government agencies.

## Results and discussion.

The use of scientific advances means the creation or improvement of a product (good, work, service) in a new form, the introduction or improvement of a new form of production process, the introduction of new marketing or organizational methods of doing business, job creation or external relations the use of scientific advances that incorporate the establishment is understood as the end result of the activity. Utilization of technological science means the development and introduction of technologically new products and processes of a legal entity, as well as significant improvements in products and processes, technologically new and significantly improved services, new or significantly improved methods of production (delivery) of services activities related to The use of technological science may take the form of products, processes, services and methods developed by a legal entity for the first time (even if they are used by other legal entities).

There are two types of use of technological science advances. These are: the use of scientific advances in products and the use of scientific advances in processes. The use of scientific advances in products in industrial production involves the development and introduction of technologically new and improved products. A technologically new product is a product whose technological properties (functional characteristics, constructive performance, additional operations, as well as the composition of applied components and materials) or the purpose of application are fundamentally new or significantly different from a similar product previously produced by a legal entity. The use of such scientific advances may be based in principle on new technologies or on the use of existing technologies, research and development results. Technologically improved product is a product that improves the quality and cost-effectiveness of production through the use of more efficient components and materials, partial replacement of one or more technical components (in complex products). The use of scientific advances in products should be new to the organization. They don't have to be new to the market. It doesn't matter if the innovative products are made by your organization or another organization. The use of scientific advances in processes includes the development of technologically new or technologically significantly improved production, as well as the development or introduction of methods of delivery of products. The use of this type of scientific achievement can be based on the use of new production equipment, new methods of organizing the production process or their joint application, as well as the use of the results of research and development. The use of such scientific advances may typically be aimed at increasing the efficiency of production or delivery of previously existing products in the organization, as well as for the production or delivery of technologically new or improved products that cannot be achieved using

conventional methods. The use of scientific advances means the introduction of new or significantly improved marketing techniques. These include: significant changes in the design and packaging of products; use of new methods of sales and presentation of products, as well as their introduction to markets and promotion; takes the formulation of new pricing strategies. These changes will be aimed at fully meeting the needs of consumers of products, expanding the composition of consumers of products and services in order to increase sales. Changes in product design are part of a new marketing concept that includes changes to the shape and appearance of a product. These do not affect the functional and operational characteristics of the product. Such changes also include changes in the packaging of products such as consumer goods, beverages, detergents, which define the appearance of the packaging.

The use of new methods of selling and presenting products is associated with expanding sales. This does not include logistics methods (transportation of raw materials, components and finished products and storage management in warehouses). The use of new methods of introducing and bringing products (services) to market means the use of new concepts to bring the organization's products and services.

## Conclusions.

Tactical innovation policy identifies current goals and specific measures to ensure that these goals are achieved with high efficiency. Tactical tools are the creation of legal and organizational conditions for the financing of research and design work, logistics and information support, staff selection, implementation of measures for the development of innovation. The development of science and technology in the country can be assessed in terms of the state innovation policy, the effectiveness of the methods of its formation and the main areas of innovation support. In developed countries, the export of scientific and technical results (licenses, patents, etc.) will increase, the export of ready-made innovations will increase, and the provision of scientific and technical innovation assistance in other countries will expand. The methods of formation of innovation policy, depending on the conditions, determine the main directions of state support for innovation.

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