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PREREQUISITES AND PROBLEMS OF APPLICATION RESERVES FOR THE INTENSIFICATION OF THE INNOVATIVE ACTIVITY OF THE ENTERPRISE

Raising of problem. Innovative activity of domestic industrial enterprises is characterized by the low level of activity in an innovative sphere. It limits the increase of the labor, increase of technological level of production, cost, increase of competitiveness of products cutting productivity and does not create terms for modernization of production. Passivity of innovative activity of domestic industrial enterprises conducts an increase energy- and resource charges productions and declines of competitiveness.

Actuality of consideration of theme is determined by the necessity of development of theoretical knowledge in relation to directions of activation of innovative activity of domestic enterprises, that will provide not only their firmness, but also, at the successful management of activation processes, able to prevent transformation of Ukraine on the outsider of world economic development.

Analysis of the last researches and publications. To consideration of questions of activation of innovative activity of enterprises the devoted labours of leading scientists, in particular O.I. Amosha [1], D.M. Stechenko [2], O.P. Yakovleva [3], A.E. Gerasymov [4], N.V. Krasnokutska [5], V.M. Nykonchuk and other. However a question in relation to the management of activation of innovative activity of industrial enterprise backlogs still remains decided not enough.

Formulation of aims of the article(raising of task). The aim of the article is research of basic problems and pre-conditions of application of backlogs of activation of innovative activity of industrial enterprises.

Exposition of basic material of research. Innovative activity is the inalienable constituent of industrial and economic activity of modern organizations and orientated on updating and improvement of her productive forces and organizationally-economic relations.

The necessity of activation of innovative activity of industrial enterprise is explained by the speed-up rate of development of sphere of RED, changes in a market environment and necessity of development of innovative potential. Unfortunately, in Ukraine low level of motivational measures in relation to innovative development of domestic enterprises, bringing in the innovative sphere of off-budget money, increase of charges of industry on scientific research-and-developments, and also investments in an innovative sphere by a bank sphere and venture companies.

In the structure of sourcing of innovations for 2009-2012 a lion's share (69%) is occupied by the personal funds of enterprises. But part of money of the state budget in innovative processes is insignificant (about 1,5%) [2]. However, absence of state stimulation is not only one factor that restrains innovative activity of domestic enterprises. In a table 1 factors over, which prevent to development of innovative activity at the level of enterprise, are brought. Main reasons of subzero innovative activity of modern enterprises is subzero state support, high degree of risk of innovative activity and absence on the enterprises of effective control system by innovative activity.

Table 1

Results evaluation the respondents of factors, that prevent to development of innovative activity of industrial enterprises

Reasons	Part of experts that specified on this reason, %
Low technical level of production, insufficient material providing of innovative activity	43,6
Absence of the effective system of stimulation of innovative activity	42,3
Imperfection of public innovative policy	42,3
Insufficient state organizational and financial support	34,6
High degree of risk of innovative activity, lack of development of the system of her insurance	26,9
The slow forming is in Ukraine of market of innovative products, insufficient demand on an innovation	20,5
Insufficient development of innovative infrastructure	19,2
Insufficient level of competition environment, monopolism of producers	16,7
Insufficient professional and creative potential of workers	14,1
Insufficient development of home and applied science, decline scientifically - technical potential, absence of perspective ideas	14,1

Conducting the analysis of factors that restrain innovative activity of enterprises, it is expedient to baseline factors after the environment of their influence. To the internal factors of influence those internal variables that explain the workers of enterprises to creation of innovations belong on innovative activity of enterprises. Such factors first of all depend on the features of enterprises, workers, individual terms of labor,

and also from strategy and structure of enterprise, can be both individual and group [4, p. 271]. The first group of factors of influence on innovative activity of enterprises is a group of public factors, to that can take personality descriptions of workers [3, p. 263]. To the material factors of influence on innovative activity of enterprises can take the physical terms of labor and material cost of results of individual labor of workers. To the factors that is related to strategy and structure of enterprise take legal, organizational and strategic factors.

The selection of external factors to influence on innovative activity of enterprises gives an opportunity to estimate their influence on innovative politics of enterprise. Economic factors are determined by the size of charges of the state budget on research and development, by the financial indexes of the state, level of development of economy, state of balance of payments in the field of a technique and technologies, by direct foreign investments and others like that [3, c.264]. The political factors of influence on innovative activity of enterprises embrace first of all tax politics of the state, and also politics of government in the field of innovations and determined by the legal system and norms of right, that touch innovations. The important groups of factors of influence on innovative activity of enterprises are ecological factors, attention in relation to that constantly grows in the conduct of innovative politics of the state and enterprises. Within the limits of market it is distinguished market infrastructure. She is formed through expectation of innovations from the side of clients, collaboration of enterprise with consumers, customers, mediators or suppliers, level of innovativeness of competition [3, p. 266]. Public factors find the reflection in the dynamics of development of sphere of research-and-developments, and also in development of education. Cultural factors closely constrained with history of the separate states.

However, for successful realization of activation of innovative activity of domestic enterprises, complex changes are needed in the system of activity of enterprises.

For this reason form the decision of questions of increase of innovative activity alternative the use and effective management of enterprise innovative backlogs must become for domestic industrial enterprises.

Within the limits of scientific to literature there is a row of going near interpretation of term "backlogs". O.P.Yakovleva determines backlogs as "resources that is used in the period of time between the moment of their production and moment of their consumption or trade"[3, c.88]. A. M. Omarov envisages under backlogs "untapped possibilities of perfection of production and by the improvement of indexes of work as a result of scientific and technical progress, to front-rank organization of production and labor, distribution of experience of the best collectives, and even removal of losses of productive resources" [1, c.35].

The mechanism of search of backlogs envisages the complex of researches, related to formation, exposure and drawing on reserves.

Will distinguish the basic stages of management of increase of innovative activity backlogs:

- 1) exposure of backlogs that can be used for development of innovative activity of enterprise and increase of him innovative activity;
- 2) analyses of expediency of drawing on reserves are from the point of view of success on a sentinel sign and their requirement with other spheres of activity of enterprise;
- 3) evaluations of economic efficiency of realization of project of increase of innovative activity are due to drawing on reserves
- 4) realization of organizationally-economic measures of increase of innovative activity is on the basis of drawing on reserves.

However during application of backlogs for the increase of innovative activity of enterprises present row of problems, in particular absence of clear classification of backlogs of increase of innovative activity; limit nature of financial resources of enterprise; insufficient qualification of specialists of department of RED (or absence of this department in general); the inefficient use of all types of resources is during realization of activation of innovative activity; absence of periodic realization of analysis of material resources and time that gives an opportunity to reduce the losses of these resources.

Conclusions. A domestic industrial enterprise has an enormous amount of variants of activation of innovative activity. A necessary condition is an able and effective management directly by the process of activation for realization of politics of revival of innovative activity.

One of sources of increase of innovative activity of enterprises there is drawing on reserves. There are various methods and spheres of search and drawing on reserves increases of efficiency of innovative activity, that appear constantly on all stages of innovative process, changing a between by the volume of charges and duration of these stages.

The able management of increase of innovative activity backlogs will provide not only firmness of enterprise but also activation of him innovative activity, cutback of spending and increase of competitiveness of products.

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Kreidych I.M., Boiarynova K.O., Liashenko O.O. PREREQUISITES AND PROBLEMS OF APPLICATION RESERVES FOR THE INTENSIFICATION OF THE INNOVATIVE ACTIVITY OF THE ENTERPRISE

Purpose. The purpose of the article is the research of fundamental problems of application of enterprise reserves as an alternative mean of increasing the innovation activity of domestic enterprises.

Methodology of research. The theoretical and methodological basis of research is structural and systematic approach, methods of expert estimations, method of comparative and statistical analysis. The works of domestic and international scientists, materials of statistical reporting in Ukraine were the informative base of the article.

Findings. The importance of innovative activity of enterprises for the development of enterprise and the role of the government in resolving issues of innovative activity of domestic enterprises has been found. The basic restraining factors of intensification have been revealed; the factors of influence according to the environment of their origin have been compiled. It has been determined the reserves as an alternative form of solving issues for increasing of innovation activity, the problems of their application.

Originality. The main stages of reserves management of intensification the innovation activity and using the reserves as an alternative form of solving issues for increasing innovation activity have been substantiated.

Practical value. The proposed results of research can be used by domestic enterprises that conduct the innovation activity and aimed at its revitalization.

Key words: innovative activity, intensification, factors of influence, reserves.