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CONCEPTUAL APPROACH TO EVALUATION ABILITY TO REALIZE INNOVATIVE POTENTIAL OF ENTERPRISES IN CONTROLLING

The improving of efficiency of resource allocation in controlling is by effective functioning of the circuit of implementation of management decisions, which including technical and technological, commercial, institutional and administrative capacity of organization system of its management to implement (its management decision) in current activities of the entity.

However, the possibility of enterprise management system can be completely offset by existing information field in which they operate. The informative field provides the balanced work of the system of support, acceptance and implementation of administrative decisions and as a result of receipt of synergistically effect from the use of present resources of enterprise. A synergistic effect in controlling of innovation activities can be obtained only if the operation of the integrated system of monitoring internal and external environment of the company. Such a monitoring system should include an assessment of innovation processes, innovation and integrated functioning of innovation. Farther shortly stopped on each of the constituent elements of such an assessment.

A technical and technological capacity to implement innovative development plans provides proof of the innovative idea to create a competitive product or process. It depends on the availability and capacity of research & D business units to produce new knowledge and create on their basis new and modified products and processes. In the absence of such units technological innovation capacity depends only on the adaptability of production capacity to respond to market needs. Their innovative development can only be ensured through external knowledge and technical capabilities to implement this knowledge into the practice of business.

Commercial ability to implement innovative development plans depends on the ability of the enterprise to ensure effective promotion of new products and services to

market. Among its elements necessary to distinguish: market, financial and patent licensing.

Administrative capacity to implement innovative development plans depends on the ability of control system to perceive and quickly adapt to the needs of innovative projects. Among its elements necessary to distinguish: intellectual, human resources, information and interface.

We turn to the characteristics of the second block of assessing the ability to realize the innovative potential of enterprises. This unit has the most diversified and structured set of information sources that contribute to the innovation of the entity. In controlling ability score synergy should be made in the light of the system's management to effectively implement innovative processes, innovative projects and to ensure optimum performance of all elements of economic system in constant transformation necessary for innovation development. The choice of these criteria is coincidental. It allows creating an information field that will provide:

- creation and continued expansion of the knowledge base of the enterprise for the purpose of innovation development;
- reducing the number of intuitive management solutions in the field of innovation development;
- development stages of transition to new operating conditions of the entity;
- systematic transformation of the system management in terms of innovative changes.

The ability to realize the potential of the innovation process should not be limited to the scope of internal research and experimental-design potential. Domestic engineering enterprises in their work should be widely used as a result of external research, the results of the monitoring needs of the market, knowledge (external to the company) and the knowledge gained in the process of learning by doing. Realization of the innovation process involves the separation of two components: a search and implementing.

The end product innovation is implemented innovative projects that should be structured by type of Oslo Recommendations: food, process, marketing and

organizational.

Innovation activities innovation projects act as centers of responsibility in controlling. Accounting by responsibility centers takes into consideration the full (permanent) information flow. For successful operation of domestic machine-building enterprise need to assess all types of innovation that can bring commercial effect of increasing current income and growth of the competitiveness for the long term.

The assessment of the actual and future innovation potentials needs to provide for the effective functioning of the enterprise innovation in controlling. General functions of innovation management are made and provide planning, organization, motivation, control, regulation and coordination of innovation activities of enterprises on the basis of this assessment.

The offered approach to evaluation of ability to realize the innovative potential will assist to developing administrative decisions that will increase the effectiveness of the management process in general and innovation activities in particular. These management decisions must ensure the reduction of market threats and implementing innovative possibilities.

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