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FORMATION OF EFFECTIVE SYSTEM OF MANAGERIAL INNOVATIONS FOR FOREIGN ECONOMIC ACTIVITIES

In a market economy, each company independently decides to implement their own activities, including foreign operations under uncertainty and risk. The managers have a great responsibility in making management decisions in the field of customs that define the future of the company. So important is the assessment of the state of international business activity and the effectiveness of management in this area.

Every organization has to innovate, to overcome the difficulties that arise in this case, to restore the balance that is disrupted as a result of environmental factors. Implications of ongoing changes in the organization are different. In some organizations they contribute to the successful development, in others - financial recovery and strengthening market position in the third - the cost increases and the deepening crisis in the organization. This is because the government innovations are character object for each entity, particularly economic operators. This is determined by the relevance and importance of the problem.

Innovations in management should be not single, and periodic. Only their implementation will lead to success. There are three conditions under which innovations in the area of creating long-term benefits: management innovations based on new principles, - challenge traditional management; managerial innovation must be systematic, including a large range of techniques and processes; management innovation is part of a continuous process of innovation, followed them to improve.

Despite the difficulties of the transition process, some companies were able to move from “survival to development” to achieve competitiveness not only in

domestic but also in international markets, increase its strategic potential. The success of enterprise adaptation to unstable operating conditions largely determined management capabilities, including the ability to promptly identify problems, find solutions and implement them taking of.

Due to market reality, required is the ability to perceive market innovation, materialized in management decisions. Implementation of management innovation is a prerequisite for creating a positive employee relations reforms, his involvement in the innovation. This area changes can be described as social and psychological, as related to amendments in the minds of employees. Especially important is the determination of the personnel groups according to their level of resistance to change. Perceptions of staff changes can be active or passive, and refer to the changes they may have positive or negative.

Careful design of appropriate measures in each of these areas in the implementation of administrative innovations in the management of an enterprise will develop a clear plan of action to implement change and support personnel to avoid innovation. In this situation it is necessary to form a strategic vision of the possible directions of the enterprise, and in his bed, according to current market trends, generate innovation strategy development

Thus, to create an effective system of foreign economic activity through the introduction of management innovations required are:

1. Organization Management FEA as an integrated part of the overall enterprise management system, affecting all areas of the company and its further development;
2. The application of process management and the functional cost analysis processes that carry the new ideology-oriented goals can reduce the cost and time costs of enterprise processes;
3. Implementation of management innovation in enterprise FEA should be evolutionary, not revolutionary by considering resistance to change.

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