

Concepts, Goals and Objectives of Innovation Management

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ABSTRACT

The article defines the basic concepts: "innovation" the main types of innovations presented in the classification table, the stages of the innovation process from the point of view of the product life cycle are considered. The essence of innovation management is analyzed, the functions and tasks of the manager that he must solve when carrying out his managerial activities are most fully defined.

Innovation management is the direction of strategic management, which is carried out by the top management of the organization. Its main goal is to set the main vectors of the production and scientific and technical activities of the enterprise in the following areas: the creation and launch of new or improved products on the market.

In accordance with international standards, innovation is defined as the end result of innovative activity, embodied in the form of a completely new or modernized product introduced to the market, a new technological process used in practice, or a new approach to services. The creation, introduction into production of a new product is of great importance for enterprises in order to increase competitiveness and eliminate the company's dependence on a mismatch in the "quality loop".

This topic of the article is relevant because today the system of innovation management is in a precarious position, on which, in fact, the mechanism of organizational and economic management of the national economy depends. In the modern market, innovations are designed to contribute to the accelerated formation of the economy, to ensure the intensive introduction of the latest developments obtained through science and technology. Innovation is necessary to meet the needs of consumers through the release of a variety of high-quality products and the provision of completely new services. And this should be ensured by introducing innovations in production.

The purpose of innovation management is to study the methods and technologies of managing an organization to ensure its development and strengthen its competitive position in the market through the creation, development and commercialization of innovations in various sectors of the economy.

Main tasks

innovation management are the following:

determination of trends in the development of scientific and technological progress in specific sectors of the economy;

organization of organization development management;

identification of promising areas of innovation activity;;

assessment of the effectiveness of innovative processes;

identification and assessment of risks arising in the process of creating and using innovations

development of innovation implementation projects

creation of an innovation management system

formation of a favorable innovation climate and conditions for the adaptation of the organization to innovations;

making decisions aimed at stimulating the innovative activity of the organization;

substantiation of innovative solutions in conditions of uncertainty and risk.

Basic concepts: "innovation", "innovation"

Innovation is the development, dissemination and use of a new practical means for a new or existing need.

Innovation - an innovation introduced or being introduced that contributes to a qualitative increase in the effectiveness of processes or products that are in demand on the market. Speaking about innovations, they mean an object that has been successfully introduced into production as a result of R&D (research and development work), and which brings profit to the organization. This development after the discovery qualitatively surpasses the previous model or is a completely new product (service). The process of successive transformation of an idea into a product, passing through the stages of fundamental and applied research, design development, marketing, production and sales is defined as an innovation process, and the period of development, diffusion and operation of an innovation is called the innovation cycle.

Classification of innovations.

In innovative activities, the diversity of organizational and economic conditions makes each innovation unique, despite the common focus of innovation.

The differences between radical and improving innovations are expressed in a qualitative difference in the level of novelty of new products (services) and indicate the dependence of modifying (improving) innovations on radical ones: the latter serve as the foundation for further improvements, but the implementation stages are resisted by modifying innovations.

An innovator, or an innovation manager, when developing an innovative product (service), needs to pay special attention to the characteristic features of the innovation process, arising from a fairly large variety of innovations presented in Table 1. "Classification of innovations".

This classification of innovations allows us to once again be convinced of the diversity of processes, their nature, the forms of their organization, the scale and ways of influencing innovation activity.

Classification of innovations

Classification sign	Types of innovations
By degree of novelty	Radical, ordinary
By nature of application	Focused on the production and use of new products. Aimed at the creation and application of new technology. Focused on the construction and functioning of new structures
By source	Innovations caused by the development of science and technology, the needs of production and the market
By role in the reproductive process	Consumer and investment
Scale	Complex (synthetic) and simple
Direction of innovation	For the manufacturer and consumer; for society as a whole; for the market

Essence of innovation management

- 1) Innovation management is the process of continuous improvement of various performance indicators of the company, including any positive ones, including technological and technical performance, as well as the management of new knowledge.
- 2) The introduction of innovations is closely related to the needs of consumers. The innovator determines what products are required on the market, what needs to be improved, what works and services can saturate the planned part of the market, that is, in a competitive environment, he is looking for the best solution to increase the efficiency of the innovative potential of the enterprise.
- 3) The activity of innovative managers is based on the ability to resolve unique issues and consists in making non-standard decisions, the ability to quickly and adequately assess the situation on the market for goods (services) and find the best option that will allow the company to achieve competitive advantages.
- 4) Innovation management is one of the types of professional activity that is aimed at achieving specific innovative goals of a company operating in a market economy, optimal results based on the rational use of scientific, material, financial and labor resources, the application of various principles, methods and functions of the economic mechanism. management. An innovation manager encounters calculations, indicators and forecasts in the process of activity that take into account the specifics of innovation activity.
- 5) Innovation management is related to various types of innovation activity and, based on specific indicators, focuses on the implementation of management activities. The functions of this type of management are:
- 6) Based on the state of the market, as well as changes in the external environment, corrective effects of innovative goals are observed;

- 7) In the process of making managerial decisions, modern bases for multivariate calculations are used;
- 8) The planned end result of the company's innovative activity as an orientation towards achievement;
- 9) The current goals of strategic management and planning are undergoing changes to promising ones;
- 10) The performance management evaluation process only considers actual outcomes achieved;
- 11) The entire scientific, technical and production potential is involved in the management of the company;
- 12) Anticipation of changes and development of flexible solutions as the basis for the implementation of management;
- 13) Each segment of the company's work is provided with innovations, innovations;
- 14) A deep economic analysis is carried out on every economic decision.

Innovative managers in the course of their professional activities solve a number of tasks, namely:

- 1) Determine the goals of strategic development and management of the company;
- 2) Identify priority tasks, as well as the sequence of their implementation;
- 3) Manage changes in the company;
- 4) Develop strategies for the development of the company - economic tasks and ways to solve them;
- 5) Prepare activities for the development and development of new products;
- 6) Assess the necessary resources and search for sources of their provision;
- 7) Provide strict control over the implementation of the formulated tasks;
- 8) Predict the results of the company's development based on the impact of observable factors;
- 9) Ensure the viability of their firm in a competitive environment;
- 10) Strive to achieve maximum profit in the formed economic conditions;
- 11) Constantly improve all the work of the company, applying the most modern management methods;
- 12) Prepare the necessary innovations in advance;
- 13) Improve the organizational structure of the enterprise based on changing requirements;
- 14) Ensure the effective work of each individual employee and the team as a whole, taking it as a single interacting system;
- 15) Systematically develop and implement more advanced forms of entrepreneurship at the enterprise, penetrating into new business areas;
- 16) Define and achieve goals that are in the interests of the company, in accordance with the demands of the market and the consumer;
- 17) Have the ability to take risks, within reasonable limits, and at the same time must have the ability to reduce the impact on the financial situation of risk situations.

Innovation management uses its own economic mechanism and is directly related to the

methodology of scientific management. The economic mechanism of management is objectively determined by the company's work in a market economy, when the results of the entire enterprise are evaluated in the market.

The essence of "innovative management" as a concept is the organization of company management, as well as the process of making managerial decisions.

In connection with the specifics of innovation, a special nature of the activity of the innovation manager is assumed. In addition to the basic requirements (analytical ability, creativity), the manager must have knowledge of the production area of innovation; state of the market of innovations, investments; skills in organizing activities in the field of innovation (development and development of new types of products), provision of services, certain works; understand and perform financial and economic analysis of innovation and production activities; understand the basics of labor relations and staff motivations, legal regulation and types of state support, etc. The ultimate goal of innovation management is to increase the efficiency of resource use and ensure the functioning of innovation entities.

The introduction of new technologies is a rather difficult process. Many believe that in the process of improving technical means, labor costs are reduced, as well as the share of labor in recalculating the cost of a unit of production. But since the creation and use of more and more expensive lines, robots, production machines is required, the costs of environmental protection are increasing and, in general, modernization is becoming more expensive. All this is reflected in the increase in the share of costs for depreciation and maintenance of the fixed assets used in the cost of production.

But still, the competitiveness of the company, its ability to remain on the market depends, first of all, on the susceptibility of product manufacturers to innovations in the field of engineering and technology, which make it possible to ensure the production and sale of high-quality products with the most efficient use of material resources.

The life cycle of products and economic efficiency are the criteria that guide innovators (innovators). Their main strategy is to create an innovation that is recognized as unique in a certain area and thereby outperform competitors.

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