

ABSTRACT

Thesis on "Ensuring the competitiveness of enterprises by improving its innovation activity (for example, «OVK-Systems») includes 101 page, 16 tables, 20 figures, 7 applications. The list of references includes 35 names.

The aim is to generalize theoretical concepts and develop practical recommendations to improve the competitiveness of products on the basis of innovation activity.

The object of study - the process of ensuring the competitiveness of enterprise of "DEC systems" based on innovation activity.

The subject of research is the methods and mechanisms to enhance the competitiveness of enterprises through innovation activity.

Research methods. During the execution of the thesis educational qualification of "Bachelor" applied a set of general and specific scientific methods: economic and statistical analysis, causal comparative and functional analysis, graphical methods.

The results of the work. During the execution of the thesis on the basis of deep analysis of the theory of innovation, legislative and regulatory acts, statistical and financial reporting of the company identified key issues to ensure the competitiveness of the enterprise through the growth of its innovation activity and ways of their solution, evaluated the effectiveness of the proposed measures.

Recommendations for the use of the results. Results of the study provide an opportunity to increase the competitiveness of trade pipryemstv.

Results of the audit capabilities of practical use of the results. The audit analytic capabilities through practical application of the proposed measures, it was determined their potential effectiveness and the absence of any obstacles to their implementation.

Keywords: innovative activity, competitiveness