

ABSTRACT

The thesis of the second (master) level of the higher education on a subject "Activization of innovative activity in ensuring strategic development of the enterprise (on the example of PSC "Kyivkhlіb" "Makarov bakery").

Relevance of a subject of research is caused by need of search and application of new approaches to activization of innovative activity of the enterprise in the context of its strategic development considering dynamic changes of environment.

The diploma work of the second (master) level of the higher education was performed at National technical university of Ukraine "Kyiv Polytechnic Institute" according to plans of scientific researches of chair of management for the subject "Strategic management of innovative development of industrial enterprises " (No. RW 1701U02070921). The role of the author consists in the offer of programs for activization of innovative development of the enterprise.

The purpose of work is research of strategic aspects of activity of the enterprise and identification of ways of activization of its innovative development.

The main goal of research caused need of the solution of the following tasks:

- to make deeper theoretical provisions on ensuring activization of innovative activity of the enterprises and to analyse innovative activity as a basis of innovative development of the enterprises in Ukraine;
- to systematize the main indicators reflecting innovative development of the enterprises and to improve the program of introduction of innovative projects, to estimate risks and to develop recommendations about formation of model of innovative activity of the enterprises.

Object of research is process of activization of innovative activity of the enterprise in modern conditions of managing.

Object of research is set of theoretical, methodical approaches and organizational bases for formation and realization of strategic development through activization of innovative activity.

In the thesis the following methods of research were used: comparison, index, balance, graphic, economic-mathematical and other methods of an economic justification, and also systematization and generalization for development of

recommendations and offers on activization of innovative activity, economical and statistical for carrying out calculations of a financial condition of the enterprise, graphic for representation of coefficient of competitiveness.

Scientific novelty of research consists in the following:

- it is offered innovative model for effective management of innovative activity of the enterprises that gives the chance to intensify innovative processes;
- methodical approaches to an assessment of level of innovative development of the enterprises were systematized, in particular is opened process of determination of level of innovative development of the enterprise, the based on calculation of technological level, a financial state, providing with resources and innovative activity of the enterprise.

The recommendations developed in the thesis of the second (master) level of the higher education and suggestion for improvement of model of activization of innovative activity of the enterprise were submitted for consideration of board of directors of PSC "Kyivkhib" "Makarov bakery" where it was recognized possibility of practical application in the future of separate actions and offers on introduction of a new product (the act of introduction No. 69 from 23.12.15r.).

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