

## **ABSTRACT**

Master's thesis on "Forming of innovation policy of the company (for example, JSC "Monomakh") includes 98 pages, 39 drawings, 15 figures, 2 attachments. The bibliography list consists of 61 items.

Background research caused by increasing rate of change of consumer preferences, in consequence of that enterprise, without the ability to quickly react to these changes, loses its competitive position. Only the formation of an effective innovation policy will ensure it.

Diploma work the second (master's) level of higher education performed at the National Technical University of Ukraine "Kyiv Polytechnic Institute" according to the plans of research management on "Strategic Management of innovative development of industrial enterprises, № 1701U02070921». The role of the author is to study the formation of innovative features enterprise policy formation and evaluation of innovative policy approach by assessing its components.

The aim of the thesis is to develop recommendations for the formulation and implementation of innovative enterprise policy.

Achieving this goal requires the following tasks:

- to consider the nature and characteristics of the formation of innovation policy enterprises;
- summarize methodological approaches to evaluating innovation policy formation enterprises;
- the components to diagnose and evaluate innovative policy JSC "Monomakh";
- to develop and evaluate innovative ways of implementation of enterprise policy JSC "Monomakh".

The object of the study is the formation of innovative enterprise policy.

The subject of the thesis is to study the principles, methods and tools for innovation policy forming industry.

During the execution of the thesis boule used the following methods: systematic approach, theoretical analysis and comparison; graphical analysis, sociological surveys, modeling.

The elements of scientific innovation is to identify the theoretical features of formation business innovation policy; develop proposals to improve the consistency of formation of innovation policy at JSC "Monomakh"; development directions of innovation policy.

The practical significance. According to the results of the thesis now started implementing production line of ground coffee and improved organizational structure of the company as evidenced by the results of the implementation of Act number 495 of 12.22.2015.Entries in the direction of:

1. Guk O. V. order and especially the formation of innovation policy of the company [Text] / O. V. Guk, V. V. Koloskova // Scientific and technological development: economy, technology, management Materials XIV International scientific and practical conference, m. Kyiv, April 7-9, 2015. - K .: NTU "KPI", 2015. - P. 25- 26 ..

2. Guk O. V. Formation innovation policy of the company / O. V Guk, V. V. Koloskova // Global and national economic problems. - 2015. - №9. - P. 355-359.

**Keywords:** innovation policy, innovation policy components, enterprise, efficiency implementation and integrated evaluation.