

## ABSTRACT

Thesis on "Innovation-oriented enterprises competitiveness management (for example, Ltd. "IVIK ")" contains 125 pages, 31 tables, 15 figures. The list of references includes 75 names.

Background "Innovation oriented management of enterprise competitiveness" due to the fact that the modern market economy Ukraine is formed and developed simultaneously with the increased competition in the world, which every year becomes more global scale. Under these conditions, the possibility of sustained economic growth in the whole economy of Ukraine, and individual producers largely depend on the effective resolution of such issues as improving the competitiveness of each of the entities.

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 management of research on "Innovative principles of industrial integration within the world economy" (number PL 0114U001132). The role of the author is shaping methodological and practical principles of increasing competitiveness in innovative principles.

The purpose of this work is to identify methods to ensure competitiveness on the basis of innovation and development of major proposals aimed at improving market competitiveness.

To achieve this goal you need to solve the following problem:

- define "competitiveness" and its impact on financial and economic performance;
- explore the features of competitiveness management company in the field microclimate premises;
- define the basic components of a mechanism to ensure the competitiveness of enterprises;
- analyze organizational and economic characteristics of the current activities of the company;
- to analyze the competitive position on a specific market and the competitiveness of enterprises;
- assess the level of market competitiveness of enterprises;
- develop a program of measures to improve innovation oriented management company;
- evaluate the effectiveness of innovation-based competitiveness management company;

The object of study in this work is the formation and ensure competitiveness on innovative principles.

The subject of the study is a set of theoretical, methodological and practical bases of formation and competitiveness on innovative principles.

In the thesis work was used the following methods: index, balance, expert analysis, graphical, economic and mathematical and other methods of economic assessment and systematization and generalization (to develop recommendations and proposals to improve the effectiveness of innovation-based competitiveness management company), economic-statystychnyy (for the calculation of the economic indicators of the company), graphic (for visual images of theoretical and analytical material thesis).

The scientific novelty of the research is the following:

- refined and deepened existing theoretical principles for managing enterprise competitiveness in the field microclimate premises;
- the concept of innovation-oriented management of enterprise competitiveness
- an assessment of market competitiveness of enterprises, which provided scientific justification of recommendations for improving the effectiveness of innovation-oriented management of enterprise competitiveness
- found management problems and generalized competitive enterprises and provided practical recommendations for improving the efficiency of its management
- the basic measures to improve innovation and competitiveness based management

Developed in the thesis work the second (master's) level of higher education recommendations and suggestions for improving the efficiency innoatsiyno-oriented

competitiveness management company were submitted to the Board of Directors of "IVIK", which was considered the possibility of practical use in the future some measures and suggestions for the implementation of the management system as the enterprise (implementing act №081 of 11.29.2015).

Testing results. Main research results, conclusions and recommendations of the thesis work were reported and discussed at international, national and intercollegiate scientific conferences, including:

1) Dergachov VV Theoretical aspects of the competitiveness of enterprises. [Electronic Edition] / VV Dergachov, KS Makaryuk // Proceedings of young scientists "Actual problems of economy and management" of the National Technical University of Ukraine "Kyiv Polytechnic Institute". – Vol. 9. – 2015. – access Address: <http://ev.fmm.kpi.ua/article/view/45857/42030>;

2) Makaryuk hp, Formation directions and conditions to ensure the competitiveness of enterprises [Text] / KS Makaryuk VV Dergachov // Proceedings of participants of the IV All-Ukrainian. scientific conference with international participation "Modern approaches to business management" – K : NTU "KPI", April 23, 2015. – P. 190-194;

3) Makaryuk KS Theoretical Foundations of competitiveness management company [Text] / KS Makaryuk VV Dergachov. Scientific and technological development: economy, technology, management [Text] Materials XIV International scientific and practical conference, m. Kyiv, April 7-9, 2015. – K .: NTU "KPI», 2015. – S. 25- 26.

**Keywords:** ompetitiveness, enterprise efficiency, innovation, innovation-oriented management.