

## ABSTRACT

Master's thesis on «Development of innovative potential of industrial enterprises (on the basis of PJSC «Promzv'yazok»)» includes 106 pages, 17 tables, 10 drawings, 1 attachments. The bibliography list consists of 75 items.

Actuality of the theme. The effectiveness of anti-crisis mechanisms is directly Background research. Innovative activity of domestic industrial enterprises at present characterized by a low level of activity in the innovation sphere . Relevance of consideration of the topic determined by the need of theoretical knowledge on areas of activization of innovative activity of domestic enterprises , providing not only their stability, but also for the successful activation process control , can prevent the transformation of Ukraine into outsider of world economic development

Relationship with academic programs, plans, themes. Thesis level "master" performed at the National Technical University of Ukraine "KPI" (m. Kyiv) according to the plans of research works of the Department of Management. A study by the work is part of the scientific theme: "Development of innovative potential of industrial enterprise as an example" PAT Promzv'yazok "- the author's contribution is substantiation of effective tools and practical recommendations for improving the formulation and implementation of organizational and economic mechanism of innovative enterprise portfolio

Purpose is to study the main problems and the use of reserves preconditions activation of innovative activity of industrial enterprises.

Achieving this goal leads to the following tasks:

- deepen theoretical knowledge about the nature of innovation and economic content to determine the nature and features innovative enterprise ;
- consider management development potential of innovative enterprises;
- examine methodological approaches to the evaluation of innovative potential ;
- to assess the development of the industry and competitive environment;
- to analyze the resources of the enterprise as a source of competitive advantage ;
- to assess the organizational and management processes as part of the process - value ;
- consider trends and potential for raising the innovation potential of PAT " Promzv`zok ."

The object of research is the process of innovation management in the enterprise.

The subject of research is the innovation potential of PJSC " Promzv`yazok .

Research methods. In the thesis work used general scientific and special methods that allow the system to solve the problem of task chosen direction of research.

The scientific novelty of the research is the following:- comprehensive assessment methodology innovation potential of the company , which unlike existing diagnosis involves general and project-oriented evaluation of innovative potential that provides a summarized evaluation results comparable for different enterprises and determine whether the innovation potential of enterprise specific requirements of implementing the innovation project .

The practical significance. Results of the research outlined in the thesis work of educational qualification level "master " leads to the conclusion : Organizational -economic mechanism of innovative portfolio of enterprise can improve the efficiency of portfolio management.

Keywords: innovative potential of enterprises, innovative project portfolio management mechanism innovation , project management , innovative development.