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STRATEGIC MANAGEMENT DECISIONS TO INNOVATIVE DEVELOPMENT OF THE ENTERPRISE

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Abstract. *The article describes the stages of formation of the mechanism of strategic management of innovative development of enterprises under the condition of their functioning in modern conditions of uncertainty and ambiguity. In order to take into account the totality of all stages of activity in the period from the search for new ideas to their use, commercialization and dissemination, it is necessary to apply the "innovation cycle", which includes the period of innovation and their life cycle. Adaptive management of innovative development is proposed, in contrast to traditional feedback management, provides a more complex mechanism for producing management influence.*

Keywords *strategic management, innovative development, innovations, management decisions, enterprise development.*

The growing role of innovation is due, firstly, to the transformational development of market relations, and secondly, the need for deep qualitative changes in Ukraine's economy in order to overcome the crisis and enter the trajectory of sustainable development. The country has a huge consumption of natural resources, which creates a deficit of their consumption in energy, agriculture and other farms, indicates the cost characteristics of the economy. From these positions, the development and introduction to the market of new innovative products of high-tech industries and strategic management decisions by innovative development in modern conditions of uncertainty is urgent and socially necessary.

The main task of Ukraine's economic development in the near future is to transform the model of economic growth. The importance of such transformation is determined by the list of problems associated with the completion of structural adjustment of the economy, achieving for some industries and goods high competitiveness with high educational and scientific potential, the need to adapt to ever-changing economic conditions, opportunities for innovation and creating conditions for national economic systems.

The basis for planning a strategy for the development of innovative production is the existing set of resources. Despite the versatility of the resource component of production activities, each of the individual areas of its innovative de-

velopment allows to achieve high financial results not only in their optimal use, but also in their management. Today, a block of economic indicators comes to the fore as a management tool at all levels of the hierarchy. This necessitates the development of organizational and economic mechanism for innovation management and, based on this, the reconstruction of the principles of bringing to market innovative products that require the creation of an appropriate hierarchical management structure.

The variety of strategic management of innovation in conditions of uncertainty of the behavior of the external environment of the production facilities requires in its decision to identify management alternatives based on the establishment of appropriate criteria in different information situations. Strategic management in conditions of uncertainty is presented as an interactive solution to multi-purpose optimization problems. Under the information situation understand the degree of gradation of uncertainty in the environment of the production facility from many states at the time of decision-making. Uncertainty, which leads to a significant increase in the complexity of strategic management of innovative development of production, is caused by many factors: lack of information and its reliability, limitations in the decision-making time, the behavior of competitors and consumers, etc.

The peculiarity of strategic management of innovation is that any innovation projects belong to the category of high-risk objects for investment, the examination of which to make known methods of mathematical statistics is difficult, and sometimes impossible at all. Innovative projects are characterized by high uncertainty at all stages of the innovation cy-

cle: from the initial elaboration of the idea, project selection and implementation of innovation. Innovative relations are the product of competitiveness, which allows us to consider competitiveness as a function of innovation, maintain competitiveness under changing conditions, changes are needed in the management system itself. Innovative activity allows companies to achieve competitiveness in the market.

Prerequisites for bringing innovative products to market are the assessment of the problems of functioning of enterprises, which are solved with the help of innovations, and the diagnosis of the existing production and resource potential to determine the degree of readiness for innovation. Initiation of innovations is due to the need to meet consumer demand in price segments and product quality, as well as the acquisition of competitive advantages. The concept of strategic management of innovation involves a clear positioning of the company among competitors, represented in the system of principles and objectives, mechanisms of interaction of subjects and objects of management, the nature of the relationship between elements of economic and organizational structure, forms of adaptation to ever-changing environmental conditions.

Strategic management in unstable conditions of the environment of the enterprise requires constant monitoring of the results of strategy implementation and a flexible system of its correction in the form of adequate production changes to the created situation. This determines the special importance of information support of strategic and target priorities of innovative development.

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