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MODELS OF STRATEGIC PLANNING OF INNOVATIVE ACTIVITY OF THE ENTERPRISE IN THE CONDITIONS OF ACTIVATION OF MENTORING

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Abstract. *The article uses the graph of the Markov process to form a model of strategic planning of innovative activities of the enterprise in terms of mentoring activation. This allows to assess the intensity of mentoring influence on participants in the strategic planning of innovation activities of the enterprise using the recommended procedure for simulation.*

Key words: *innovation activity, enterprises, strategic planning, mentoring, simulation, Markov chain.*

Mentoring is a method of personalized training and staff development, during which a more experienced employee (mentor) shares knowledge with his colleagues (mentee) over time. It can be considered as an important factor of strategic and tactical innovative development of the enterprise. In

particular, mentoring allows mentee to gain benefits in the form of acquiring knowledge about the enterprise innovation strategy; formation of personal interest of employees in the implementation of the strategy of innovative activity of the enterprise;

systematic motivational influence on the participants of strategic planning, etc.

The use of the graph of the Markov process (Markov chain, which reflects the set of interacting identifiers of states) allowed to modeling strategic planning of innovation activities of the enterprise. However, in the conditions of activation of mentoring, the transition between the states of the model depends on the intensity of mentoring influence on the participants of strategic planning of innovative activity of the enterprise that should to be evaluated. It is possible to implement by simulation that have some order. It contains the following stages: definition of the purposes and tasks of simulation modeling of intensity of

mentoring influence on participants of strategic planning of the enterprise; information support of simulation; definition of methods and means of simulation; conducting a series of simulation runs (imitations); accumulation of values; determination of average values of intensity of mentoring influence on participants of strategic planning of the enterprise; calculation of the probability of transition between discrete states of the model of strategic planning of innovative activity of the enterprise under the influence of the factor of activation of mentoring; generalization of results and management decisions.

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