



## Basics of Development of Innovative Services in Industrial Enterprises in the Conditions of Modernization of the Country

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**Abstract:** This article is devoted to the research of the development of innovative processes in the industrial production of the republic in the conditions of modernization of the national economy.

**Key words:** innovations, innovation policy, modernization, agro-industrial production, mechanism of management, competition.

Innovation means introduction of innovation as a result of practical (scientific-technical) assimilation of new products, innovations include new products, knowledge-demanding technological processes, modification of products and services (social innovations).

It is known that the transition from one quality to another requires energy, time, money and similar resources. The process of transferring news to innovation is also mainly carried out through the consumption of various resources such as investment and time. As a system of economic relations in market conditions, innovation and investment are the main components of innovative activity in the pre-sale of goods in the framework of demand, supply and price formation. News forms the market of innovations, investments-capital market (investments), news (innovations)- the market of pure competition.

The objective need to increase production efficiency and competitiveness in market conditions serves as a motivation for scientific and technical renewal of the material basis of economic systems.

Its manifestation is represented by the high potential efficiency of implementation of innovative opportunities. Therefore, the primary task of the state is to create the main internal and external motives that invite the enterprise to innovative activity as a factor of economic growth.

In order to carry out innovative activities in a production enterprise, it is necessary to have the innovative potential of the enterprise, which is described as the sum of various resources, as well as:

- intellectual (technological document, patents, license, business plan for assimilation of innovations, innovative program of the enterprise);
- material (experience-equipment basis, technological equipment, field resources);
- financial (personal, loan, investment, etc.);
- related to personnel (leader-innovator, personnel, interested in innovations; cooperation and personal relations of employees with ITIs and HEIs);
- infrastructure (new product marketing department, patent-legal department, information department, etc.).

It is an axiom of market relations that production efficiency depends on its technical level. Objectively, competitive struggle is also an axiom of market relations. Objective competitive struggle is the main incentive for innovative activity that increases the technical and technological level of production.

An important law of the market economy can be described as follows: increasing the comparative technological level of production creates conditions for increasing its profitability and the competitiveness of goods and services. An industrial enterprise showing slowness of innovation cannot withstand the competition.

At the heart of the innovative potential of the enterprise, it is necessary to understand the possibility of maximum generation of high innovative activity. In this case, innovative activity is considered as intensive implementation of innovative activities by the enterprise.

The operation of the current economy is based on the innovative potential and the potential obtained in its use, as well as the factors of economic, social and economic development. Therefore, it is necessary to have a high level of innovation in order to take a leading position in the world.

Therefore, it can be noted that the local innovative sector is not sufficiently developed. According to various rating studies, it lags behind the developed countries of the world in terms of overall innovativeness, number of enterprises, and volume of innovative products that develop and implement technological innovations. In order to ensure competitiveness in the local economy, it is necessary not only to eliminate lagging behind in the development of the private innovative sector, but also to make it among the leaders in the shortest possible time. This task is more important for all stages of the economy, first of all, for the industry and its enterprises, which should create competitive production and life-sustaining society, economic and social welfare based on innovative achievements.

Solving issues on the basis of innovative and thus socio-economic development requires the industry, as always, to maximally mobilize the opportunities, intellectual property reserve, resources opened by the modernized market economy.

At this stage, there are all the conditions for the development of the functional structure of innovative activity, which envisages its active inclusion in the market economy on an industrial scale. Solving the problems of innovative development is connected with solving the issues of increasing its impact on human well-being. Therefore, researches and measures to ensure the effectiveness of innovative processes in harmony with economic and social processes, which do not allow interruptions in the currently existing types of development, and secondly, increase the quality of life of people, are considered important. Solving these issues involves new approaches to the planning of innovative activities that are rationally compatible with the needs and directions of resource development, based on deep knowledge of current economic and social development laws for users interested in development.

All these issues are related to the problem of management, which provides their solution at the level of the concept and requirements of the modernizing economy, and is able to manage the innovative potential of the industry, whose effective use depends not only on its development, but also on the development of the entire national economy.

Based on the goal, the following tasks have been defined:

1. To determine the actual aspects of the research of innovative activity and innovative management in the current economy (conceptual apparatus of the theory of innovation, theoretical basis, scientific approaches to the formation of development resources);
2. Formation of a systematic complex approach methodology of innovative processes in harmony with the accompanying economic and social development processes (conceptual model of the synthesis of historical aspects of development types, conditions for the implementation of complex structured development processes);

3. Development of an innovative activity management methodology that reflects the features of a modernized economy in industry (innovations in providing management tasks, the concept of functional-process management theory, network model of motivation);
4. To formalize the methodology of management of innovative activities, which provides for the activation of its diversification in the market economy (economic-mathematical model of practical meaningfulness assessment, distribution of resources by types of activities, achieving a balance of interests of participants of innovative processes);
5. to develop a substitute planning methodology for the organization of innovative activity management that synthesizes the tasks of innovative processes and the strategic goals and needs of participating economic entities and the state;
6. formation of the optimization methodology that ensures the life cycle of the enterprise and its innovations;
7. development of the management methodology of innovative processes designed to achieve efficiency according to indicators of the life cycle;
8. development of a management methodology adapted to market conditions, with innovative investment in the industry.

Within the framework of the innovative policy and innovative services of industrial enterprises, technical improvement is carried out through the development and implementation of scientific-technical and organizational management innovations. In industrial enterprises, the completion of stabilization in various forms of their corporate associations and the period of initial growth of economic activity, modernization and innovation policy variants of certain industrial objects differ in terms of content and specific directions and intensive implementation of stages.

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