

# Factors Affecting the Development of Innovation Management Related to Industry

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## ABSTRACT

In this article given an overview of the main factors influencing the innovation activity of the regional industrial complex. The function and factor affecting to the development of innovative management is presented.

**KEYWORD:** industry, complex, rates, scales, commercialization, enterprises

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## INTRODUCTION

In the 80s, in the theory and practice of innovation activity of the regional industrial complex, the concept of analysis of factors of influence on production activity appeared, which is also used for analysis of innovation activity, where factors are divided into functional-technological and organizational, functional and technological factors are related to the ability and ability of the enterprise to function successfully. These factors are commensurate with the performance of the enterprise.

Organizational factors ensure the successful operation of the entire enterprise, including all types of industrial facilities and resources, personnel, the quality of production organization and products, the structure of production organization, planning and communication with suppliers and customers in the production process chain. In terms of the level of impact, these factors are proportional to the performance of the production process.

## RESEARCH

The analysis of factors influencing production innovation can also be approached from the traditional point of view, dividing them into external and internal. The author suggests another approach.

1. First, analyze the factors affecting the current operations of industrial enterprises.
2. In the future, consider the factors that influence the strategic development of the industrial enterprise's innovative activities.

Identification, systematization and classification of factors, as well as their ordering, are aimed at the fact that on the

basis of their systematic analysis it is possible to model innovative activities and offer a targeted search for reserves used in production to improve the efficiency of production. Traditionally, external and internal factors have been considered as influencing factors. External factors are factors that do not depend on the organization and functioning of the innovative divisions of the company, but quantitatively reflect the extent to which production; financial and other resources are used.

## These factors include:

1. legislative, regulatory and administrative norms of the state in the area of innovation (laws, taxes, norms, regulations, decrees, quotas and provisions, other legal acts, state regulation of tariffs and prices - everything that constitutes the external regulation of innovation activity of a company);
2. market factors affecting the development of innovative activities (the level of competitiveness of the company, market share of innovative products, diversification of innovative activities, organization of advertising of innovative products, pricing, availability of foreign economic and international relations, etc.).

Internal factors influencing innovation activity characterize the cohesive work of the entire innovation team. These factors include:

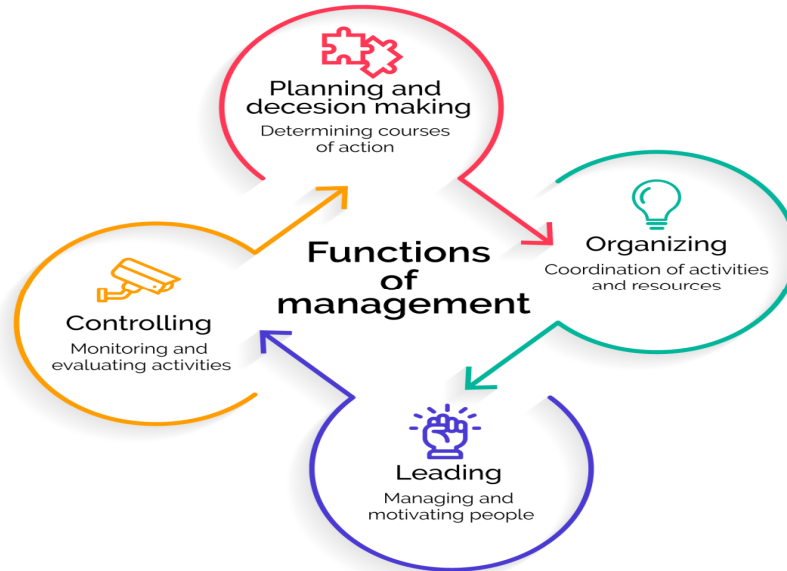
1. organization and management of innovation units;
2. economic and functional factors that directly affect innovation activities;
3. Resource factors (innovation base, innovative

- technologies, equipment, labour items, etc.);
- Social factors (qualification of employees of innovative subdivisions, organization of the innovation process, working conditions, organization of recreation for employees).

of the innovative divisions of the company, while the auxiliary factors are those that also affect the division, but are not directly related to the indicators under analysis.

Internal factors are divided into main and auxiliary factors. The main factors are those that determine the performance. The function of managing factors is presented as follows:

The author systematizes the factors that influence the efficiency of innovation activities of industrial enterprises on four grounds: organizational, functional, innovative and investment.



Picture-1. The function of management (source: <https://www.iedunote.com/> )

For the analysis of factors influencing the innovative activity of the enterprise in the strategic perspective, it is important to form the innovative strategy of the industrial enterprise.

Using the degree of influence and management of these factors, it is possible to predict the innovative activity of the company. The systemization of factors is presented in Table 1.

Table 1 Systematization of factors affecting the efficiency of innovation activities industrial enterprises

№ n/a	INFLUENCE FACTORS			
	Functional.	Organizational.	Innovative.	Investment.
1	Fixed capital used for innovation activities	Organizational structure of the innovation division of the company	Level of complexity of innovative products manufactured at the enterprise	Structure and volume of external investments
2	Availability and volume of production facilities for innovative activities	Management structure innovative.	Volumes and use of R&D at the enterprise	Availability of state investments for innovation activities
3	The ability of the company to fulfil a state order for innovations	Degree of integration of the enterprise (holding, cluster, merger)	Availability of intellectual property in the enterprise	Structure and volume of working capital
4	Technologies used in innovation activities	Ownership structure of the company	Presence of industry-specific research institutes	Cost. published by innovative products.
5	Assortment published by innovative products.	Availability of a quality management system	Use of technology transfer for innovation activities	LevelNeeds. published by innovative products.
6	Degree. diversification of products	Opportunities for government regulation of the innovation sector economy	Availability of innovative projects with foreign partners	Availability of investment strategy of the enterprise
7	Quality and staff qualification	Geographical and territorial factors	Degree of introduction of scientific and technical developments into production	Capitalization level of the company
8	Level of use of imported technology	Adequacy of strategic choice in innovation activities	Degree of publicity of the company	Investment openness of the company

On the basis of the above, in the absence of an innovation strategy that is adapted to changes in environmental factors, the company comes to the conclusion that its innovative decisions, taken in the uncertain future of its activities, will have an impact on reducing the efficiency of innovation activities.

When introducing innovations into the practice of industrial enterprises, it is important to know the factors that can reduce or increase the pace of the innovation process. The author lists the main factors that can influence the development of innovations from this point of view

In the article the author offers a classification of factors that influence the formation and implementation of the strategy of innovation activity efficiency of the enterprise.

Strategic factors of influence on innovation activity of industrial enterprises should be structured taking into account the goals, objectives of the strategy, analysis of the activity of the enterprise, time of strategy implementation, indicators of efficiency of implementation, available resources, including innovative, innovative potential, market influence (Table 2).

**Table 2 Factors influencing the formation and implementation of the company's innovation activity efficiency strategy**

№ n/a	NAME OF STAGE	FACTORS.
1	Periods of strategy development	1.1. Duration of the selected strategy 1.2. Market dynamics 1.3. Economic development forecast for the country 1.4. Industry development dynamics 1.5. Degree of development of the company, its volume
2	Analysis of environmental influence factors	2.1. Legislative and regulatory factors 2.2. Economic factors Social and economic factors for the development of the region 2.4. Dynamics of the enterprise's product sales market 2.5. Dynamics of macroeconomic factors 2.6. Investment Policy 2.7. Tax system
3	Analysis of factors affecting the internal environment	3.1. Innovation activity areas of the company 3.2. Suppliers of raw materials 3.3. Consumers of products 3.4. Degree of production development 3.5. Level 1. 3.6. Level of investment attractiveness of the enterprise 3.7. Human resources development level 3.8. Financial security. 3.9. Information security 9.5. Resource security
4	Analysis and assessment of the current strategy of the company	4.1. Development potential of the company 4.2. Share capital 4.3. staff qualification level 4.4. Level of readiness of top managers and key personnel with respect to strategic development of the enterprise 4.6. Analysis of financial and economic activity 4.7. Company Reserves 4.8. Planning system 4.9. Control and monitoring
5	Development of strategic goals and objectives for their implementation	5.1. Analysis of the strengths and weaknesses of the company. 5.2. Positioning of the company on the market. 5.3. Investment activities of the company. 5.4. Strategy implementation period
6	Development of the model and target indicators	6.1. Modeling tools 6.2. Strategic regulations 6.3. Compatibility of indicators 6.4. Choosing the best strategy from available alternatives
7	Formation and implementation plan for the strategy	7.1. Financial position of the company 7.2. Property position of the company 7.3. Potential opportunities to execute the plan
8	Strategy implementation process	8.1. Compliance of indicators with the strategy indicators 8.2. Availability of internal capabilities of the company 8.3. Factors affecting the environment
9	Control.	9.1. Control tools

**CONCLUSION**

Innovation is a subject that has been extensively studied even from different perspectives and applications, it is possible that the concept will continue to evolve in line with political, economic and social changes. This is explained by the very complexity of the factors that affect the ability to manage innovation processes that fundamentally depend on the internal characteristics of the organizations and the environment in which they are developed. Therefore, the policies aimed at strengthening innovation systems, whether at the regional or national level, should tend towards the generation of flows of knowledge and experiences that directly affect organizations, which in turn should be able to take advantage of the external factors that provide the interactions of the system, improving its internal structure and the innovation capabilities of human resources as the main source of innovation.

Developing countries show a trend towards the acquisition and adaptation of external technologies, as an important and determining factor in innovation capacities seen from a purely technological perspective, which has been the valid strategy that has allowed in a practical way and faster to approach the experiences of organizations in industrialized countries. However, with evidence of the factors that affect the dynamics of the internal capacities of organizations in developing countries and despite the progress made in the last two decades, the innovation process continues to be more complex for its development, inhibiting robust processes and effective that generate an impact not only at the business but national level.

Finally, it is observed that the industrialized countries have a greater potential for innovation, due to the level of relationship between the agents of the innovation systems, the development of the industries focused on technological development and the levels of investment and development in I + D strongly leveraged by cooperation between universities and companies.

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