



BASES AND ANALYSIS OF EVALUATION OF INNOVATION POTENTIAL OF INDUSTRIAL ENTERPRISES

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Abstract: The article presents the theoretical and methodological basis for assessing the innovative potential of industrial enterprises and the study of the acceptability of the introduction of strategic management methods in the development of the innovative environment of corporate structures in the context of economic liberalization.

Key words: scientific and technical potential, labor potential, investment potential, market potential, organizational and management potential, foreign economic potential.

Introduction

Today, economic development and the prestige of the state are measured by its ability to respond quickly and effectively to technological changes through the development, introduction and dissemination of innovations. Innovative processes at all levels of the national economy are constantly becoming more complex by accelerating scientific and technological progress and strengthening the requirements for increasing the efficiency of the use of limited resources.

In this context, the problems of forming an effective system for managing innovation processes are of particular importance for the full realization of the existing scientific, technical and innovation potential of the national economy. The last 10-15 years have seen significant changes in the world economy. The new stage of the scientific and technological revolution and the internationalization of capital flows have changed the basic models of economic development. The target model that many countries want to pursue is a growth economy.

But now such indicators as the dynamics of innovations, the volume of investment flows have found their place in the economic assessment of technological speed and concentration factors that determine the high level of technological development of the modern economy. The most important trends that determine the prospects of any economy are humanitarian factors - the humanitarian component of the economic model. The global neo-economic revolution, predetermined not only by the world's gradual evolutionary transition to a new economic order, but also by technological, financial and environmental changes, confirms the dominance of the humane economy in the world. The directions that determine the growth of the humanitarian economy have become high-tech industries as the main source of production of the high-tech order and the newest types of production. For example, countries such as Norway, Canada, Germany, Ireland and Austria have now focused their economies on creating and using modern knowledge, which will ensure a growth of more than 50% of national wealth.

Literature review

84	<p>ISSN 2319-2836 (online), Published by ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW., under Volume: 12 Issue: 09 in September-2023 https://www.gejournal.net/index.php/APJMMR</p>
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The level of innovation development and innovation sensitivity of business entities depends on the created innovation infrastructure and the available opportunities for innovative development. The innovative potential of the region is a complex economic category that is formed under the influence of many factors. S.G.Alekseev Yu.O.Baklanova, A.R.Bakhtizin, E.V.Akinfeeva, M.A.Bendikov, E.Yu.Khrustalev, L.N.Borisoglebskaya, A.V.Polyakov, M.A. Kalinin, A.N.Semenov N.P. Belova, E.P.Maskaykin, T.V.Artser, G.M.Samostroenko, A.V.Martemyanov, Claire Nauwelaers, A. Reid, Kalcsú Zoltán, Magyar Dániel, K.Ranga's results of the study of scientific literature depending on its nature and formation, allows us to distinguish four approaches among the existing perspectives.

The results of the study of these literatures showed that a two-pronged approach to innovation potential was taken. The first group of authors supports the approach to resources and considers innovation potential as a system of interconnected labor, information, logistical and organizational-managerial resources, the integrated use of which ensures the effective innovative development of economic entities.

Analysis and results

The second approach to identifying innovative potential is called the propensity to identify the region's latent potential for their future implementation. This will allow you to uncover untapped (hidden) opportunities (resources) and find ways to connect them to the innovative development of the region. From the point of view of strategic planning of innovative development of the region, identification of hidden, untapped opportunities in the region is undoubtedly a reasonable point of view. However, this approach does not allow to assess the current situation and identify the initial conditions and factors for the development of innovative potential of the region.

According to the authors of the third group, the innovation potential of the region should be considered from two perspectives: the innovation process and the outcome of this process. At the same time, the innovation process means the activities of regional entities in the field of planning, development, testing and implementation of innovations, and as a result, the effectiveness of innovative activities of entities in the region. If the component of innovation potential implies its constant maintenance, renewal and growth, then the effective component evaluates its effectiveness, the efficiency applied by the subjects of innovative activity in the region.

Currently, the fourth, generalizing approach to the identification of innovation potential considers the indicator of innovation potential as a measure of the ability and readiness of the regional innovation system to ensure a continuous innovation process. In our view, such an approach is justified, as the assessment of innovation potential requires a comprehensive study of resource and production components that reflect the region's readiness and ability to innovate. At the same time, in assessing the innovation potential, it is necessary to take into account that the innovative development of the region is ensured through the innovative activities of economic entities in the region.

The study of international definitions of innovations shows that they are ready to implement innovation, that is, the ability to create, implement and master both acquired innovations. At the same time, the Organization for Economic Cooperation and Development is developing methodological approaches to the assessment of innovative opportunities. There are different approaches to defining

the structure of innovative potential in the scientific literature. Note that most authors focus on the resource component in determining the innovation potential structure. (Fig 1).

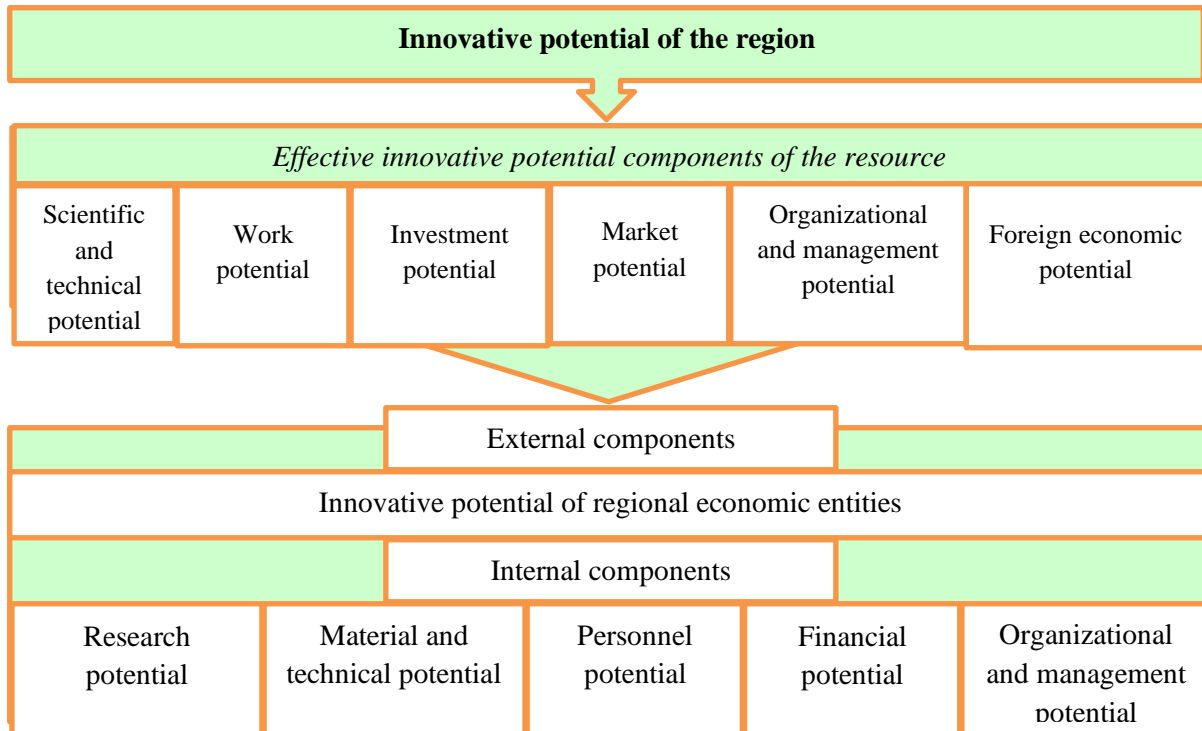


Fig 1. The structure of the innovative potential of the region

Innovative development of the region is ensured through the innovative activities of economic entities in the region. The composition of innovation potential varies for different levels of the economy. Given the innovative potential of the region, it is necessary to assess the level of innovative development of the region's economy, as well as the existing opportunities for innovative development of organizations operating in the region. Therefore, the assessment of innovative potential according to the selected components should be carried out comprehensively.

Of course, in order to talk about and evaluate potential assessment, it is first necessary to conduct in-depth research and understand the essence of its content. The concept of "potential" is already firmly entrenched in scientific terminology and is being successfully used by scientists in various fields of science and technology. The concepts of "economic potential", "spiritual potential", "moral potential", "scientific and technical potential", "human resources", "production potential", etc. are widely known to the scientific community, and at the same time, the concept of "innovative" - Despite the clarity, importance and prospects of use, domestic and foreign researchers have not yet found a reflection in their scientific work, and the category is one of the "gaps" in the apparatus of innovation. To us, the lack of research in this economic category is the result of a number of methodological and practical difficulties.

The current stage of development of our country can be characterized by innovative orientation. The concepts of “innovation”, “innovative activity”, “innovative potential”, “innovation”, “innovative character” and others are widely used in scientific publications. Apparently, either any action taken during economic activity has a definite innovative significance, or the authors of these scientific works use innovative terminology as a modern and beautiful definition.

The multifaceted nature of the concept being studied allows it to be used for a variety of objects in the innovation process. According to the proposals of M.Yu. Elimova, at least three options for using the concept of "innovative potential" can be identified.

1. Innovative potential of innovations can be assessed on the following criteria: intensity, breadth, ie the degree of conformity to the "growth of final results, the growth of costs for innovation" - the assessment of the object, as well as "the degree of conformity to the overall efficiency of factors involved in the innovation process" costs” - process evaluation; complexity, i.e., “the ability to make changes to other subsystems (e.g., technical and technological, managerial, legal, social psychology)”; radicalism, i.e., “the ability to provide new practical tools to meet new or already known needs, the novelty of qualitative change in the path of human activity”.

2. Innovative potential of the socio-cultural environment in which innovation is implemented (created and introduced), its economic, institutional, social, cultural features. “It’s a necessary but often overlooked activity. “The general idea that ‘ the environment is lagging behind ’often hides a simple lack of knowledge about its innovative features and capabilities, as well as the impossibility of using them,” he said.

3. Innovative potential of organizations involved in innovation. We are talking about making full use of the professional qualifications of professionals, workers and organizers to solve problems that arise in the implementation of innovations. In addition, the scientific and technological policies adopted in them, the socio-psychological climate, the attitude to new products, and so on, should also depend on the innovative potential of organizations.

Our analysis has shown that most researchers liken the concept of ‘innovative potential’ to the concept of ‘production potential’, i.e. as the amount of resources that enable innovative activity from the research stage to its practical application. This definition is based on the logic of the concept of “potential”, i.e. the availability of available power, reserves, funds. As for the subject of this study, what has been said is that innovation potential refers to a country’s existing resources or other organizational and economic structure that can be used to carry out innovative activities. At the same time, we think that resources are not yet potential in the literal sense of the word, or perhaps this is an independent potential, for example, a resource. At the same time, we are not talking about the fact that the same resources can be used in completely different areas or in different directions of the same industry, perhaps even in an innovative way. With a limited amount of resources (and it is limited in any economic system), resources are mainly used for investments that can be called tactical because they can be returned in the near future. In this sense, strategic investments are less attractive to businesses because they also represent a high degree of uncertainty in terms of profitability, size and timing. It is clear that innovative activities aimed at creating and using new products should clearly focus on hazardous areas of use.

This approach, firstly, reflects only one aspect of innovation potential - its resource provision, does not reflect the original purpose and essence of innovation potential, and is not entirely



acceptable; second, the stage of the research work, as we have proven in the study, is not included in the innovative activity, but is an integral part of the scientific and technical activity and leads to confusion of the concepts of “innovative” and “scientific” accordingly.

The weak development of the concept of ‘innovative potential’ and the lack of literature on the subject make it difficult to determine the disciplinary origins of this concept. However, in the initial work describing the conceptual foundations of the study, a comprehensive approach was established in developing the concept of ‘innovative potential’, which excludes its narrow social interpretation with economic, psychological, organizational-managerial and other components of innovative potential. To this conclusion, it should be added that, in our opinion, it is necessary to determine the social characteristics and indicators of IP, although it is much more difficult. In this regard, we consider the possibility of implementing the above requirements for the development of this concept in conjunction with complexity autonomy. It is now necessary to consider the interpretations of the content and essence of the concept contained in the domestic and foreign economic literature first studied.

M. Marushkina and V. In Tambovtsev's work, innovation potential is interpreted as a key concept in the analysis of the innovation process, because the process of socio-economic development is nothing more than the process of formation and implementation of innovative potential within existing technologies. The concept of IP is determined not only by the level of development of technology (flexibility of technology, new technologies), but also by the characteristics of the innovation climate (socio-economic conditions for adoption and implementation of innovative solutions), the characteristics of innovation, project potential (ready-to-implement projects) and raw materials, materials and labor resources with the characteristics of the conditions of reconstruction.

As a result, the authors define “innovation potential as a category that represents the ability of existing technologies and their agents to create and implement development opportunities”. The proposed innovation potential model, developed by the authors according to the Forretser model, adds globalization to this work and moves away from developing clear indicators, criteria for evaluating innovative potential, but this study is undoubtedly the strongest in terms of in-depth analysis of the problem. An approach to understanding innovative potential as a development mechanism seems to be very important.

In the same sense, in our opinion, the definition of this category given by Yu.M. Kanigin should be considered. It views the innovation potential category as “a system that incorporates the technical potential of science, education and manufacturing”. In other words, it refers to the factors (intellectual and material) that determine the level, timing, and scale of creation of new production systems. ”This definition complements the concept of innovation potential proposed by P.G. Oldak well:“ The innovation potential category reflects the most important qualitative characteristics of the level of development of the output "and" in terms of quality a) education; b) fan; c) can be represented by various parameters such as management. may have.

The job description of the studied category adopted by UNESCO defines innovation potential as “the sum of available scientific discoveries, inventions and technical innovations, as well as available resources to solve national and international problems put forward by science”.

This approach is typical of international organizations, which consider regions that include several states as the main object at the micro level. The definition, developed by UNESCO to describe the innovative potential of a particular country, also relies on the globalization of the problem and its



extremely high level of understanding: “National innovation potential is defined as an interconnected set of human, material, information and governance factors”.

Thus, it includes all the organizational resources at the disposal of the country to solve national and international problems put forward by scientific discoveries, inventions and technological innovations, as well as scientific and technical achievements. Apparently, a slightly more detailed and precise approach is required to characterize the innovation potential within the country (region, industry, organization).

The authors of the fundamental work on innovation management focus on their definitions at the industrial or enterprise level: "Innovative potential is a set of various resources, including material and production, financial, intellectual, scientific, technical and other tools for innovative activities." However, as noted above, a simple set of resources, while complete and attractive, does not identify real innovative opportunities. Aristotle argues that in his time wealth was not in possession, but in use. With fewer resource options, you can achieve a more innovative result. Much depends on the psychological mood, the dominant relationships in the community and society, the social orientation.

A. Luzin's research shows that the level of innovation potential depends on the degree of flexibility of the elements of the organization, based on which the need for change in a number of subsystems of the organization, which includes organizational structure, technology, work organization, management style and more. According to the author, the level of innovative potential of the organization depends on which stage of the innovation process is carried out by this organization. "The innovative potential of an organization that implements only the final stages of the innovation process is undoubtedly different from the capacity of an enterprise that assumes all the functions of implementing a complete innovation cycle."

This postulate of the author seems clearly controversial, as the period of full self-sufficiency is long gone and there is absolutely no need for a single enterprise to have all the components of the innovation cycle, as practice shows that efficiency in this regard is very different. This clearly demonstrates that the development of venture entrepreneurship has violated the postulates of A. Luzin. On the other hand, it is important to note that in the analyzed work the author's opinion that "it is not expedient to think about the innovative potential of the whole organization without showing the nature and type of innovations, their radicalism" is not further developed.

VI Gromeka gave a specific definition of innovation potential: "Innovative potential is the unity and interaction of scientific, educational, managerial and modernized parts of scientific potential." It is also the most important part of the economic potential that ensures the development of science and technology and the subsequent increase in their achievements in the economy, and thus plays a crucial role in its growth. ” The author makes a worthy attempt to define innovative potential as the most important aspect, such as its optimal performance, its impact on the socio-economic development of society. The same approach is typical of the work of GM Dobrov and others.

In this regard, it is worth noting the definition given by M.S.Ilin, who called this category "the creation and implementation of scientific and technical data on production and social practice necessary to increase the economic and social efficiency of all spheres of human activity in socio-economic and organizational conditions." For the first time, the author focuses on the actual conditions for the operation of the innovation system, without setting pre-defined conditions for the

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effectiveness of his work. it remains unclear whether technical education can easily or impartially enhance its role in promoting the achievements of scientific and technological progress.

An interesting definition of innovative potential is made by G.I.Jits, who interprets this category as the ability of a system or other system to adapt as quickly as possible to changes in the environment under existing resource constraints, ensuring that its level of development approaches similar to other systems. Keep in mind that the innovative potential with this approach is the limit that this system seeks to develop, making it easier to determine its value and other parameters. A review of the proposed innovation potential concepts shows that their authors are trying to present this category as a result of interrelated and interrelated factors, including the “science” factor, which is the most important factor. The most important features of innovation potential are:

- Innovative potential due to the accumulation of scientific and technical resources;
- Innovative potential as a factor influencing the socio-economic development of the accumulated scientific and technical resources;
- as a description of the accumulated scientific and technical potential of innovative potential.

There is no doubt that the availability of new products that can be transferred to the field of practical use is an important component of innovative potential. However, it seems to us that the availability of new products ready for commercial use is not the only condition for their effective distribution in social production. It is also important to determine the readiness of the macro system and its elements to consume the existing scientific and technical basis.

The concept of innovative potential in local sciences can be considered as a concept of scientific and technical potential, the practical application of which will result in the emergence of new products that are the starting "raw material" for the practical realization of innovative potential. In the context of scientific and technological potential, it is proposed to understand "a set of factors that determine the possibility of continuously increasing the economic efficiency of production by accelerating scientific and technological progress."

The concept of scientific and technological potential is used to describe a system’s ability to create innovation in general, while innovation potential reflects the ability to use existing innovations inside and outside the system that created them. An important point in defining the concept of scientific and technical potential is its interaction with scientific and technical potential. Each of these concepts is, on the one hand, narrower and, on the other hand, broader than the concepts of scientific and technical potential. A number of researchers propose to consider scientific potential as “a set of parameters that characterize the system’s ability to solve future problems of scientific and technological progress”.

Scientific potential, including all areas of scientific knowledge, is not fully included in the scientific and technical potential, as a rule, in the field of individual humanities. The technical potential, which characterizes the state of social production and combines all the elements of its composition, is also not fully included in the scientific and technical potential, which includes previously used technical and technological means. Thus, scientific and technical potential, from the point of view of some scientists, represents a limited connection between science and industry, occupying a special place in the overall potential of the country. When sharing the concepts of scientific, technical and innovative potential, it should be noted that they are interrelated (Fig 2).

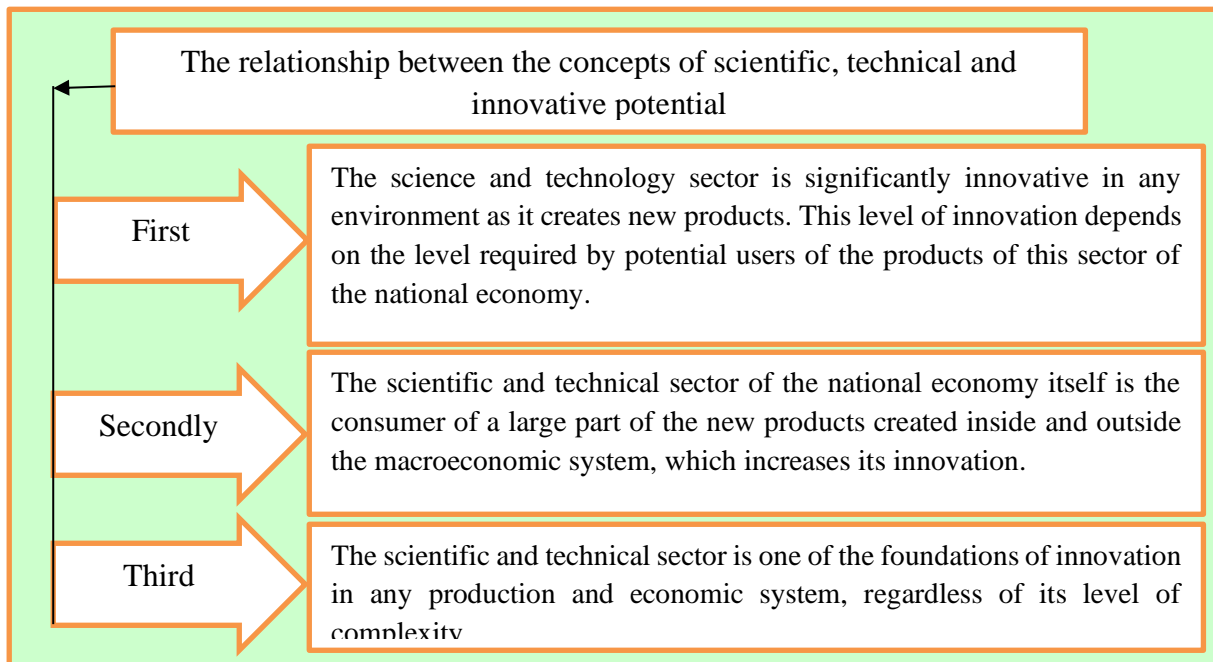


Fig 2. The relationship between the concepts of scientific, technical and innovative potential

Thus, the science and technology sector is an important indicator of the innovative potential of any production and economic system, which predetermines its effective development and performance capabilities. The innovative potential of the production and economic system, regardless of its level of complexity, must take into account not only the ability to create and implement innovations, but also the willingness of social producers to adopt these innovations for later effective use. At the same time, it is necessary to constantly keep in mind not only the quantitative characteristics, but also the qualitative aspects of the volume of innovative potential.

It should be noted that the concept of “innovative potential of the production and economic system” in relation to the presented material should be considered as the highest ability of the system to create, reproduce and use innovations in the context of available resources.

According to our understanding, innovative potential is a set of economic, organizational and social factors that determine the limited (maximum) ability of an object (industry, region or organization) to independently create, reproduce and (or) use innovations created by the object itself; . Interaction with other facilities for the harmonious creation and (or) use of innovations, as well as the timely destruction of obsolete materials in the existing socio-economic and organizational conditions.

This complete definition of the concept under study can be presented in a shorter and more convenient form for further analysis: innovative potential is the ability to create innovations, to perceive innovations that have already been created, and to get rid of obsolete ones in a timely manner.

Conclusion/Recommendations

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In conclusion, we can conclude that innovative potential should be presented as a system that enables the implementation of production and business activities in the following areas: traditional resources used to produce new products; new sources used in the production of traditional products; innovations produced as products intended for final consumption.

The results of the study of the content of innovation process management show that the terms "innovation management" and "innovation management" are different. While innovation management refers to the application of key management functions to an innovation process or activity, the term innovation management is traditional and means that a new description has been added to the elements of any management process.

It was found that the mechanisms of innovation management should be studied as a separate tool in the process of studying the theoretical and methodological bases of innovation process management in corporate structures, different approaches to its description, the main aspects and principles of a particular systematization. Through the organization and development of innovative processes in corporate structures, the introduction of new methods and tools in various spheres of socio-economic life of society at different levels, ultimately creates the basis for the development of society.

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