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THE ROLE OF INNOVATION IN ACTIVITY OF THE INDUSTRIAL ENTERPRISES OF THE REPUBLIC OF BELARUS

This article is devoted to problems of innovation to strengthen the competitiveness of industrial enterprises of the Republic of Belarus.

For many companies, faced with intense competition, the problem of survival in the harsh conditions of the market, innovative activity and its results are the main condition of success and efficiency. Therefore, the participants of market relations, especially those that are engaged in manufacturing, to ensure its current and future competitiveness, are obliged deliberately to shape and implement their innovation policies.

Innovations provide for the transition to new technology, new products, and, ultimately, contribute to the release of a new stage of economic development. The pace of economic development of the enterprise depend on the activity in the implementation of innovation, plays an important role in a competitive environment

Around the world companies seeking competitive advantage through innovation. They learn new methods of achieving competitiveness or find better ways to compete using the old methods. Innovation can manifest in new product design, new production process, a new marketing approach or a new method of training workers. The majority of innovations are quite simple and small, based more on the accumulation of minor improvements and advances than on a single, major technological breakthrough [1].

Today, it is undeniable that the welfare of society is not determined by lots of factors of production and not the volume of investment and efficiency of innovative activities that give positive final result.

Innovation is increasingly regarded industrial enterprises as the only way to improve the competitiveness of products, maintain a high pace of development and level of profitability. Therefore, enterprises in overcoming the economic difficulties begin to lead their own development in the field of product and technology innovation.

However, the achievement of significant results in the development of innovations among a broader range of enterprises in the near future problematic. The reason for this is, first and foremost, the absence of serious experience of doing innovation activities in market conditions. The analysis of the problems associated with accelerating the integration of science and production, introduction of innovative processes in industry, also shows that many of them arise due to the lack of a well-formed infrastructure support horizontal ties between industrial enterprises, scientific and financial organizations [2].

One of the most urgent problems of the Belarusian economy – improving the competitiveness of industry due to its technological re-equipment and upgrade of high-tech industries that create high added value. There is an urgent need for enterprises to access advanced technologies.

Theoretically there are two approaches. It is possible to go on the way of acquisition of licenses and a know-how to the known technologies, types of products and trademarks of the large foreign companies. Other way – a support on own scientific and technical potential, considerably unclaimed today the domestic industry. He is more perspective, however requires overcoming a number of financial and organizational and managerial barriers.

In the industry the most important part of innovations is implemented in the form of Research and Development. As a rule, it is the most general, difficult on the organizations and innovation type, important on the importance.

Research and Development as the activities turned into the future is closely connected and mutually determines strategic management of the entity. Strategy turns into reality only as a result of development of a specific product or process. Costs for Research and Development are investments in the future of the entity, but at the same time high uncertainty and risk are inherent in them [3].

In this regard scientific and technical innovations are a decisive condition of survival and growth of most the entities and they shall be planned and be controlled as appropriate.

The effectiveness of the innovative developments depends on the state of innovation potential of the company, which is based on intellectual, material, financial, personnel, infrastructure and other resources.

Thus, the entities which create strategic behavior on the basis of innovative approach have an opportunity to win leader line items in the market, to keep high rates of development, to reduce the cost level, to achieve high rates of profit.

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ПРОБЛЕМЫ ФУНКЦИОНИРОВАНИЯ МАЛОГО БИЗНЕСА В РОССИИ

In the article the author reveals the concept of «small business», considering its specificity, advantages and disadvantages, and provides characteristic values of the activity relative to the economy.

Малый бизнес имеет большое значение как субъект экономической системы Российской Федерации. Он оказывает существенное влияние на формирование структуры экономики страны и на её развитие в целом. Малое предпринимательство решает ряд важных социально-экономических вопросов, например, трудоустройство, рост уровня конкуренции в стране, соучастие в образовании бюджетов различных уровней и прочее.

Категория малого или среднего предпринимательства определяется в соответствии с важнейшим условием среднесписочной численности работников и выручки от реализации товаров (работ, услуг) [1].

В экономической литературе предоставлено большое количество формулировок понятия малого бизнеса по различным аспектам этого явления.

Выделяется три основных признака малого предприятия:

1. Маленький рынок сбыта, не позволяющий предприятию воздействовать на цену или объем реализуемого им товара.