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## FUNDAMENTALS OF THE 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.

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### Introduction

Innovation-means innovation as a result of practical (scientific and technical) mastering of innovations, innovations include new products, technological processes that require science and modification of products and services (social innovations).

It is known that the transition from one quality to another requires the consumption of energy, time, finances and similar resources. The process of transferring news to innovation is also mainly through the consumption of various resources, such as investment and time. As a system of economic relations in market conditions, innovation and investments in the sale of goods in the framework of which demand, supply and valuation are formed are involved in the breakdown of compensation of the main innovation activity. The novelty forms the market of novashias, investments-the capital market (investments), innovations (innovations)- the market of pure competition.

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

Its manifestation is expressed in the high potential effectiveness of the implementation of innovative capabilities. Therefore, the primary task of the state is to create the main internal and external motives that motivate the enterprise to innovate activities as a factor of economic growth.

To carry out innovational activities in a manufacturing enterprise, it is necessary to have the potential to innovate a productive enterprise, characterized as the sum of various resources, as well as:

- intellectual (technological document, Patents, license, business plan for mastering Innovations, Enterprise Innovation Program);
- material (experimental basis, technological specifications, resource of fields);
- financial (personal, debt, investision, etc.);
- personnel related (leader-innovator, personal, negative from innovations; cooperation of employees with ITI and Osms, as well as personal contacts);
- infrastructure (new product marketing department, patent and legal department, information department, etc.).

### **Main part**

The dependence of productivity on its technical level is an axiom of market relations. Objectively, competitive struggle is also an axiom of market attitude. Objective competitive struggle increasing the technical technological level of production is the main incentive for innovative activities.

An important law of a market economy can be described as follows: increasing the comparative technological level of production creates conditions for its profitability and a corresponding increase in the competitiveness of goods and services. The industrial enterprise, which exhibits poor innovation, cannot cope with the competitive struggle.

It is necessary to understand the possibility of maximum generalization of high-innovation phaology at the time of innovation potential of the enterprise. In this case, innovation activity is viewed by the enterprise as the intense implementation of innovation activities.

The validity of the current economy is based on the potential of innovation and the potential obtained in its use and factors of economic socio-economic development. Therefore, it is now required to have a high level of innovation when taking the leading position in the world. Therefore, it can be noted that the local innovation industry has not developed enough. According to various rating studies, it is lagging behind the world's developed countries in terms of total innovation, number of enterprises, product volume of innovation, which carries out the development and implementation of technology innovations. From this, in order to ensure competitiveness in the local economy, it is required not only to eliminate lagging behind the development of the personal innovation sector, but also to put it among the leaders in the shortest possible time. This task is more important for all stages of the economy, first of all, the industry, its enterprises, which are supposed to create a society, economic and social well-being, providing competitive production and living on the basis of innovative achievements.

Today, the industry has lost some position, is lagging behind the leading countries in labor productivity, is in an unusual economic position, but it is considered a powerful scientific innovation production potential and the demand for its activation in intensive pictures in the conditions of a modernized economy is clearly manifested.

Solving issues on the basis of innovation and thus socio-economic development requires industry, as ever, to bring to maximum attention the opportunities, the reserves of intellectual property, resources opened by a modernized economy by market type.

At this stage, there are all the prerequisites for the development of the functional composition of innovative activities, which provides for the active inclusion of it in the market economy in the industrial

economy. The solution of the problems of innovation development is associated with the solution of issues of strengthening its impact on the well-being of people. Therefore, research and measures to ensure efficiency in harmony with economic and social processes that do not allow innovation processes, from one to another, to be interrupted by the currently existing types of development, and secondly, bring an increasing result in improving the quality of life of people are important. The solution of these issues provides for new approaches to planning a reasonably consistent innovation activity in the areas of need and resource development for users interested in development, based on a deep knowledge of the current laws of the development of the economy and society, using the methods and motivations of work.

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

Depending on the purpose, the following tasks are defined:

1. To determine the relevant aspects of research on innovation activity and Innovation Management in the current economy (conceptual apparatus of the theory of innovations, theoretical basis, scientific approaches to the formation of a development resource);
2. Formation of a methodology for a systematic complex approach of innovative processes in harmony with the processes of economic and social development adjacent to them (the historical aspect is a conceptual model of the synthesis of types of development, conditions for the implementation of complex structured development processes);
3. Development of innovative activity management methodology reflecting the features of the economy modernized in the industry (innovations in the provision of management tasks, concept of functional-process management theory, networked model of motivation);
4. Formalization of the methodology for managing innovative activities, which provides for the activation of its diversification into a market economy (economic-mathematical model of assessing practical content, allocation of resources by types of activities, achieving a balance of interests of participants in innovation processes);
5. development of a bench planning methodology for organizing innovative activity management, which synthesizes the tasks of innovation processes and the strategic goals and needs of the economic subjects involved in it and the state;
6. formation of an optimization methodology that provides the period of viability of the enterprise and its innovations;
7. development of innovative process management methodology designed to achieve efficiency in terms of life cycle indicators;
8. development of management methodology with innovation investment in the industry, adapted to market conditions.

## Conclusion

It is carried out within the framework of innovation policy and innovation services of industrial enterprises through the development and implementation of technical improvement, scientific and technical and organizational management innovations. In industrial enterprises, the results of barricading in various

forms of their corporate associations and the variations of the policy of modernization and innovation of certain industrial objects in the period of initial growth of economic activity differ in the content and particular direction and the intense implementation of stages.

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