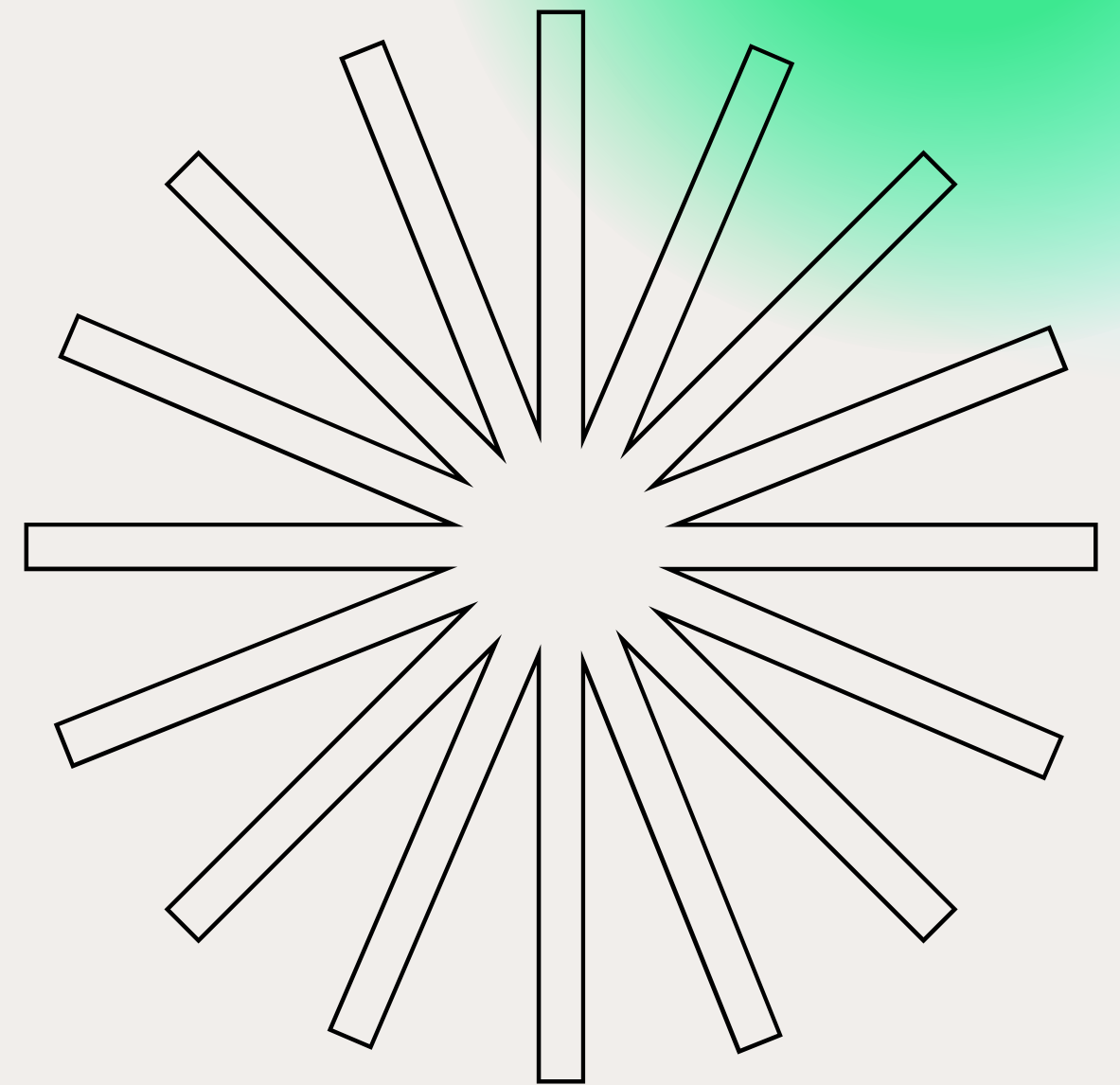


Innovation management

CONTENT

- Organization and evaluation, analysis of innovation activity






I.

Innovative activity can be organized at different levels of management – directly at the enterprise, within the framework of the association of enterprises, at the regional and state level

The innovation strategy determines the type of innovation activity, its forms, as well as specific methods of its organization



II.

Assessing innovation activity is an important process for any organization that seeks to remain competitive in today's rapidly changing business landscape. Innovation assessment helps to identify areas where an organization can improve its innovation processes, and it provides valuable insights into the effectiveness of existing innovation efforts

Steps to assess innovation activity

define

conduct

gather

benchmark

analyze



Form of organization of innovation activity

Creation is the formation of new enterprises, structural divisions or units designed to carry out innovative activities. These can be design and scientific and technical divisions and independent organizations created both inside and outside the parent organization

Allocation is an organizational mechanism involving the creation of independent innovative companies that were previously part of integral entities. It is advisable to carry out such actions when a new line of activity is formed that is not related to the main specialization of the company, diverting its resources to itself

Form of organization of innovation activity

A **vision** is a set of ideas of employees of a company about what this organization should become in the future. Creating a vision is a more important task than forming traditional plans

- fundamental research, which is carried out in academic institutes, higher educational institutions, industry institutes and laboratories and is funded from the state budget
- applied research conducted by various scientific institutions and funded by both the state and other investors
- development and experimental development. They are carried out at the expense of public funds, customer funds and the organization's own funds
- commercialization of innovative developments, i.e. launching into mass production and entering the consumer market

Sequence of analysis of organizations engaged in innovation activities

the number of academic institutes, research organizations engaged in innovative activities is determined

the number of organizations is given by year and their absolute and relative change is calculated

the number of people engaged in scientific and technical activities

the absolute change of those engaged in innovative activities are calculated by years

the total amount of innovation activity costs is analyzed

Groups of indicators

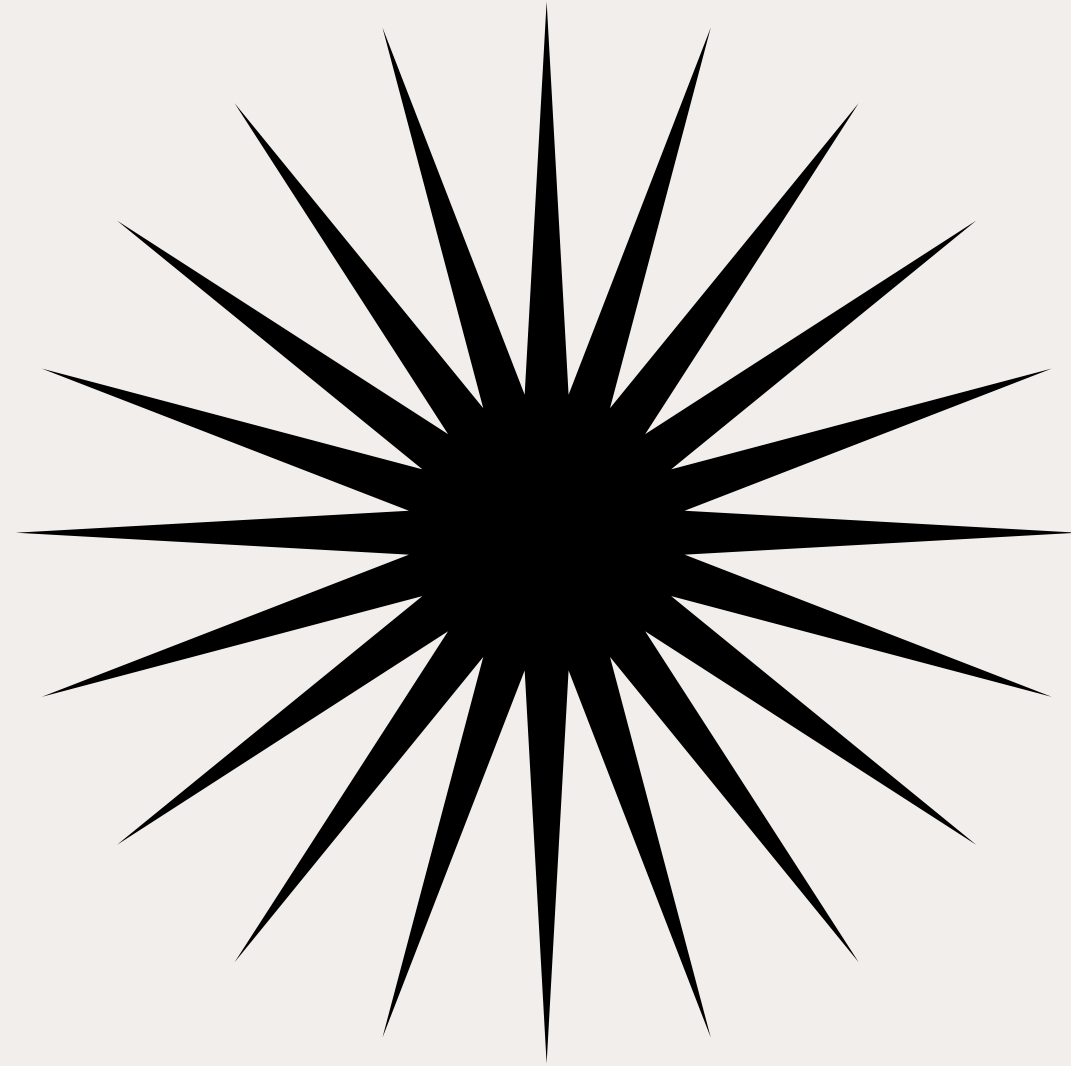
1. Includes indicators of the overall assessment of innovations. They, in turn, are divided into traditional, discount and rating: NPV, IRR, MIRR, PI, DPP
2. Includes private evaluation indicators, such as financial coefficients for assessing liquidity, coefficients for assessing the capital structure and financial stability of the enterprise
3. Includes private indicators that help to assess profitability, turnover, how time funds are used. The purpose of their application is to evaluate some stages of the innovation process, to identify the reasons for the variance of the final indicators
4. Includes indicators for assessing innovation risks. They are divided into subgroups based on variance or standard deviation, β -coefficients, as well as analytical risk assessment coefficients

Indicators of the use of the results of innovative activity include

- number of names of new types of products by year
- the share of new types of products in its total volume by year; • competitiveness of products in domestic and global markets
- the degree of technology progressiveness
- the amount of work on technical improvement of production, their absolute and relative change over the years
- economic results: profit growth as a result of the introduction of the results of innovative activities, reduction of the resource capacity of products, etc.

Indicators of the effect of innovation activity

- financial effect
- budget effect
- general economic effect



**Thank you for
your attention!**