INNOVATIVE ACTIVITIES AS AN OBJECT OF INVESTMENTS

Annotation: In this scientific article innovative activity is considered, the essence and functions of innovation are analyzed.

Keywords: investment, innovation, labor, service, management

ИНОВАЦИОННАЯ ДЕЯТЕЛЬНОСТЬ КАК ОБЪЕКТ ИНВЕСТИЦИЙ

Annotation: В этой научной статье рассматривается инновационная деятельность, анализируются сущность и функции инноваций.

Ключевые слова: инвестиции, инновации, труд, сервис, управление

Modern scientific and technological progress is unthinkable without an intellectual product resulting from innovation. Innovation as an economic category reflects the most common properties, attributes, relations and relations of production and innovation. The essence of innovation is manifested in its functions. The functions of innovation reflect its purpose in the economic system of the state and its role in the economic process. A special role is played by innovation in improving the competitiveness of enterprises. Innovation means “investing in innovation” as a result of the practical acquisition of a new process, product or service. Innovation is an innovation that did not exist before: a new phenomenon, a discovery, an invention, a new method of meeting social needs. Innovation is the materialized result obtained from investments in new technologies or technologies, in new forms of organization of production, maintenance and production management. The process of creating, mastering and spreading innovation is called innovation or innovation, the result of innovation can also be called an innovative product. The division of innovations into specific groups according to certain characteristics is called the classification of innovations. In the practice of innovation management, various
innovation classifiers are used. Depending on the technological parameters, innovations are divided into products and processes. Product innovations include the use of new materials, new semi-finished products and components; getting fundamentally new products. Technological innovations mean new methods of organizing production (new technologies). By type of novelty for the market, innovations are divided into: new to the industry in the world; new to the industry in the country; new for this company (group of enterprises). On the stimulus of appearance (source) can be identified: • innovations caused by the development of science and technology; • innovations caused by the needs of production; • Innovation driven by market needs. The place in the system (in the enterprise, in the company) can be distinguished: • Innovation at the entrance to the enterprise (raw materials, equipment, information, etc.); • Innovations at the exit of the enterprise (products, services, technologies, information, etc.); • innovation of the system structure of the enterprise (management, production). Depending on the depth of the changes: • radical (basic) innovations that implement major inventions and form new directions in the development of technologies; • improvement of innovations that implement small inventions and prevail at the stages of distribution and sustainable development of the scientific and technical cycle; • Modifications (private) innovations aimed at partial improvement of outdated generations of technologies and technologies.

We can say that innovation performs the following three functions: • Reproductive; • investments; • stimulation. Reproductive function means that innovation is an important source of funding for expanded reproduction. The meaning of the reproductive function is to profit from innovation and use it as a source of financial resources. Profit from innovation can be used in various areas, including as capital. This capital can be used to finance new types of innovations. Thus, the use of profit from innovation for investment is the content of the investment function of innovation. The profit of an entrepreneur through
the introduction of innovations directly corresponds to the main goal of any commercial organization. Profit serves as an incentive for the entrepreneur to introduce new innovations; Encourages him to constantly study the demand, improve the organization of marketing activities, apply modern methods of financial management. Together, this is the content of the incentive function of innovation. The innovation process can be considered relatively isolated, having its final product and using traditional processes and structures as a means of its implementation without any significant changes (for example, the question of a technical product that does not replace the production of existing products, but complement them). Managing this simple type of innovation process is about allocating resources to support this process and creating additional incentives to participate in the process of providing systems and services. The recognition by the end user of the utility of a new concept or idea causes a change in the external environment. A useful, useful function is to distinguish innovation from discovery and invention. Discoveries and inventions have no social and economic value unless they become the basis of innovation. Secondary implementation refers to the upgrade. It is advisable to introduce a division: innovations of the first kind include new discoveries, inventions, ideas, first introduced in the production by innovators, which are of paramount importance and are often funded from centralized sources; Innovations of the second kind include inventions, know-how, ideas and discoveries, repeatedly introduced by simulators, i.e. E. Such innovations are no longer new in the world. If innovations of the first kind are not obligatory for all enterprises, then innovations of the second kind are obligatory for all, and they are most often financed from credit sources in venture and other forms. The creator of the new technology. The innovator proceeds from such criteria as uniqueness and novelty, as well as a simulator - from such criteria as the product life cycle and its economic efficiency. Uniqueness can be achieved only if the staff of the
enterprise has its own, original knowledge and skills in this industrial field. Innovation is extremely important for organizations that sell licenses. Under the influence of modern changes, trends and processes, both in technology and in the economy, new needs are being formed that cannot be satisfied with the accessible results of people’s activities. There are problems that can only be solved by creating new means and products, new organizational forms. Thanks to the innovation activity of people, which is the content of any innovations.

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