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### **ІННОВАЦІЙНА ДІЯЛЬНІСТЬ ВІТЧИЗНЯНИХ ПІДПРИЄМСТВ НА РИНКУ ЕНЕРГОЗБЕРЕЖЕННЯ В УМОВАХ ГЛОБАЛІЗАЦІЇ**

*Анотація.* У статті проаналізовано характер інноваційної діяльності вітчизняних підприємств Розглянуто підхід до удосконалення компаній на ринку енергозбереження з точки зору посилення ролі інновацій. Запропоновано процес управління інноваційної діяльності підприємств в умовах глобалізації.

*Ключові слова:* інновації, інноваційна діяльність, управління інноваційною діяльністю, процес, глобалізація

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### **ИННОВАЦИОННАЯ ДЕЯТЕЛЬНОСТЬ ОТЕЧЕСТВЕННЫХ ПРЕДПРИЯТИЙ НА РЫНКЕ ЭНЕРГОСБЕРЕЖЕНИЯ В УСЛОВИЯХ ГЛОБАЛИЗАЦИИ**

*Аннотация.* В статье проанализировано характер инновационной деятельности отечественных предприятий. Рассмотрено подход по усовершенствованию компаний на рынке энергосбережения с точки зрения усиления роли инноваций. Предложен процесс управления инновационной деятельностью предприятий в условиях глобализации

*Ключевые слова:* инновации, инновационная деятельность, управление инновационной деятельностью, процесс, глобализация.

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### **INNOVATIVE ACTIVITY OF THE DOMESTIC MARKET ENTERPRISES ENERGY IN THE CONDITIONS OF GLOBALISATION**

*Annotation* The article analyzes the nature of innovation activities of enterprises. An approach to improving innovation management companies in the market of energy saving in terms of strengthening the role of innovation. The process of managing the innovation activity of enterprises in the conditions of globalization is proposed.

*Key words:* innovation, innovation, management innovation activities, the process, globalization.

**Introduction.** Addressing the economic stability and sustainable development of Ukraine is closely linked with the formation of active innovation, development and implementation of innovative strategies both macroeconomic and microeconomic level of individual entities.

Strengthening the competitive position of domestic enterprises to market energy needs simultaneously a large number of interrelated economic phenomena and processes, increase their level of technical equipment and increase resources for business development strategy. Innovative development in energy efficiency is becoming increasingly important and requires the formation of conceptual foundations of innovative activity of enterprises in the market of energy saving.

**Analysis of research and publication.** International practice offers a wide range of economic instruments of scientific and technical, innovation and industrial policy, whereby the management innovation activities of enterprises. The study of these issues were such scientists as V. Landyk, I. Pavlenko, N. Kubyshyna, N. Chukhrai, Volkov, S. Illyashenko, E. Boyko, Romyantsev A , Rogach O.I, B. Twiss, B. Shapiro, I. Ansoff, AND . Schumpeter, M. Porter, R. Foster et al. [4, 5, 6, 8, 9, 10,11.]. It should be noted that the issue of innovative activity of enterprises in the field of energy disclosed in full. Thus, the trends of the Ukrainian market innovation and global dynamics of technological innovation and global investment limited resource facing today those factors that put forward new requirements for managing innovative activities of enterprises in the market of energy saving.

**Purpose of the article.** The purpose of the article is to study the actual management of innovative activity in industrial energy conservation and finding best practices to improve its effectiveness in the context of sustainable development.

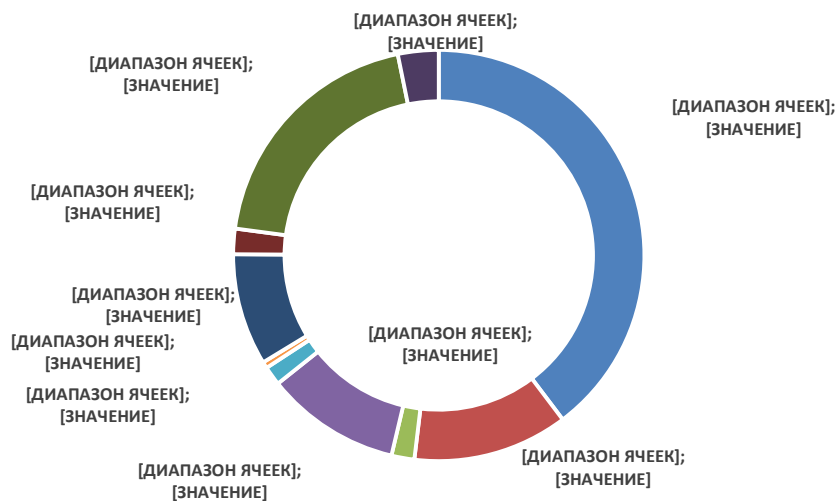
**Methodology.** The theoretical and methodological base article serves modern theory of marketing and management, research works of domestic and foreign scientists in the field of marketing, competition, strategy and innovation company, and the provisions of the general theory of statistics, materials of periodicals, the results of market research (marketing research base).

This study is performed using the following theoretical and empirical methods of scientific knowledge as a comparison, induction and deduction, abstraction, analysis and synthesis and modeling.

**The results of the research.** *Innovative activity* in modern terms is one of the most important factors of effective functioning of scientific and practical areas, because together they offer the most effective results. Innovation activity as a form of business is that it is characterized by an increased risk compared with usual business. This risk is due to novelty, creative nature of scientific and technical work, the possibility of obtaining both positive and negative results.

Successful development of a modern economy is impossible without a significant increase of high-tech innovative products in total GDP, which is the end result of commercialization of research and development. The introduction of innovation in modern conditions of market relations is the primary means of increasing profits through better meet market demand and lower production costs compared with competitors. *Energy and Energy Conservation* in modern conditions of development is one of priority directions of science and technology in Ukraine.

The problem of sources covering economic and social needs of the energy resources there is for each country. Increasing influence on its decision exert alternative fuels (AVP) and renewable energy sources (RES). With the accession to the European Energy Community, Ukraine has made first steps towards forming a transparent market renewable. In general, Ukraine has significant technical and achievable potential for energy production from renewable and AVP - more than 98.0 million tons of fuel per year, of which the largest shares.



### Figure 1. Replacement of primary energy from renewable energy sources in Ukraine by the results in 2017 [2]

At the same time, the biggest obstacle for the development of renewable energy in Ukraine are: lack of incentives and preferences for manufacturers of equipment for green energy, inadequate legislation, lack of necessary financial resources, lack of information, inadequate *management of innovative activity of enterprises in energy saving*. Thus, it is necessary to improve management of innovative activity of enterprises in energy saving, increase its efficiency. Also require implementation of measures to stimulate business activity and attracting domestic and foreign investors to finance such projects.

The term "*innovation*" a number of scholars sees activities aimed at finding opportunities to intensify production and meet the social needs of competitive goods and services using scientific and intellectual potential. More fully reveal the essence of innovation such scholars as C. Illyashenko, S. Pokropyvnyy, N. Chukhrai, B. Santo, K. Pavit, L. Soet which innovation is a process aimed at implementing the results of completed research and development or other scientific and technical achievements in the new or improved products, sold in new or improved technological process used in practice as well as the additional research and development [1, 6, 13].

Consider the main approaches to defining the essence of the concept of "innovation." Approaches in this case can be targeted to the enterprise, focused on product and market-oriented. The approach focuses on the enterprise determines the novelty of a future for the company. Following this interpretation, the existing principles of innovation are also considered new. The approach is focused on product, focused on the qualities inherent in the product range expansion, improved products. Market-oriented approach, based respectively on the needs of consumers of innovation through market research .

Thus, conducting analysis, we believe the concept of "innovation" should be considered within the approach based on market orientation. In the context of this area can give their definition of innovation, which is a complex process of creation, use and dissemination of **innovations** in order to obtain competitive advantage and increase profitability at the expense of marketing support.

Innovative activity determines the main directions of the company, but based its competitive position, and accordingly, and strategic position in the market. This activity is a factor of competitiveness, providing the efficiency of production resources, enhances the adaptability of enterprises to environmental conditions that vary, empowers enterprises to enter foreign markets, creating conditions for long-term stability. The implementation of these features provides an effective *management of innovative activity of enterprises in the market of energy saving*.

Thus, consideration of innovation in terms of system approach makes it possible to identify it as an object management. When the object in the management of innovative activities at the enterprise must understand the system of interrelated processes of innovation and enterprise microhabitat elements, united in a single unit for creation and innovation.

*Management* is a process of deliberate action on the subject of facility management in which the change will be the last and achieved goals. Thus, the process of innovation activity involves the implementation of certain functions connected with organization, planning, motivation, management and control of innovation. It should be noted that innovative activity management is particularly important at the present stage of development of national economy, making a significant impact on the strategy, objectives and methods of management of enterprises to market energy efficient [9].

*Innovative activity involves management*, based on its scientific and technical potential and innovative activity focuses on the needs of consumers, analyzes, simulations, on the basis of which holds control and timely changes in the company responsible of external and internal environment that combination allows the company to strengthen its position and achieve goals in the long run.

Innovative work by V. Stadnik, M. Yohny, TE Dudar, B. Kozlovsky - a component of management of modern enterprises, which includes planning, organizing and encouraging innovation, implementation of innovative projects designed to obtain competitive advantages and strengthen market position of the enterprise [10].

By P. Zavlinoyu of innovative activity is the formation of the purposes of innovation, planning, innovation, organization and monitoring of innovation. While I. Lebedev interprets the definition of innovative activity as a process of introducing innovation activity controls its funding of research and development [4, 7].

Table 1

**Views on the definition of "innovation"**

Approach	Essence
Innovative activity is focused on enterprise	Innovative activities - participants of economic relations is based on the sale of investments for the long-term scientific and technical programs with long payback periods and introduction of new scientific and technological achievements in production and other spheres of social life [4].
	Innovative activity - a form of investment activities undertaken to implement the achievements of scientific and technological progress in production and social sphere [3].
	Innovative activity - a process of bringing scientific ideas and technological invention to the stage of practical use that provides income as well as related process feasibility and other changes in the social environment [3].
Product innovation orientation	Under the innovative activity refers to activities aimed at the use and commercialization of research results and developments to enhance and restore the range and quality of products, improve the technology of their production with the subsequent introduction and effective implementation of domestic and foreign markets [13].
	Innovative activity - a process aimed at developing and implementing the results of completed research and development or other scientific and technical achievements in new or improved product, realized in the market in new or improved technological process used in practice and related the additional research and development [4].
	Innovative activities - aimed at finding opportunities that provide practical application of scientific, scientific and technical results and intellectual potential in order to obtain new or improved product, process of its production and meet the social needs of competitive goods and services [6].
The market orientation of innovation	Innovative activity means much more than just spending on R & D or patents. Assumes it is also appropriate strategy of the corporation, manufacturing and marketing requires stronger managerial knowledge and competence in this field [1, 6].
	Business creation (development and production), introduction and diffusion of innovation is called innovation. Innovative activities throughout their time to provide both research and research and development (R & D) and their marketing support (marketing innovation) and their logical relationship [5].
	Innovation activity is a result of market research and includes: <ul style="list-style-type: none"> <li>- R &amp; D;</li> <li>- engineering preparation of production;</li> <li>- technical and organizational innovations;</li> <li>- formation of investment policy;</li> <li>- real investment and innovation of new products [7, 13].</li> </ul>
	Innovativeness - activities to ensure effective implementation of innovative processes to meet the needs of consumers and businesses [5].
	Innovative activities - a broad concept that includes scientific and technical activities, organizational, financial and commercial, where the most important part of promoting innovation are consumers [6].

Analyzing these interpretations can give a general definition of "**managing innovative activities**" which we believe should be considered as an activity that provides forecasting, planning, organizing, motivating and monitoring to achieve social, economic, scientific and technical effect.

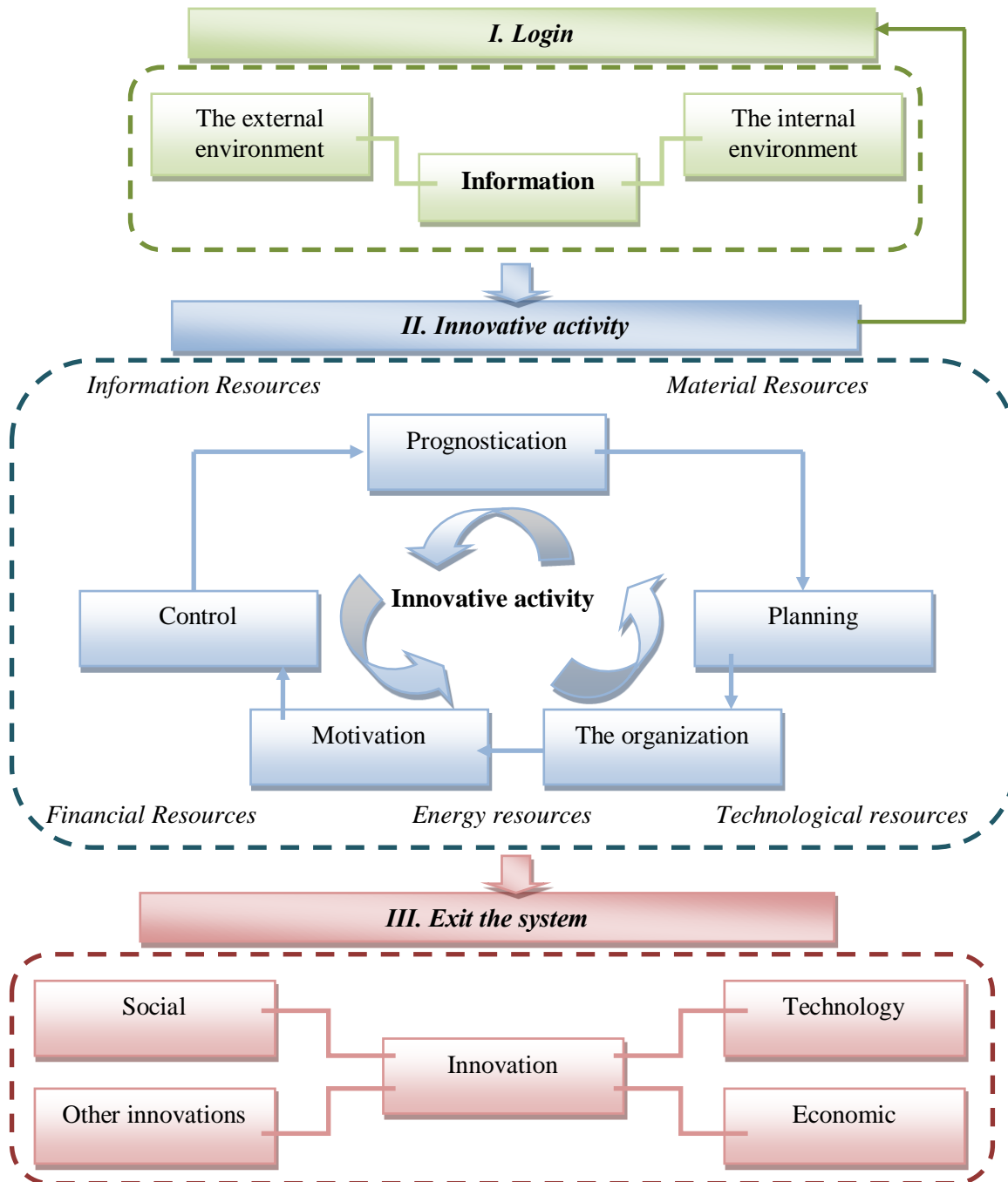
Thus, management innovation activities of enterprises in the market of energy saving - a set of principles, norms, rules, methods, techniques, tools, links and economic relations that govern different areas of innovation processes. The main goal of innovation activities of industrial enterprises is to ensure effective functioning of a business process innovation and as a result of sustainable competitive position in the market of energy saving and profit in the long run.

Rational organization of innovative activities of enterprises provides opportunities flexible response to changes that constantly occur, allows to increase the efficiency of scientific development, speed up their

manufacturing and market entry. Accordingly, the task of innovativeness energy saving sector at the present stage of development is solved using the adaptive approach and adaptive management model.

Development of innovative activity of domestic companies on the market extremely complicated energy inadequacy of the traditional system of innovation to new market conditions. Thus, to improve the efficiency of innovation activities, to streamline the system and its organization, strengthening the validity of analytical and training decisions, optimization of application technology, improve methods and forms of accounting in the innovation needed to improve management of innovative activities.

For effective management of innovative activities on energy market should determine the relationship of innovation in the following major directions as goals, resources, innovative designs and technologies used (see Fig. 2).



**Figure 2. Scheme of innovative activity on energy markets**

Consequently, management innovation activities on energy market is an open system. Login - information about the environment of direct action: suppliers, customers, competitors, environment mediated

steps: demographic, economic, political, legal, technological, socio-cultural factors and the internal environment: mission, strategy and policy. Information support of innovative activities based on the collection and accumulation of more information needed to transform it into innovation. Logoff - qualitative and quantitative characteristics of innovation.

The process of transforming information into innovation is due to the subjects of innovation (the management) and facilities management innovation (innovation). Innovative activity is realized through staff divisions: scientists, researchers and developers.

To ensure the effectiveness of forecasting, planning, organizing, motivating, controlling, should pay particular attention to the formation of enterprise resources. Yes, as a key strategic resource on the market energy needed for innovation, are: information, material, financial, technological and energy.

Mastering the process of innovation activity is a prerequisite for radical changes, which in turn lead to increased activity now on the market introduction of energy efficiency not only technological innovation but also social and economic.

Innovative activities of enterprises is a complex process, effective organization which will solve such complex problems as the selection and justification for optimal innovation of the organizational structure of the enterprise, assessing cost-effectiveness of innovation processes and coordination processes of innovation in general.

Also, for more efficient management of energy-saving innovation activities of the enterprise market offered the following principles:

- the principle of optimality, that innovative activity management company should be better than all alternative options;
- the principle of comparing the characteristics of innovative tools that the successful formation of innovation should be the only system of indicators that should allow comparison between the effectiveness of a variety of innovative tools;
- principle many criteria (in the management of innovation proposed for inclusion in his innovations are compared by many criteria);
- the principle of comprehensive optimization criterion (must be the only comprehensive optimization criterion, which combines or offers variable algorithm combining in itself all the selected criteria for evaluating innovative instruments);
- the principle of diversification of the following areas: diversification of financial assets, diversification of activities, diversification between investment and innovation areas, diversification of innovation;
- the principle of risk reduction (which includes its identification, consideration, evaluation, forecasting and developing measures to reduce);
- the principle of technological innovation analysis (including the assessment of scientific novelty, suitability and implementation of potential demand) [10].

Long experience of developed countries shows that a wide product innovation, market functioning scientifically innovative products is an important place in improving the efficiency and competitiveness of energy-saving. High energy intensity of GDP in Ukraine is the result of significant technological lag of most economies of the developed countries, poor branch structure of the national economy, the negative impact of "informal" sector, including import-export operations, which objectively limit the competitiveness of national production and adversely affects the economy - particularly given its foreign energy dependence. Unlike industrialized countries, where energy efficiency is part of the economic and environmental feasibility for Ukraine - a matter of survival in a market economy and accession to the European and world markets.

In this regard, the importance of the issues related to the implementation of innovation in energy efficiency in all sectors of national economy, including: steel, cement industry, construction materials, agriculture, utilities and others.

Thus, a situation where economic relations with energy-saving research institutions conducted by market basis, the market of innovative products is the main source of scientific innovation in the energy sector. In this regard should be paid great attention to developing the organizational and economic measures to improve the marketing of the introduction of innovative products to market energy saving of Ukraine, creation and improvement of its infrastructure, demand management, supply and pricing mechanism for innovative products that will improve the efficiency of scientific research level and their use in the production, to ensure competitive energy sector development.

**Conclusions.** Thus, effective management of innovative activities on energy market means transition to a new and sophisticated way of organizing its activities, ensuring growth of manufacturing capacity and is an indicator of innovation development. From the above, it can be concluded that the management of innovation projects is a very difficult process because innovation brings an element of risk. Innovation, getting involved in current operations, makes changes that affect the value of economic indicators - income, cost, productivity, output.

In the management of innovation activity becomes increasingly important factor of time, because innovation is one of the areas of business in which speed - along with efficiency - is particularly important. This applies especially energy-saving sector, which ZHTST is very short, and the availability of technology leads to the fact that new products can easily copy and reduced barriers to entry for competitors. One way to gain competitive advantages is the acceleration processes that occur in the enterprise, including innovative processes. Increase the speed of introduction of product innovation, rapid search niche markets and their rapid filling properly set up a proposal - a modern attributes of success.

The process of innovation activities on energy market is relatively new and understudied as the experience of leading companies in the world with innovative activity management is important for the formation and development of innovative management companies on the Ukrainian market of energy efficient, which is currently being formed. The ability to effectively manage innovation activity is one of the most important tools to support enterprise competitiveness in the market of energy saving. Thus, effectively organized innovation is a key driver of growth and profitability of business enterprises.

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