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DOI 10.36074/24.07.2020.v1.09

INNOVATIVE PROVIDING IN ENTERPRISE MODERNIZATION PROCESSES

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The increase in innovation activity and the availability of world technologies to the Ukrainian economy have led to increased international competition and have made it more difficult to find ways to increase the competitiveness of domestic enterprises. The entry of Ukrainian enterprises into world markets requires thorough modernization and technological renewal with the application of modern innovations. The state of most domestic infrastructure enterprises is generally characterized by low innovation, use of worn-out equipment and poor technical condition of transport infrastructure. To minimize negative impacts, there is a need to justify programmes and strategies for innovation and investment in upgrading the technological base of enterprises. Modernization processes in infrastructure enterprises need to be carried out on the basis of the principles of long-term competitiveness and innovation, which will make it possible to meet in an integrated manner the challenges of the globalization of economic systems and the digitization of processes.
The problems of modernization of enterprises are sufficient in numerous scientific and methodical publications. A number of well-known scientists such as A.I. Amosha [1], V.I. Gejec, V.I. Zakharchenko [2], S.A. Ishuk [3], M.I. Krupko [4], Kucheruk G.Y. [5], L.I. Fedulov [6] stress the importance of a comprehensive solution to modernization issues in Ukraine. However, despite the large number of scientific writings, a number of theoretical and methodological issues relating to the development of innovative support for the modernization of enterprises have generally not been sufficiently addressed.

Most scientists argue that the main task of modernization of enterprises is to upgrade the equipment. The modern challenges of enterprise modernization are seen as a process of updating all aspects of business management and organization of innovation and investment activities, with increased development potential. In this context, the main priority of upgrading enterprises should be to focus on scientific and technological progress and to move them towards a sustainable development trajectory through targeted basic changes aimed at the future. Such modernization should be oriented towards scientific and technological progress, which is organically linked to the strategic objectives of enterprise development, and should take into account the level of economic development of the enterprise. In addition, it should be noted that current technological trends are being directed towards energy efficiency and environmental sustainability, with appropriate standardization at the international institutional level. Therefore, technological upgrading measures should follow the following steps:

1) Priority support for those activities of an enterprise having a high multiplier effect on domestic activities;
2) Modernization on a new technological basis of the fixed capital of the enterprise, concentrating on the main economic activities;
3) Meeting consumer demand for high-quality products through the modernization of the management of the enterprise.

The practical realization of the stated tasks consists in realization of the investment program of the project portfolio, implementation of modernization measures, as well as further reorganization of business processes of the enterprise.

Conclusions. So, within an enterprise, modernization needs to be seen as a set of cyclically repetitive steps in the transformation of investment into enterprise activity. In general, the following rules for the successful modernization process can be identified:

- taking into account the long-term development strategy of the enterprise;
- economic feasibility and efficiency of investment in technological renewal;
- priority for the implementation of high-tech and innovative projects;
- innovation in technological upgrading is the direction of developing the economic potential of an enterprise.

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